

Paxar Bangladesh Limited

(A Subsidiary of Avery Dennison Corp., USA)



BRAC University

BUS 699: Internship



***An Internship Report
On
“Customer Service Process in the Export and Import Activities of Paxar Bangladesh Limited”
(A Subsidiary of Avery Dennison Corp., USA)***

Submitted to:

Internship Supervisor
Mr Saif Hossain
Senior Lecturer
& Assistant Coordinator
BBA Program, BRAC Business School,
BRAC University

Submitted by:

Syeda Sulltaniaz Zakia
ID: 13164051
MBA Programme
BRAC Business School
BRAC University

Date of Submission: 12th August, 2015

Letter of Transmittal

12th August 2015

Mr. Saif Hossain
Senior Lecturer
BRAC Business School,
BRAC University

Subject: Submission of internship report on “*Customer Service Process in the Export and Import Activities of Paxar Bangladesh Limited (A Subsidiary of Avery Dennison Corporation)*”

Dear Sir,

This is my great pleasure to submit the Internship Report of my three months long Internship Programmes. It is great pleasure for me to present you with the above mentioned report as a requirement for the course. The title of the report is “Customer Service Process in the Export and Import Activities of Paxar Bangladesh Limited (A Subsidiary Of Avery Dennison Corp., USA)”.

I am really grateful to you for allowing me to prepare a report on this topic from which I have gained a lot of practical exposure. This has enhanced my knowledge and developed my professionalism. I have put my best effort in order to complete this report and I hope that you will find worth of my labor from this report.

I will be glad to provide any further explanation regarding this report if required. Thanking you.

Sincerely Yours,

Syeda Sulltaniaz Zakia
ID: 13164051
Intern, Summer 2015
MBA Programme
BRAC Business School
BRAC University

Acknowledgement

Completion of anything requires encouragement from various sources. I would like to express my sincere and immense gratitude to my supervisor Mr Saif Hossain, Senior Lecturer, BBA Program of BRAC Business School, BRAC University for his incredible approach in supervising this report till the completion of this work. I sincerely thank him for all the advices that he has given me to accomplish this report successfully. I would also like to convey my gratefulness to my parents for all their encouragement and motivation to pursue my higher education.

I would like to show my gratitude to Mr. Israr-E-Khoda (Head of Customer Services & Senior Manager), who is my organizational supervisor at Paxar Bangladesh Limited (A Subsidiary of Avery Dennison Corporation). I would like to thank Ms. Farhana Akhter (Head Credit Control & Senior Manager) who has always been my inspiration at this organization. My gratitude goes to Afroza Ahammed (Manager, Customer services), Tushar Bhowmik (Head of Finance), Md. Mahfujur Rashid (Executive) and Mr. Tahsin Rahman for showing me different aspects of operating an MNC like Paxar Bangladesh Ltd.

Finally, I want to keep my thanks to my relatives, friends who gave special attention to me from the very beginning to till at the end of my internship program and during the preparation of my report.

Table of Contents	Page No.
The Organization	1
Introduction	1
History	2
Acquisition of Paxar Bangladesh Limited	3
Product/service offerings By Paxar	6
Operational network organogram	10
Vision of Paxar Bangladesh Ltd.	10
Missions of Paxar Bangladesh Ltd.	11
Job	12
Description/nature of the job	12
Specific responsibilities of the job	12
Different aspects of job performance	14
Critical observations and recommendations	14
Project	16
Summary	16
Description of the project	16
Objective of the project	17
Methodology	17
Limitations	18
Company Analysis	18
SWOT analysis	18
Company policies	21
Code of Business Ethics	22
Customer Service Process in the Export and Import Activities	23
Responsibilities of Customer Service Officers	23
Work flows or service processes of customer service department <ul style="list-style-type: none"> ▪ Order Processing ▪ Order Entry ▪ Sending Pro-forma Invoice ▪ Credit Control ▪ Follow up the Orders ▪ Follow up Documentation 	24
Foreign Export Procedure	29
Import Procedure	29
Local Export Procedure	30
Necessary documents for BEPZA Permission	31

Necessary Documents to get EP from BEPZA	31
Method of payment	32
Company policies regarding payments	33
Findings & Recommendations	34
Conclusion	35
References	36
Attachments	37

Executive Summary

Paxar Bangladesh Ltd. (A subsidiary of Avery Dennison) 100% Export oriented US based garments label manufacturing Company approved by Bangladesh export processing Zone (BEPZ) and they recognized as a class "A" type investor in DEPZ. Their major customers are world's major retailers, branded apparel companies and contract manufacturers. Since this sector is highly customer oriented, the only way it can achieve its goal is by satisfying the customers by providing quality, effective and efficient services. I got the privilege to work as a employee at Paxar Bangladesh Ltd (A subsidiary of Avery Dennison). Since, the organization is highly customer oriented the topics that I have focused in my report are on customer service processes. Moreover, being able to work as a employee gave me a firsthand insight at how the organization approaches towards its employees, how these employees deal with their clients, and how the employees interact with each other, order been laced and goods are released. I also gathered practical experience during this period regarding shipping document's, contents of shipping documents as well which also helped me in preparing this report accurately.

Chapter 1: The Organization

Introduction

Paxar Corporation has been thriving as a global leader by providing labeling and packaging materials and merchandising solutions for the retail and apparel industry for decades. It has business operation in more than 75 countries around the world and continues to expand its footprint in emerging markets. In Bangladesh, a promising country in global economy, Paxar is operating as a subsidiary of Avery Dennison Corporation under the name of Paxar Bangladesh Limited. It has gradually become one of the leading manufacturers of this particular industry in South East Asia. Avery Dennison Corporation completes the acquisition of Paxar Corporation in 2007 which is one of the top MNCs of USA and operating in more 50 countries around the world.

Avery Dennison Corporation (NYSE: AVY) is a FORTUNE 500 Company with sales of \$6.3 billion from its continuing operations in 2014. It was established in 1935 by Mr. Ray Stanton Avery. Avery Dennison is renowned for its labeling and packaging materials and solutions all over the world. The head-office is situated in Glendale, California. After the acquisition of Paxar, Avery Dennison now has more than 30,000 employees in over 50 countries worldwide. Avery Dennison Corporation (Avery Dennison) develop, manufactures and distributes pressure-sensitive labeling materials, packaging materials, display graphics, retail graphic embellishments, , a variety of tickets, tags, labels and radio-frequency identification (RFID) tags.

