

**Internship Report**  
**On**  
**“Performance Analysis of GlaxoSmithKline**  
**Bangladesh Limited”**



**do more**  
**feel better**  
**live longer**

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**On**  
**“Performance Analysis of GlaxoSmithKline**  
**Bangladesh Limited”**

*Prepared for*

**RAHMA AKHTER**

**Lecturer**

**BRAC Business School**

**BRAC University**

*Prepared by*

**Zannatul Ferdous**

**ID: 11204053**

**Course Code: Bus – 400**



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**Letter of Transmittal**

September 07, 2015

Rahma Akhter

Lecturer

BRAC Business School

BRAC University

66, Mohakhali, Dhaka

Subject: Submission of Internship Report.

Dear Maam

This is my great honor to submit the internship report that I have prepared for last 3 months long in GlaxoSmithKline Limited Bangladesh, under Finance and Accounts Department. The title of the report is “Performance evaluation of GSK with a comparison of ratio analysis to few of the leading pharmaceutical companies of Bangladesh”. This report has been prepared to fulfill the requirement of my internship program at my assigned organization, GlaxoSmithKline Bangladesh Limited. The report is the final outcome of successful completion of my internship program at the GSK. In my report I have tried to identify and describe the broad talent acquisition process, the regular process of talent attainment at GSK.

I would like to articulate my gratitude for your mindful guidance in preparing the report. It would be a great achievement for me if you find this report informative enough to fulfill the requirements. I am really grateful to you.

Thank you.

Yours sincerely

Zannatul Ferdous

ID: 11204053

## **Acknowledgement**

All praises goes to almighty Allah, the most gracious and the most merciful without whose blessing I could not have completed this report. The accomplishment and completion of this report would not have been viable without the contribution of some accommodative people, who gave their valuable time from their busy schedule to guide me in doing my project work. I would like to extend my heartiest gratitude to all those who directly or indirectly contributed to the competition of the report. At the beginning, I would like to convey my gratitude and appreciation to my supervisor at GSK, Bangladesh Mr. Nizam Uddin for his intimate and tremendous support and cooperation. I would also like to express my gratitude to Mr. A.K.M. Firoz Alam, Director HR at GSK, and Bangladesh for giving me the opportunity to experience real life business environment. I would also like to thank to my academic supervisor Ms.Rahman Akhter Lecturer of BRAC Business School for providing valuable guidelines in preparing the report. I am deeply grateful to her whole hearted supervision during the internship period. Without her guidance it would not be possible for me to prepare this report .It is my pleasure that I accomplished this report effectively according to her instruction.

## **Executive Summary**

GlaxoSmithKline started its journey in Bangladesh on the year 1949 as an importer of its own products and its importing activities used to hold in Chittagong but eventually it emerged its roles to manufacturing sector also and established factory in Chittagong. So, GSK is operating in Bangladesh for 63 years and it's really providing excellent service in Consumer Healthcare and Pharmaceutical sector. GlaxoSmithKline has a strong Secretarial department which is working in line with the strategies of the organization and working with the aim of attaining the mission and vision of the company. GSK has mainly three divisions in HR department and these are HR development, HR services and administration. Under the HR department performance appraisal system takes place. A survey is conducted at corporate office of GSK to evaluate the appraisal system. The whole report is divided into six parts. First part comprises of introduction part which includes objectives, methodology, scope, limitations of the study, second part comprises of organizational overview which includes GSK worldwide to GSK Bangladesh. Moreover, third part comprises a briefing on practices as an intern, its activities, techniques, perceptual errors; fourth part comprises of the Function of Secretarial Department conducted at GSK Bangladesh and fifth part includes findings and analysis of the research conducted through my internship period and last part comprises conclusion and recommendation and its effective implementation. The internship report is made on financial performance comparison among GSK, Square and Beximco. The report includes the analyzing and evaluating company's financial statements, because without this the ratio analysis it would be tough to find out the gsk's current position in Bangladesh.