Paxar Bangladesh Limited is working with their consumers by adding value for them, creating customer's brand image, building customer's brands, generating new ideas, creating new products, managing their data and distributing their merchandise throughout supply chain. They design and manufacture tickets, tags and labels and provide the technology, including the printers and software controlling systems. Their pressure-sensitive adhesive labels, tags and packaging materials enhance shelf-appeal of readymade garments, beauty products, food items, beverages and health products; simultaneously provides consumers with important



information. The customers of Paxar Bangladesh Limited are the world's major RBOs (Retailers & Brand Owners), branded apparel companies and industrial markets.

History

An Ongoing Family Business Became Paxar Corporation (1918)

Paxar Corporation has a long and prosperous history of growth. The Paxar story began with the launch of Meyer Tag and Label Company by two brothers Louie and Jack Meyer in New York City in 1918; though the company started some of its activities back in late 1800 A.D. The founding father of Paxar Corporation, Mr Leon Hershaft was a young immigrant from Europe who worked at Meyer Tag and Label as a pressman. When the company grew gradually and became a reputed company, then Mr Hershaft was appointed as a general manager. In 1940, his brother Mr also joined the company. Later in 1940's, when Meyer borthers split then Mr Leon Hershaft and Fred Hershaft bought the company from Jack Meyer and in 1951 moved their main factory from Brooklyn, NY to Sayre, PA to avoid labor problems in the City. The Hershaft brothers let other members of the family to join the company.

From 1986 to 2006, Mr Hershaft's oldest son, Mr Arthur Hershaft served as Paxar's Chairman of the Board. In 1969, it became a publicly held company and changed its name to Packaging Systems Corporation. The manufacturing activities continued to grow further in later years. In 1971, Paxar introduced its first patented printing system called "FASCO"; the coated fabrics and colorfast inks that chemically cross-linked with the fabric; a label manufacturer could produce 5 million labels a day on an offset paper with this new technology. Paxar soon became the dominant printed fabric label manufacturer in United States.

Global Reach and Further Expansion of Business

With a change in strategic decision in 1987, Paxar started the era of acquisitions. To grow the company's tag and label business, the carded visual packaging division was sold and resources were re-allocated in order to. This landmark facilitated Paxar to its first European operations in England, Germany and Italy. Paxar continued to acquire new businesses over the next 17 years and companies were established in Europe, Asia, Africa, the Middle Latin America and North



America. Paxar brought innovation and designed new product and later they introduced woven labels, bar code products, graphic tags, soft apparel labeling, heat transfers and other items. It bought two woven label company in New York and North Carolina also a big operation in Hong Kong which led us to be the major woven label producer in no only in America but also in Far East.

In 1988, it became the largest printed fabric label company in the world and formed PAXAR after purchasing Rospatch of Lenoir Inc, North Carolina (its largest competitor in the printed label business). Paxar acquired the National Tag Co. of Vandalia, Ohio in 1991. In the mean time, Paxar utilized all the opportunities of NAFTA. Gradually it expanded its businesses and made acquisition in European countries and became MNC through setting up Paxar Poland, Paxar Benelux, Paxar Turkey, Paxar France, a sales office in Athens & Greece, as well as buying a coated fabric company in Italy from early 1994 till late 1998.

In the following years, Paxar acquired/formed companies in Columbia, Mexico, Brazil, Honduras, Canada and Dominican Republic. Among the South East Asian Countries Bangladesh is greatly emerging country in global economy, and by this time it has become the proud beneficiary of Paxar Bangladesh. Paxar Bangladesh Limited is the largest producer of Paxar's type of product for the RMG market among South East Asian countries.

Avery Dennison Corporation Completed Its Acquisition of Paxar Corporation (2007)

Avery Dennison Corporation completed its acquisition of Paxar Corporation following the approval of the transaction by Paxar's shareholders at its Annual Meeting on June 14, 2007. President and chief executive officer of Avery Dennison, Dean Scarborough said "This acquisition will strengthen a dynamic and important part of our business". Avery Dennison announced a classic agreement to acquire Paxar for \$30.50 per share on March 22, 2007, in a cash transaction valued at approximately \$1.34 billion. The purchase of Paxar has been funded through the commercial paper market, supported by a bridge facility arranged by JPMorgan Chase Bank, N.A.

The Company is committed in maintain a strong investment grade credit rating and to return its financial ratios to target levels. The Company worked with JPMorgan Chase Bank, N.A., as an arranger; and with the rating agencies to complete the permanent financing in the following months. The acquisition of Paxar was a land marking step, since, it expanded the presence of Avery Dennison Corporation worldwide in the growing retail and brand identification market.

Now, the Avery Dennison is producing finest products and services for the customers and letting us to provide the service within proper time. This acquisition also facilitated us to catch the new segments of the markets including retailers serving local customers in emerging markets such as China and India. With the acquisition of Paxar, Avery Dennison's Retail Information Services (RIS) business was expected to represent about 24 percent of Avery Dennison's revenues which was more than 12 percent of the amount before the combination.

Paxar Bangladesh Ltd is the newest arena of Paxar family. This state-of -the-art factory opened for business in November 2002 but start business from December 1st 2002. The company is set up in Dhaka Export Processing Zone (BEPZ, Savar Factory) and the corporate office is situated at 3/F Uday Tower, 57 Gulshan Avenue, Dhaka 1212. Altogether there are almost 1500 employees and 500 employers working in this organization. Paxar Bangladesh is accountable for report to Paxar Hong Kong.



Paxar Bangladesh Limited (Avery Dennison), Factory, Savar - Dhaka Export Processing Zone

History of Avery Dennison Corporation (1935) - One Very Bright Idea Created a Large Industry

In 1935, the Avery Dennison story begins with a loan of only \$100, a few spare parts and with one very bright idea. The founding father of Avery Dennison is Mr. Ray Stanton Avery who was a struggling clerk in Los-Angeles. He invented a more helpful way for shops and stores to price their products and later became the pioneer of the labeling industry. With some simple materials Mr. Avery created and patented the first self-adhesive, die-cut labeling machine. In 1990, Avery International merged with Dennison Manufacturing and became Avery Dennison.

Expansion, Acquisition, Growth & Becoming the Fortune 500 Company (1945-1975)

During World War II (1945), new industrial uses for self-adhesive labels expand significantly triggering the Company's rapid growth. Later, Avery Adhesive established its first license holder in England and formed a new customer base in abroad. Following this, the Company created a new self-adhesive base materials business, Fasson, and constructed the first base materials plant in Painesville, Ohio. The opening of new manufacturing facilities introduced new technologically superior adhesives. By the end of its second decade, Avery Adhesives obtained sales of \$5 million.

In 1955, Avery Dennison established its first overseas subsidiary in the Netherlands. Through the sale of 250,000 shares of common stock, Avery Adhesives went public and issued its first cash dividend in 1964. By the end of third decade, its' sales reached \$40 million having 15 plants in the United States and overseas. In 1974, Avery Products was widely recognized because of its inclusion on the Fortune list of the 500 largest U.S. industrial corporations and continued to grow with annual sales at \$300 million.