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# **CHAPTER - 01**

## **Organizational Overview**

## **1.1. Introduction**

GlaxoSmithKline – one of the world's leading research-based pharmaceutical and healthcare companies – is committed to improving the quality of human life by enabling people to do more, feel better and live longer. GlaxoSmithKline (GSK) is a world's leading research based pharmaceutical company with a powerful combination of skills and resources that provides a platform for delivering strong growth in today's rapidly changing healthcare environment. It provides significant information to identify and analyze the market need, market size and competition. This project is based on the information of Secretarial Department of GlaxoSmithKline, a pharmaceutical company, and its promotional activities and how more awareness can be created for the product in a most effective communicating way. It is the only British organization in the world's top 20 pharmaceutical companies. Subsidiary companies are established over 50 countries of the world many with their own manufacturing facilities and the group have agency representation in more than 100 offices. GSK has leadership in four major therapeutic areas anti-infectives, central nervous system (CNS) and respiratory & gastro-intestinal metabolic. In addition it is a leader in the important areas of vaccines and has growing portfolio of oncology products. GSK supplies products to 140 global markets and has over 100,000 employees worldwide. GSK has 180 manufacturing sites in 41 countries. There are about 450 generics registered in Bangladesh. Out of these 450 generics, 117 are in the controlled category i.e. in the essential drug list. The remaining 333 generics are in the decontrolled category, the total number of brands/items that are registered in Bangladesh is currently estimated to be 5,300, while the total number of dosage forms and strengths are 8,300. Bangladesh pharmaceutical industry is mainly dominated by domestic manufacturers. Bangladesh Pharmaceutical Industry is now heading towards self-sufficiency in meeting the local demand. The industry is the second highest contributor to the national exchequer after garments, and it is the largest white-collar intensive employment sector of the country. The top 12 leading pharmaceuticals company in Bangladesh including local and MNC's are Square, Incepta Pharma, Beximco, Opsonin Pharma, Eskayef, Renata, A.C.I., Aristopharma, Drug International, Sanofi Aventis, GlaxoSmithKline. With an



enviable image and reputation for the past 6 decades GlaxoSmithKline (GSK) Bangladesh Limited running its operation as a subsidiary of GlaxoSmithKline one of the world's leading research based pharmaceutical and healthcare companies. GSK is at 3th position among top 12 pharmaceuticals in Bangladesh. Relentless commitment, setting of standards of ethical standards and quality backed leading edge technology of the Company has built a strong relationship between the stakeholders and GSK Bangladesh. With the ever committed 701 numbers of personnel all over the country GSK Bangladesh, which now comprises of both pharmaceutical and consumer healthcare products, continually strive to meet the organization's mission. As a Finance major I have done internship under Secretarial Department of GSK and carried out internship report based on the topic Do more, feel better, live longer gsk Secretarial Practice of GlaxoSmithKline Bangladesh Limited. assigned by my academic supervisor Ms. Rahman Akhter.

## **1.2 History**

Glaxo was founded in the 1850s as a general trading company in, New Zealand, by a Londoner, Joseph Nathan. In 1904 it began producing dried-milk baby food, first known as Defiance, then as Glaxo, under the slogan "Glaxo builds bonny babies". The Glaxo Laboratories sign is still visible (right) on what is now a car repair shop on the main street of Bunnythorpe. Glaxo Laboratories opened new units in London in 1935. The company bought two companies, Joseph Nathan in 1947 and 1958 respectively. After the company bought Meyer Laboratories in 1978, it began to play an important role in the US market. In 1983 the American arm, Glaxo Inc., moved to Research Triangle Park (US headquarters/research) and Zebulon (US manufacturing) in North Carolina. Burroughs Wellcome & Company was founded in 1880 in London by the American pharmacists Henry Wellcome and Silas Burroughs. The Wellcome Tropical Research Laboratories opened in 1902. In 1959 the Wellcome Company bought Cooper, McDougall & Robertson Inc. to become more active in animal health. Glaxo and Burroughs Wellcome merged in 1995 to form Glaxo Wellcome. Glaxo restructured its R&D operation that year, cutting 10,000 jobs worldwide, closing its R&D facility in Bechenham, Kent, and opening a Medicines Research Centre in Stevenage, Hertfordshire. Also that year, Glaxo Wellcome acquired the California-based Affymax, a leader in the field of combinatorial chemistry.