Becoming Avery Dennison through Merging with Dennison in 1990

The company strengthened its market positions and extended its product lines through further acquisitions. Avery Dennison moved the headquarter to a new Corporate Center in Pasadena, California, since, sales move toward \$1 billion. In 1990, the Company took a major strategic decision and merged with Dennison Company to become Avery Dennison which made the



organization more strong securing global leadership position in labeling and packaging materials, office products, adhesives and label converting technology.

Global Leadership 1995 to present

Avery Dennison got the global leadership in 1995 by rapidly expanding consumer markets in developing economies in Europe, Asia Pacifica and Latin America. Adoption of new technology accelerated its opportunities to a great extent. Avery Dennison made further acquisition of Jackstädt GmbH, RVL Packaging and L&E Packaging in the year 2002.

In 2007, Avery Dennison retained sales of \$6.3 billion and ranked 382 on the 2007 Fortune 500 list of the largest U.S. corporations. Combined with Paxar, Avery Dennison now employs more than 30,000 people around the world. Today, we manufacture and distribute labeling and packaging materials in over 50 countries. In just over 75 years, it has grown from one bright idea into a global corporation which has set new standards for quality and innovation in materials science.

Product Offerings by Paxar

Paxar delivers a broad range of products and services. Paxar has so many activities such as designing, manufacturing and distributing a wide variety of tags and labels, bar-coded labels, RFID tags, tickets etc. Paxar at the forefront of helping customers utilize RFID technology. Paxar has core competencies that range from graphic design to coating, weaving, and design of mechanical and electronic printers, systems integration and creation of software. Paxar is a part of the garments industry manufacturing the five types of label which are:

Products of Paxar Bangladesh Limited (Avery Dennison)



a) Woven:

Paxar Bangladesh Ltd produces woven label. Woven department produces woven labels for which the raw material which is needed is called yarns. Yarn is used to weave as Warp ends (horizontal yarn) and Weft ends (vertical yarn). The leather patch which we usually see behind the Jeans pant, jackets etc. are called woven. There are various types of woven label:

- ✓ Satin Label
- ✓ Damask Label
- ✓ Taffeta Label



b) Flexo:

Paxar gets orders of huge quantities of Stickers & Tags on a daily basis from different parts of the world. In The Flexo section stickers and T/T tickets are being produced on a large scale. A board paper or broad 250mm sticker paper is used to print on Flexo machine. The items are:

- ✓ Blank Transit Label (TRL)
- ✓ Blank Unit Price Label (UPC Blank)
- ✓ Hanging Promotional Labels (HPL)
- ✓ Hanger Label
- ✓ Hook Label

c) Litho:

Paxar Bangladesh Ltd prepares millions of Tickets and Tags in the Litho printing section. This is called offset printing. Different types of offset papers are used for printing Tickets and Tags. Such as:

- ✓ Tickets
- ✓ Price ticket
- ✓ Tags
- ✓ Promotional tickets
- ✓ Swing tickets
- ✓ Inside card
- ✓ Hanger tag
- ✓ Book label

d) Thermal:

Paxar Bangladesh used this printing technology only for semi-finished goods. BY Using the thermal technology, bar code is printed in the colored part of a label though flexography. The ways these bar codes are being printed are called thermal technology. Proper care needs to be taken to use this type of technology. By using Thermal Paxar produces the following items:

- ✓ UPC (Unique Price Labels)
- ✓ Several types of Tags
- ✓ TRL (Usually called Transit Labels)
- ✓ BEL (Box End Labels)

e) RFID:

Radio frequency identification (RFID) tags have brought tremendous opportunities for manufacturers, retailers and suppliers to improve the track records of their inventory and to facilitate proper customer service. RFID technology uses microchips to wirelessly transmit product serial numbers to a scanner without the need for human intervention. Paxar Bangladesh (Avery Dennison) is a global leader in RFID. These track-and-trace technologies ensures the track record for the movement of inventory, ensures proper management of goods throughout the stages of entire supply chains and also prevent any losses of goods items.

f) Rotary:

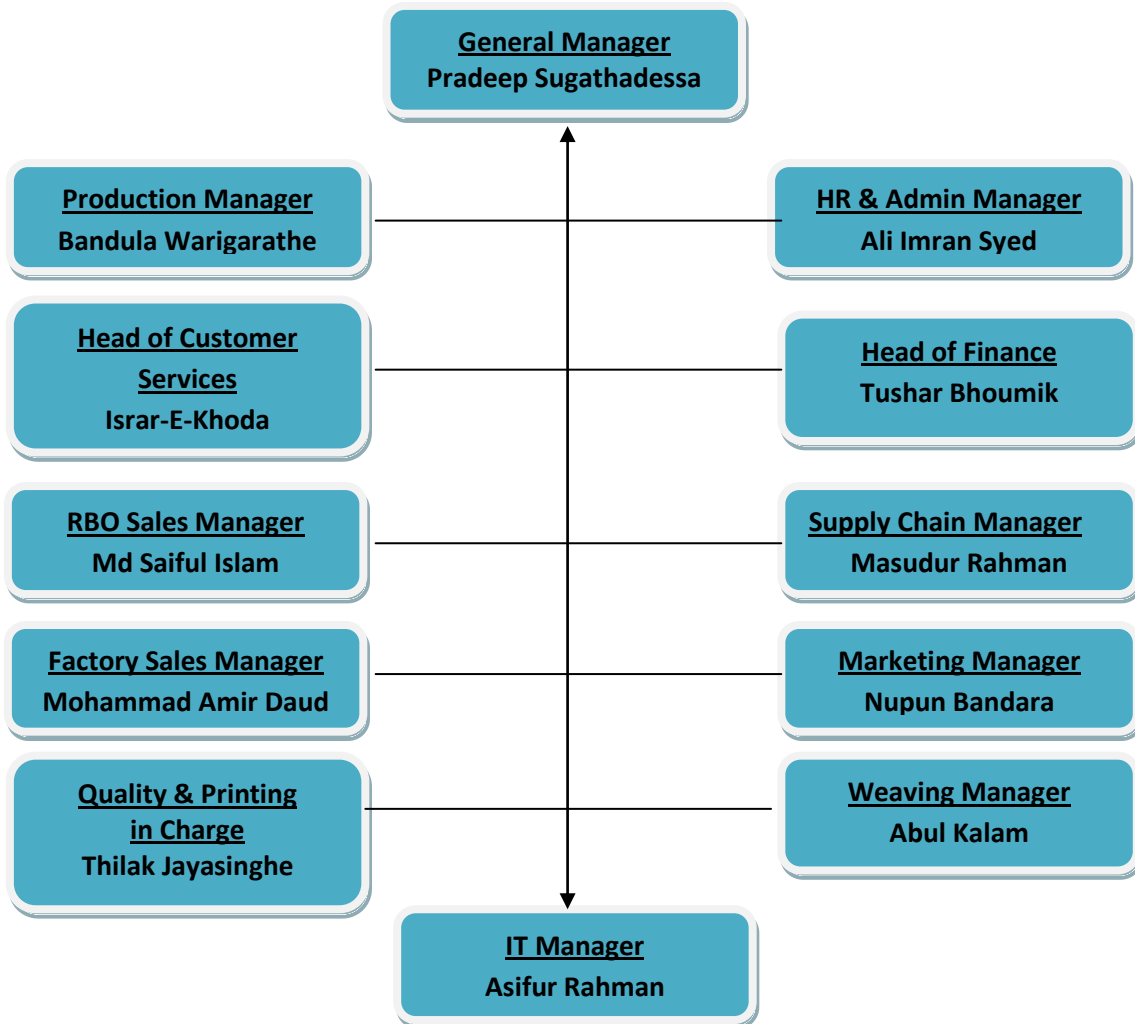
Using Rotary Printing System, Fabric Labels are printed and the main technologies which are used in Rotary are mainly Hot Stamp technology & Wet ink technology. Different types of label are being printed using Rotary technologies which include:

- ✓ Care label
- ✓ Main label
- ✓ Fabric label
- ✓ Size label
- ✓ Age label
- ✓ Two ups



Operational Network Organogram

The Operational network organogram of Paxar Bangladesh Limited is drawn below:



Vision of Paxar Bangladesh Ltd.:

The vision of Paxar Bangladesh Ltd (Avery Dennison) is to make every brand more inspiring and the world more intelligent. Paxar deeply place emphasis on creating more lucrative brand, increasing brand value, making products more charming, brands more convincing, more productive and fruitful inventories, making information more valuable and worthy and the environment more reasonable. From apparel branding to food and beverage packaging, building graphics and traffic safety signs Paxar play a powerful part in the human life all over

the world. Paxar Bangladesh Limited is working to be recognized as the fastest growing organization and to be most profitable unit in Paxar worldwide by generating outstanding revenues in the upcoming years. Paxar Bangladesh Limited will set their high standard by providing excellent product quality, ensuring business ethics, complying the rules & regulations imposed by Bangladesh Export Processing Zone Authority (BEPZA) and also by ensuring better working environment in Bangladesh.

Missions of Paxar Bangladesh Ltd.:

- ✚ **Best Quality of Products and Services:** Paxar’s innovative labeling & packaging technology frees the imagination of customers to look at the brands with fresh eyes, and unite form, function and messaging. Our product labels portfolio offers a vast range of functional options, from eye-catching finishes, including embossing, to holograms. Paxar provide good quality products within the shortest lead times.
- ✚ **Further Business Growth:** Paxar is continuously working towards achieving further growth of the business and it greatly focuses on its organizational goals. We share and discuss consumer insights and emerging trends in order to create home and personal care label solutions that can achieve true product differentiation.
- ✚ **Customer Satisfaction:** Paxar always maintain a good relationship with their customers. Large RBOs and other customers are equally important to us and we are working closely with converters and brand owners. Our customers are so loyal & always think about Paxar first whenever they need to order.
- ✚ **Working Environment for Employees:** Paxar is committed to ensure best kind of working environment for its employees. The rewards & benefits provided to them are very special than other organization.
- ✚ **Stakeholders:** Paxar value their stakeholders. Paxar provides the highest possible return to our investors and dividend amount always shows a lucrative figure.

Chapter 2: Job

Description/ Nature of the Job:

This is my absolute pleasure to work as an officer under the Customer Service Department in Paxar Bangladesh Limited (57 Gulshan Avenue, Avery Dennison - Corporate Office) since 24th of May 2015 till now. This organization has ensured better working environment by assigning every personnel with a specific job based on their educational background and expertise. Since the day I joined here, I have been able to learn what are the work responsibilities of each department, how everyone is working, , how they take the orders from customers, how they perform their task within a short period of time, how they maintain customer satisfaction in each level of production until the delivery of goods, how they sale their targets, how they prepare reports, how they maintain the time scale to serve, how efficiently they interrelate with the RBOs & with their overseas & local customers etc. Though, I have been working under Customer Service Department, but I have to maintain a hub with the credit control department as well, so it has been a great learning process for m from both of the departments.

Specific Responsibilities of the Job:

I have been working in the customer service department. I have been working with a monitoring team to facilitate the customer service department and the credit control department, so that they can work in alignment. I am allowed to make entries in the company's manual/system. The customer service representatives send me documents and mail at first when ever a new order needs to be placed.

I have been dealing with the customer orders which are in process through the projected LC. I have access in the company's Texas software where all the transactions of the company, detailed and confidential information are kept. I need to check data from Texas with the manual pro-forma invoice provided by the customer service department. I am here making a hub between the customer service department and the credit control department.

I have to cross check the pro-forma invoice, commercial invoice and compare the variances of actual order quantity, LC value, Item references with the projected quantity, value & Items. Following this, I need to report these things to the Credit Control Department for their clearance, so that that particular order can be taken from the customer.

Other employees make all the entries in the 'system then they gave me a printed copy of those or sometimes I collect data from the Texas or from the manual and then I check all this entries manually. Except these, I also perform some other tasks.

I have been checking the amount of imported raw materials and amount of goods exported as declared in the Bond Book since this company needs to export 100% of their imported raw materials. Sometimes I have to talk with clients and make them understand about certain issues. I have been making reports of day to day export activities based on projected LC and updated relevant files. I have been maintaining the variances of data to the minimum level in order to comply with regulations of BEPZA.

There are various types of activities done in different department of Paxar Bangladesh Ltd and I have been trying very hard to learn from the activities of both the customer service & the credit control department. I feel very fortunate to perform various types of work in an MNC like Paxar and being able to serve them in several ways. This has been a great learning process. Three months is not enough but still I have learnt a lot of things which will help me to flourish in near future.

Gradually, I have prepared myself to perform these tasks efficiently, since, at first it seemed quite a huge responsibility. Over the period of time, my efficiency rose greatly. Whenever, I perform my task efficiently my supervisor and colleagues appreciate me which have been a great inspiration to perform better than the previous day.

Different aspects Of Job Performance:

Personality of an individual plays a imperative role in job performance and it must be matched with the appropriate occupation and organization. I am blessed to be sincere, efficient, confident, committed and dedicated towards my job responsibilities. I am comfortable with my job responsibilities and daily checks how I can give more towards my organization. Since, I wanted to work in a business arena, therefore, after being able to perform work in an MNC like Paxar, I have this feeling that I would be able to perform successfully in the corporate field. My integrity and willingness helped me to work with the existing employee of Paxar. Due to possessing a friendly behavior, I am lucky to be friendly and to take help from different types of persons of this organization. My hard work, passion and dedication helped me to learn very fast in an MNC. My motivation and integrity lead me to do my job in a sophisticated way which has been appreciated by my fellow mates in this organization.

Critical Observations and Recommendations:

I have pointed out some critical observations and recommendations based on my experience in this organization: The working environment is impressively safe where everyone respects each other very much. Employees are efficient, sincere and highly motivated to perform their assigned job within time limit. Everyone is ready to solve problem anytime, anywhere, whenever the situation needs it. Every Personnel of customer service & credit control department show well behavior and warm responses towards the customers. In this organization, people are more capable to maintain a work-life balance than any other organization. However, there are some employees who create groups among them which are not a healthy practice in an organization. Therefore, the working environment should be friendlier and employees should often hang out with open mind after the completion of their daily job.



Factory of Paxar Bangladesh Limited

(Avery Dennison, Dhaka Export Processing Zone, Savar)

Chapter 3: Project

Summary

Since, I have been working at the customer service department along with some interactions with the credit control department and the finance department; therefore, I have solely focused on customer service process in the export and import activities of Paxar Bangladesh Ltd (A subsidiary of Avery Dennison Corporation). In this part, I have thoroughly discussed work flows or service processes of customer service department. I have discussed on several issues, such as, how the customer service (CS) department takes order, how they collect purchase orders from the customers, how CS team input data in the OIMA & Texas Software, how they forward data to the order entry team, then how CS team request the production department for production of goods, how the credit control team generate Pro-forma invoice and Commercial invoice, how the customer service team then provide these document to the customers to deal with LC or Sales contract. I have also done SWOT analysis of Paxar Bangladesh Limited where I have outlined the strengths, weaknesses, opportunities and threats of Paxar. I have also revealed the foreign export procedures, import procedures and local export procedures of Paxar Bangladesh Limited. Alongside these things, I have also discussed about company Policies, code of business ethics, method of payment, company policies regarding payments in this section. I have attached necessary documentations, which are required to do export-import business in this sector and in Bangladesh.

Description of the project

Topic:

“Customer Service Process in the Export and Import Activities of Paxar Bangladesh Limited (A Subsidiary of Avery Dennison Corporation)”

Objective of the Report

The main objective is to complete the internship successfully since it is one of the requirements for the completion of my MBA Program. Another objective is to enlighten myself with the practical exposure and to learn the different aspect of the multi-national corporation. From this experience, I would be able to assess how a multinational corporation runs maintaining their rules, regulations & ethics. Moreover, while applying in this report what I have learned so far from all of my courses, I would have a firm idea on how to thrive in the business arena.

In addition, the report will seek to achieve some other objectives such as to know how the customer service department acts in dealing with export & import related activities; to be acquainted with the activities of the customer service & credit control department in an MNC; to know how the retail information and branding solutions work for large RBOs; to evaluate several levels of manufacturing department of Paxar Bangladesh Ltd applying the theoretical knowledge in practical level of operation. This report will also evaluate on how the customers are being served by the online system, what are the procedures for required documentation and also how the Customer Service Department is related to other departments of Paxar Bangladesh Limited.

Methodology

I would like to prepare my report based on primary and secondary data. These two methods of collecting information have been selected because lots of materials already have been provided by the organization and senior officials. Their website is also seems very rich to me thus secondary data analysis is also feasible.

Primary data analysis will involve:

- ✓ Practical exposure
- ✓ Face to face conversation with the officials, customers & suppliers
- ✓ Relevant documents provided by the organization and officials
- ✓ Working at different departments like Customer Service & Credit Control

Secondary data analysis will involve:

- ✓ Internet (Company website)

This internship report would be a combination of primary and secondary data analysis. My senior managers, my colleagues are willing to help me by providing me information about this organization. Primary data can be collected by observing the working environment as well.

I have the privilege to have conversations with the higher authority people like Mr. Israr-E-Khoda (Head of Customer Services & Senior Manager) who is my organizational supervisor at Paxar Bangladesh Limited. I would be able collect information from Ms. Farhana Akhter (Manager & Head Credit Control), Afroza Ahammed (Manager, Customer services), Tushar Bhowmik (Head of Finance), Md. Mahfujur Rashid (Senior Executive) and Mr. Tahsin Rahman. The company's website is enriched from where the secondary data will be collected in order to prepare this report.

Limitations:

At the very first stage it seems to me that time and availability of the information could be a limitation. It's not an easy task to understand the work and process of an organization within these three months period. Collection of data is also challenging since confidentiality is an important issue for every organization.

Company Analysis

SWOT Analysis of Paxar

The strength and weakness that helps Paxar Bangladesh Limited (Avery Dennison) to draw the future plan of the business entity. The company runs SWOT analysis to update the organizational strategy.

SWOT of Paxar at a glance

Strengths	Weaknesses
<ul style="list-style-type: none"> ✚ <i>Market Leader</i> ✚ <i>Factory and Corporate office set up</i> ✚ <i>RFID</i> ✚ <i>Value & Ethics</i> ✚ <i>Compliance</i> 	<ul style="list-style-type: none"> ✚ <i>New Oracle Implementation</i> ✚ <i>Documentation</i> ✚ <i>Time zone</i>
Opportunities	Threats
<ul style="list-style-type: none"> ✚ <i>Launching of New Oracle Technology</i> ✚ <i>Further Growing Businesses</i> 	<ul style="list-style-type: none"> ✚ <i>Competitors</i>

Strengths:

- **Market Leader:** Paxar Bangladesh Ltd. is a wholly owned subsidiary of Avery Dennison. Paxar is the world's leader in identification products for the apparel and retail industry and commenced operations in Bangladesh in October 2002. For their standard service, Paxar Bangladesh Limited is the market leader in the respected sector in Bangladesh.

- **Factory and Corporate office set up:** Paxar has a 70,000sq.ft built factory at DEPZ Savar, Dhaka. Paxar is 100% Foreign Direct Investment (FDI) & 100% Foreign-Export Oriented Company and it is set up as a 'Type A' company under Bangladesh Export Processing Zone Authority (BEPZA).

 There are more than 1000 (Included around 500 Operator) employees work under Paxar Bangladesh Ltd at DEPZ. Moreover, almost 400 employees including Departmental Heads and Directors are working at Corporate Office, Gulshan Avenue.