By 1999 Glaxo Wellcome had become the world's third-largest pharmaceutical company by revenues, with a global market share of around 4 per cent. Its products included. In 1999 the company was the world's largest manufacturer of drugs for the treatment of asthma and HIV/AIDS. It employed 59,000 people, including 13,400 in the UK, had 76 operating companies and 50 manufacturing facilities worldwide, and seven of its products were among the world's top 50 best-selling pharmaceuticals. The company had R&D facilities in Hertfordshire, Kent and London, and manufacturing plants in Scotland and the north of England. It had R&D centers in the US and Japan, and production facilities in the US, Europe and the Far East. GlaxoSmithKline (GSK) Bangladesh Limited carries with it an enviable image and reputation for the past 6 decades. A subsidiary of GlaxoSmithKline plc- one of the world's leading research-based pharmaceutical and healthcare companies GSK Bangladesh, continues to be committed to improving the quality of human life by enabling people to do more, feel better and live longer. The Company's principle activities include secondary manufacture of pharmaceutical products and marketing of vaccines, pharmaceutical healthcare products and health food drinks.

In 1949 the Company commenced its journey in Bangladesh with its corporate identity as Glaxo in Chittagong as an importer of products from the Glaxo Group Companies. It started spreading its spectrum from being an importer to a manufacturer by establishing its own manufacturing unit at Chittagong in 1967. The facility till date is considered as one of the Centres of Excellence in Global Manufacturing & Supply Network of the Group. The global corporate mergers and acquisitions has seen the evolution of the Company's identity in the past 6 decades. In line with mergers and acquisitions the identity changed from Glaxo to Glaxo Wellcome Bangladesh Limited following the Burroughs Wellcome acquisition in 1995 and finally to GlaxoSmithKline Bangladesh Limited during 2002 after merger with SmithKline Beecham in December 2000. The mega merger of the Company enables it to deliver cutting edge advancements in health care solutions. The relentless commitment, setting of standards of ethical standards and quality backed leading edge technology of the Company has built a strong relationship between the stakeholders and GSK Bangladesh. With the ever committed 615 numbers of personnel all over the country GSK Bangladesh, which now comprises of both Pharma and Consumer, continually strive to meet the GlaxoSmithKline mission to improve the quality of human life

GSK is committed to developing new and effective healthcare solutions. The values on which the group was founded have always inspired growth and will continue to do so in times to come.

### **1.3. Product offering**

Gsk make a wide range of prescription medicines, vaccines and consumer healthcare products. They may list many products across a wide range of countries on the following pages. The names of these products can vary by country, as can their indications for use. In March 2015 they completed a 3-part transaction with Novartis which reshapes business. As the integration of this business units progresses, GSK manufactures products for major disease areas such as asthma, cancer, infections, diabetes and mental health. Its biggest-selling in 2013 were Advair, Ayodat, Flovent, Augmentin, lovzana, and Lamictal; its drugs and vaccines earned £21.3 billion that year. Other top-selling products include its asthma inhalers Advair, Ventolin, and Flovent; its diphtheria, tetanus pertussis vaccine Infanrix and its hepatitis B vaccine; the antihyper lipemia drug Lovaza; and the antibacterial Augmentin. Medicines historically discovered or developed at GSK and its legacy companies and now sold as generics include amoxicillin<sup>l</sup> and amoxicillin-clavulanate, ticarcillin-clavulanate, mupirocin and ceftazidime for bacterial infections, for HIV infection, for herpes virus infections, albendazole for parasitic infections, sumatriptan for unatemi-graine, lamotrigine for epilepsy, bupropion and paroxetine for major depressive disorder, and cimetidine and ranitidine for gastroesophageal reflux disorder. Among these, amoxicillin, amoxicillin-clavulanate, mupirocins, zidovudine, albendazole, and ranitidine are listed on the World Health Organization's list of essential medications.