- **RFID:** Paxar is the global leader in RFID tags. It is famous for its track and trace technologies which very efficient for the stages of supply chain by preventing loss of goods and by accelerating inventory process speeds.

- **Value & Ethics:** Paxar has a rich history of following values and ethics very strictly. All the employees are bound to follow these.
- **Compliance:** Paxar is renowned for their compliance policies. Whatever they do they do it complying their rules and regulations. For these reason large RBOs prefer Paxar.

Weaknesses:

- **New Oracle Implementation:** In 1st September 2015, the company is going to implement the new oracle system. It will leave its Texas System and while entering the orders the employees have to login into the new Oracle System and have to input data. Since, this is new process, therefore, for the first few months the working process will be delayed, documentation processing will be delayed and this will lead to late delivery of goods.
- **Appropriate Documents:** The Company has own policies for delivering goods in accordance with documentation. However, here in Bangladesh, the local customers are willing to have an urgent delivery of goods with a short time period. Therefore, the company sometimes loses business from local customers.
- **Time zone:** Being a multinational corp., Paxar group has been doing their businesses in more than 50 countries around the world. Paxar Bangladesh Limited is interlinked with the Paxar group and therefore regional time zones of different countries sometimes interrupt in the function of its businesses.

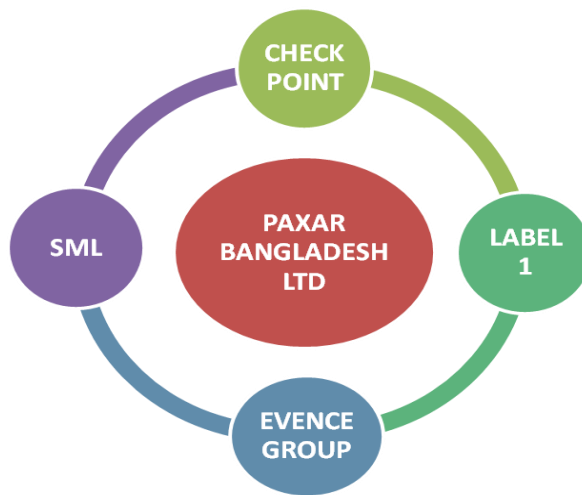
Opportunities:

- **Launching of New Oracle Technology:** As I mentioned earlier that on 1st September 2015, the company will run the business in the new oracle system and will leave its Texas System. All the previous Texas data will be gradually transferred in the Oracle system. The company is expecting that this will bring more accuracy of data, smooth customer services etc. Order entry procedure, creation of Pro-forma invoice and delivery procedures would be easier than before.

- **Further Growing Businesses:** Almost all the top ranking worldwide RBO, Brands such as The GAP, Jeccy Penny, M&S, H&M, Zaara etc appoint the local garments and branding textiles companies of Bangladesh to take goods from Paxar. All the top customers prefer Paxar first while ordering their goods.

Threats:

- **Competitors:** Paxar Bangladesh Ltd has some competitors such as Check Point, SML, Label 1, R-Pack, Shore to shore, Evence Group, Mahin Label and few local companies.



Competitors of Paxar Bangladesh Ltd

Company Policies

Paxar Bangladesh Ltd is 100% export oriented organization; they need to export their products in foreign countries. For both export and import they need to follow the government rules and regulations strictly. They need to import the raw materials from abroad and export the products to foreign countries and whatever they import must be exported abroad. When they select buyers, they think about the highest price provider. At the same time, they need to think about other benefits as well. Paxar's factory is located at Savar, DEPZ. At DEPZ, all the organizations deal with foreign business and here all the organization dispatches their produced products for exporting purpose. Paxar does the same and it is a 'Type A' company at DEPZ. Paxar needs to comply with the rules and regulation of Bangladesh Export Processing Zone Authority (BEPZA) for export and import. Supply chain management team of Paxar

Bangladesh Ltd who deals with export and import activities. They maintain a safety stock in hand when they make any import order. The reason is that they do not want to hamper the normal production schedule by any inconvenience. When they select the suppliers, they think about the low cost provider with maximum quality.

Production Area of Paxar Bangladesh Limited

(Avery Dennison's Factory, Savar, Dhaka Export Processing Zone)



Code of Business Ethics

The company follows their code of conduct and has a rich history of maintaining value and ethics very strictly. They deal with their business extremely fairly and never give bribe to others or take bribe from others in order to carry out their business conducts. Furthermore, the employees are not allowed to take any gifts from their customers. Even, when the employees have to go for customer visits, they are not allowed to eat or drink anything at customers' request except tea/coffee/cold drinks. Paxar Bangladesh frequently trains their employees to follow these codes of conducts.

Customer Service Process in the Export and Import Activities of Paxar Bangladesh Ltd. (A subsidiary of Avery Dennison):

In this highly competitive world customer service is the key to success. Thus to achieve competitive advantage in the market better customer service is a must. By considering this fact Paxar Bangladesh Ltd (A subsidiary of Avery Dennison) gives utmost priority to its customers and establishes some units to provide quality customer service. To achieve competitive advantage Paxar Bangladesh Ltd. (A subsidiary of Avery Dennison) established Customer Service (CS) department who plays essential and important role in the progress of a product and the company's growth as well as top customer service. Paxar Bangladesh Ltd., a subsidiary of Avery Dennison) follow the STEPS policies as one of their core value.

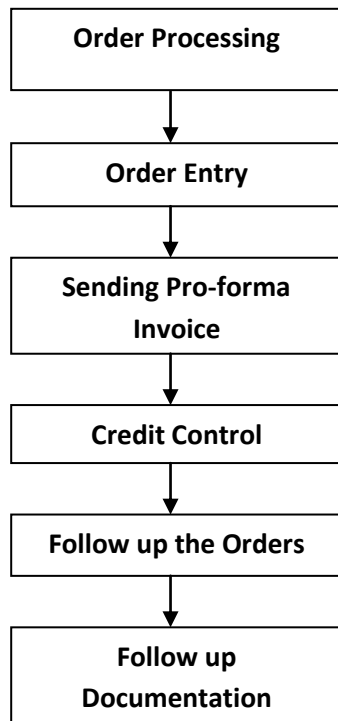
- **S – Service.** We provide highest service to customers.
- **T – Technology.** We use latest technology to produce products.
- **E – Equipment.** We use modern equipment for production.
- **P – Price.** We provide most competitive international standard price.
- **S – Satisfaction.** Step by step we earn customers satisfaction.