#### **1. Medicines and vaccines**

Specific information on products in individual countries by choosing the relevant country from the menu below. Gsk do not provide a comprehensive list of products but they provide about prescription medicines and vaccines.

## **2. Healthcare products**

Gsk has a legacy that goes back more than 160 years, producing some of the world's best-loved healthcare brands including: Sensodyne, Voltaren, Theraflu, Parodontax, Panadol, Polident and Otrivin. These brands are successful in more than 100 countries, reflecting our passion for quality, backed by science. They are built around the needs of the millions of people who go online or walk into pharmacies, supermarkets and market stalls all over the world, every day and choose us first. Their brands are organized into five global categories: Pain Relief, Respiratory, Oral Health, Nutrition/Gastro Intestinal and Skin Health. These categories are defined by a specific consumer healthcare need and have complementary ranges of brands that allow us to evolve with our consumers' needs.

### **2. Oral Health Product**

We are experts in specialist oral health, combining our unique understanding of consumer needs with science. For example, GSK's Novamin technology, a world first, is the ingredient in Sensodyne that repairs and protects sensitive teeth by using the building blocks of teeth in the paste.

- Sensodyne
- Polident
- Parodontax
- Biotene
- Aquafresh

### **3. Nutrition Product**

We have a strong heritage in Nutrition. Horlicks, our largest brand, is consumed in 38 million homes in India (190 servings per second), contributing significantly to the malnutrition agenda. In Gastro Intestinal, we have antacid brands such as Tums and Eno, which sold over 150 million sachets in Brazil in 2014.

- Horlicks
- Eno
- Tums
- Skin Health

We are a trusted leader in skin care, delivering innovative science-based products. Our brands include medicated skin products recommended by dermatologists, as well as specific treatments for cold sores, itchy skin and athlete's foot.

- Physiogel
- Abreva
- Zovirax
- Lamisil
- Fenistil

#### **4.ViiV Healthcare**

ViiV Healthcare is a global specialist HIV company dedicated to delivering advances in treatment and care for people living with HIV. We are an independent pharmaceutical company established in 2009 by combining the power and expertise in the management of HIV from both GSK and Pfizer. Following a long-term collaboration on the joint development of several novel integrate inhibitors we were joined by Shionogi in 2012.

Our current portfolio of eleven HIV treatments generated annual sales of £1.5 billion in 2014 providing us with the financial stability to take a sustainable, long-term view when investing in our pipeline of new medicines. Our scientists are 100% dedicated to finding new ways to limit the impact of HIV on the 35 million people living with the virus and understanding how best to prevent and treat the disease. Our dedicated staff of almost 550 people is located in 16 countries and three regional hubs and we extend this geographical reach still further via our relationship with GSK. We are equipped to move quickly in response to the needs of the HIV community and have launched industry-leading access initiatives to help deliver on WHO/UNAIDS goals to reach all those who need treatment.

In addition, we actively support community initiatives in HIV, including the Positive Action programmed, by partnering with like-minded organizations that share our ethos.

## **5. Stiefel dermatology**

Stiefel has a long history of excellence in dermatology and deep expertise and R&D capabilities in acne, psoriasis, eczema, atopic dermatitis and superficial skin infections. Our portfolio ranges from prescription to daily skincare, so that we can offer quality, science-led products that help meet individual treatment needs and improve overall quality of life for people with skin conditions.

### **1.3.1.Product overview:**

#### **1. Pharmaceuticals:**

GSK's board pharmaceuticals product line includes antibiotic, antidepressant, gastrointestinal, dermatological, respiration, cancer and cardiovascular medications. GSK has a variety of vaccine products, including hepatitis A and B, diphtheria, tetanus, whooping cough and influenza.

#### **2. Consumer Healthcare:**

GSK Consumer Health brings oral health care, over the counter medicines and nutritional health care products to millions of people.