Responsibilities of CSO:

- ✚ To receive orders from customers and then to forward them to the order entry operators.
- ✚ To place order in the OIMA system.
- ✚ To request Finance Team to raise the Pro-forma Invoice (PI).
- ✚ To Send PI with the L/C terms/Sales Contract and conditions of Paxar Bangladesh Ltd to customers.
- ✚ To answer to customer's query and forwarding the information to the Global Product Development (GPD) Team.
- ✚ To follow up the orders with Texas (KEA) system.
- ✚ To update the ongoing Production Development file and the customers' file.
- ✚ To make amendments if it is necessary and to get manager's approval.

- ✚ To make coordination with Dispatch Team, so that products are delivered on time.
- ✚ To keep records about customer complaints and to inform the concerned person about it.

The work flows or service processes of customer service department are discussed below.



Order processing:

Customer Services Officer (CSO) deals with the customers professionally and receives order from a customer through email, telephone and fax. CSO needs to fill up the Order Clarification Request Form in OIMA system after receiving the order with reference to the CMS sheet, CD, UPC Details and after that forward it to the Order Entry Operator. And the order entry operator would make a new factory sheet using Texas system (KEA system, a system that Avery Dennison using for processing orders). Order entry operator keeps record in the order logbook for an order upon getting request from the CSO. After that he or she forward the documents to the customer service officer. The factory sheet and other documents are also

sent to the MAC room for processing of the production where the production team plans for production.

Order Entry:

This department deals with receiving purchase orders from the Customer with CMS sheets and Size chart breakdown through the Customer Service Department and input the order into the system and raises a Factory Sheet. The person responsible for order entry has to check for the clarity of details, and other basic requirements needed to raise a Factory sheet (F/S). In this stage he or she check what is the label reference no, series number, stroke number and department number of CMS sheet.

Sending Pro-forma Invoice to the customer:

After dealing with all these formalities of placing the order, customer service officer (CSO) has to request for pro-forma invoice with reference to the factory sheet and commercial invoice number and ask the Finance Officer to raise the Pro-forma Invoice via e-mail. The finance officer prepare it based on factory sheet and send it to customer service officer when it is ready and CSO forward it to the respective customer.

Credit Control:

Credit control team creates Pro-forma Invoice and Commercial Invoice. When customer queries to the CS then the marketing people set up the price after analyzing the costing and inform it to both the credit control team and CS. Then CS informs customer and goes to order entry team to input order into KEA for generating the F/S or Order sheet or Job Card No. Then CS gives F/S no. to credit control department for raising PI and informs customer about the price. CS communicates with customer over mail but main negotiation takes place between marketing people and customer.

Follow up the orders in the production floor:

Customers may ask for a layout to see the sample of their orders. Then after being asked, the Mac Designer submits the paper to the CSO. CSO asks the Order Entry Operator for putting a seal on it and send it to quality control for proofreading. Then the layout is transfer to the Customer Care people. The customer care people send that layout or sample of order to the customer by mail, or fax, DHL anyhow, for customer's approval. If customers approve the layout they will send the mail of approval and the signature of the customer must be attached to the factory sheet. Then the CSO forward the papers to the Order Entry Operator so that the order process flow can follow its normal path.



Production Area of Paxar Bangladesh Limited
(Avery Dennison's Factory, Savar, Dhaka Export Processing Zone)

In this stage CSO perform the following mentioned functions:

- ✓ To maintain and update the customer file.
- ✓ To record any changes with regard to the product.
- ✓ To know about the product status & to handle the customer query.
- ✓ To record the complaints and make known to the concerned person about it.
- ✓ To inform the Account Executive in case of any discrepancy from the guideline is found.

- ✓ To send the cc mail of every amendment, confirmation to the Team Leader.
- ✓ To dispatch the order in scheduled time.

Follow up documentation:

Following the order, customer service officer ask customer to open a letter of credit. They also inform the customers about the L/C terms and conditions. Then Customer open letter of credit on the basis of pro-forma invoices and sends a copy of credit letter to commercial department of Paxar. Commercial department arise commercial invoice and send it to dispatch.

Paxar Bangladesh Ltd is 100% export and import oriented business organization. They need to import the raw materials from abroad and export the products to foreign countries.

Paxar Bangladesh Ltd has an expert team on Supply Chain Management who are basically controlling this important tasks of export and import.

Since it is 100% export oriented organization, they need to export their products in foreign countries. When they select buyers, they think about the highest price provider. At the same time, they need to think about other benefits as well.

Foreign Export Procedures:

- To provide PI to buyer by CSR and to prepare Shipping Documents.
- To receive L/C from buyer and to prepare delivery challan by dispatch.
- To put Price information in CI by credit control department.
- To prepare EP document and certify Exp by bank and collect EP from BEPZA.
- To deliver all shipping Documents and consumption to C&F agent for custom procedure.
- To deduct material from bond register as per consumption by C&F agents.

- Deliver goods to C&F agents and they deliver the goods to forwarder warehouse.
- To confirm booking with the forwarder and to collect B/L or AWB from Forwarder.
- Collect CO from Export Promotion Burro (EPB) or Dhaka Metropolitan Chamber of Commerce & Industries (DMCCI).
- Provide flight details or vessel schedule to buyer by mail.
- Prepare bank negotiation documents and to submit documents to bank for payment collection.

Import Procedures:

- To receive PO and Collect PI from supplier.
- To get prior permission from BEPZA (only for capital machinery & construction equipment)
- To open insurance for goods as per PI (if needed).
- To open L/C as per PI.
- To Collect import permission (IP) from BEPZA.
- TO receive Original-shipping documents, B/L(Bill of lading) or AWB, IC (if needed) from supplier.
- To forward documents to company selected C&F agent to clear the goods.
- To Receive goods from C&F agents and ensure entry in bond register
- To send goods to store or consignee department.



Products of Paxar Bangladesh Limited (Avery Dennison)

Local Export Procedures:

- To receive L/C or S/C and to prepare delivery challan (DC) by dispatch.
- To put Price information in CI by credit control department
- To prepare Shipping Documents and to collect EP from BEPZA.
- To prepare EP document and certify Exp form by bank.
- To send bill of exchange, Delivery Challan/Truck receipt for attestation by buyer.
- To deliver EP to buyer selected C&F agents.
- To receive bill of exchange, Delivery Challan/Truck receipt attested by buyer.
- To prepare consumption & deliver to C&F agents.
- To receive DC with bank endorsement and Custom assessment seal & signature, Consumption with Custom assessment seal & signature, Copy of Bill of Entry, IC (If it is need).
- To ensure the Custom assessment & to deduct material from bond register as per consumption by C&F agents.
- To give goods clearance certificate to C&F agent.
- To deliver goods to C&F agents by dispatch as per clearance certificate.

- To prepare bank negotiation documents and to submit documents to bank for payment.
- To submit file to the credit control department.
- To receive payment by DD or TT, if export by sales contract.
- To collect payment as per payment method.

Necessary documents for BEPZA Permission

- To operate business inside BEPZA, every company has to follow the below rules & regulation,
- Legality of the company and legality of the product needs to be ensured.
- Export/import payment must be made in foreign currency.
- Whether the product is under duty free or not needs to be mentioned.
- Company must have a bond license under warehouse.
- The company must have Code of Business Ethics.

Necessary Documents to get EP from BEPZA

- Commercial Invoice & Packing list are needed to get EP.
- Prescribed forwarding is needed for export permission.
- Copy of sales contract or Letter of credit (L/C) and also undertaking for export permit.

Packaged Goods after Completion of Production



Method of payment

Since, Paxar is a multinational corporation, so, all the payment dealings are being executed in Dollars and therefore, their price is also affected by the price change in other countries of their wings. The documentation charges and other charges depend on the contract.

Customers of Paxar Bangladesh can avail four types of payment methods:

- I. Letter of Credit: For export and import purpose, Paxar mostly use Letter of Credit for the transaction benefits. The customers pay off in way of LC through banks. Paxar Bangladesh Limited maintains a account at Standard Chartered Bank of Bangladesh (67 Gulshan Avenue, Dhaka) and all the transactions run through this account.
- II. Sales contact: Subject to approval of the general manager of Paxar, the customer can pay in advance. In this system, the account will be credited with the progress of delivery.
 - (a) Dollar draft (If any order less then USD 1000 then Customer have to provide USD Bank Draft before taking delivery of the goods) and
 - (b) Telegraphic Transfer.

Company policies regarding payments

Paxar has a clear guideline regarding credit for the customer. The following credit policy has been proposed to the customer:

- I. **General Credit Terms:** 60 Days
- II. **Extended Credit Terms:** 90 Days
- III. **Mode of payment:** By Letter of Credit (L/C) in US Dollars only or by Bank Draft or by Telegraphic Transfer in advance in US Dollars.
- IV. **Credit limit:** Maximum USD125k
- V. **Grace period:** 3 working days for banking purpose
- VI. **Making Credit Terms:** Credit Control department will finalize credit rating report. This includes the information regarding volume of business and L/C terms from sales & marketing and commercial department respectively.
- VII. **On hold transactions:** If anyone of the following case occurs, Paxar Bangladesh will stop to accept further order or deliver any shipment:
 - a) If the maximum credit limit exceeds; or
 - b) If customer fails to clear payment of 2 (two) consignments within a month after expiry of the credit term; or
 - c) If customer fails to clear payment of consecutive outstanding of 2 (two) consignment after expiry of the credit term.
- VIII. **Standard Letter of Credit (L/C) terms:** All the customers have to incorporate the following terms and condition in L/C to be acceptable to Paxar Bangladesh Ltd before taking delivery of the goods:
 - a) Value payable in US dollars

- b) Irrevocable Letter of Credit
- c) At-sight Or 60/90 days deferred
- d) L/C value should be minimum US\$ 1000.00, otherwise only S/C is acceptable.
- e) Partial Shipment is allowed
- f) Delivery term is CFR Ex-factory
- g) Presentation Period is 15 days.

IX. Others Terms:

-Maturity will be counted from the date of negotiation

-Applicant will pay interest at LIBOR (in case of 60 days credit) + 1% (in case of credit

Period is 90 days) for the credit period from the date of negotiation.

-All Bank changes outside the Applicant's counter from Beneficiary's A/C.

-In case of any exception of any L/C term and Paxar need to deliver then Customer Service Department is bound to justify the reasons behind that.

-In such cases, approval needs to be taken from General Manager before delivery of the goods.

Findings and Recommendation

✚ Since, the company is going to launch the new the Oracle System from 1st September 2015, it will bring more accuracy of data, smooth customer services as well as documentation handling. Besides, data input, tracking of data and pro-forma invoice creation would be easier that before, since, from now on, the CS will create the Pro-forma invoice at the time of placement of order.

✚ However, because of the new software technology, lots of data needs to be transferred from the Texas System. Otherwise, it will be so time consuming to search for data in both the system.

- ✚ Sometimes, data are not updated in Texas timely and due to this reason customer service officer does not get the clear scenario of production at relevant time. For this reason, sometimes the CSOs are unable to forward the updated information to the customer.
- ✚ Proper planning is needed to manage lead time should be managed properly since sometimes customers are not getting the good on time and they are sometime getting short quantity.
- ✚ The company needs to increase more machinery in the factory to improve the production capacity, so that workers do not have to do overtime in the factory.
- ✚ Starting from taking orders, CSOs have interaction with customer so often. If they could have more involvement in the production process, then they would have given better services to the customers.

Conclusion

Paxar Bangladesh Ltd. (A subsidiary of Avery Dennison Corporation) provides higher brand value for their customers and its customers are very satisfied, hence, they are relying on Paxar Bangladesh Ltd. for decades. It has captured the major market share in their industry. Paxar is adopting new technologies in the corporate office and also in the factory in order to compete with the changing world and also to have greater efficiency in its operation. It is the leading organization in its particular field. Since, it has more than 1500 employees; therefore, it is clearly evident that Paxar Bangladesh Ltd is helping to decrease the unemployment of Bangladesh. It has great contribution for increasing Export from Bangladesh. The working environment is commendable and the organization greatly focuses on teamwork and equality. On the other hand In addition, Paxar Bangladesh Ltd treats equally irrespective of his or her job responsibilities and designation. Thus, Paxar Bangladesh Ltd is providing the best likely working environment and opportunities for individual and proficient growth.



References

- I. <http://www.averydennison.com/en/home.html>
- II. <http://www.averydennison.com/en/home/our-company/business-summary.html>
- III. <http://rbis.averydennison.com/en/home/products.html>
- IV. <http://www.averydennison.com/en/home/sustainability/our-sustainability-commitment.html>
- V. <http://www.averydennison.com/en/home/industries/consumer-packaged-goods.html>
- VI. <http://label.averydennison.eu/en/home.html#>
- VII. https://en.wikipedia.org/wiki/Avery_Dennison
- VIII. Israr-E-Khoda, Head Of Customer Service, Senior Manager, Paxar Bangladesh Limited (Avery Dennison)
- IX. Farhana Akhtar, Head Of Credit Control, Paxar Bangladesh Limited (Avery Dennison)
- X. Tushar Bhowmik, Head Of Finance, Paxar Bangladesh Limited (Avery Dennison)
- XI. Afroza Ahammed, Manager, Paxar Bangladesh Limited (Avery Dennison)
- XII. Md. Mahfujur Rashid, Executive, Paxar Bangladesh Limited (Avery Dennison)
- XIII. Tahsin Rahman, Officer, Paxar Bangladesh Limited (Avery Dennison)