<b>GlaxoSmithKline Products Glossary</b>	
<b>Local production</b>	60 products including Berin Cytamen Kefdrin Pentamox
<b>Imported product</b>	17 products including Alkeran  Seretide Zinnat
<b>Vaccines</b>	17 products including Engerix-B  Fluarix Synflorix
<b>Consumer Healthcare</b>	9 products including Horlicks Chocolate Horlicks Junior horlicks  Mother Horlicks Horlicks Lite Boost Maltova Glaxose

**Table : GSK Product Glossar\***(Source: Marketing department GSK, Bangladesh)

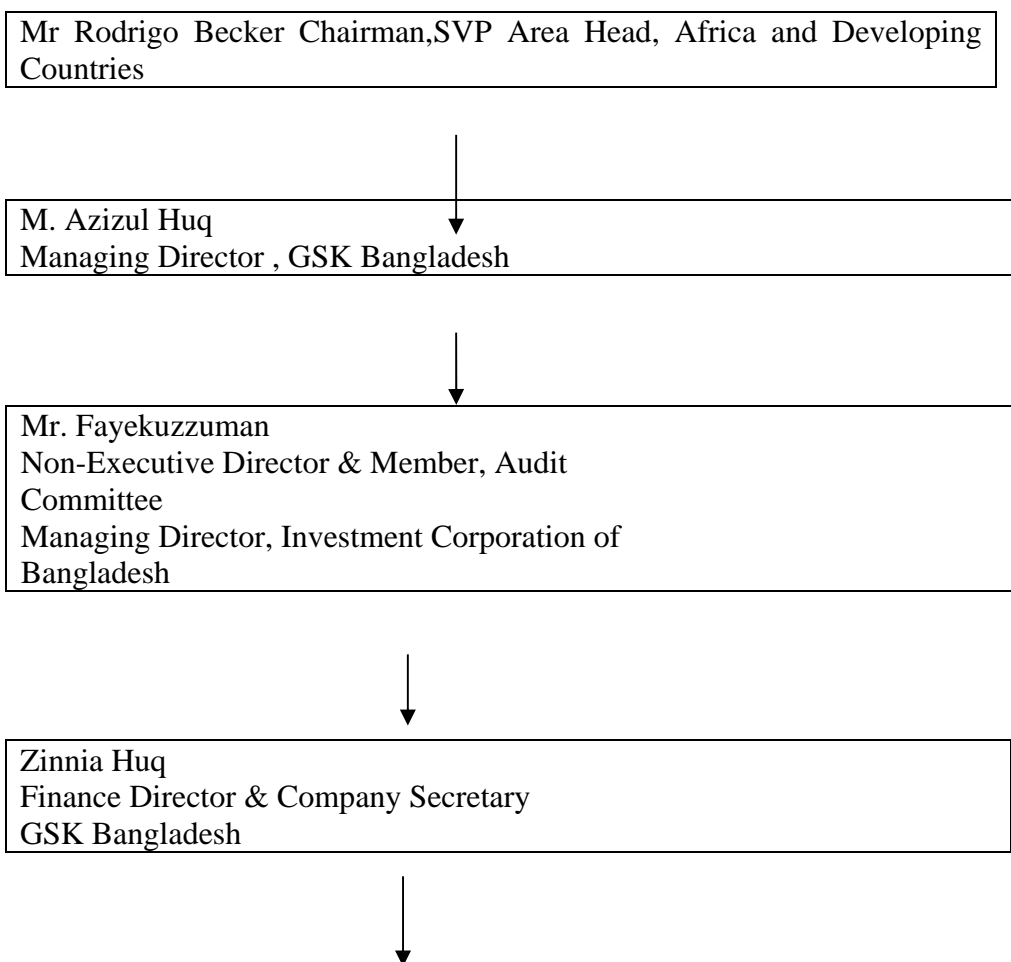
## 1.4.Operational network organogram

GlaxoSmithKline Bangladesh Limited is operated by the Board of Directors and the Company Executive Committee (CEC).

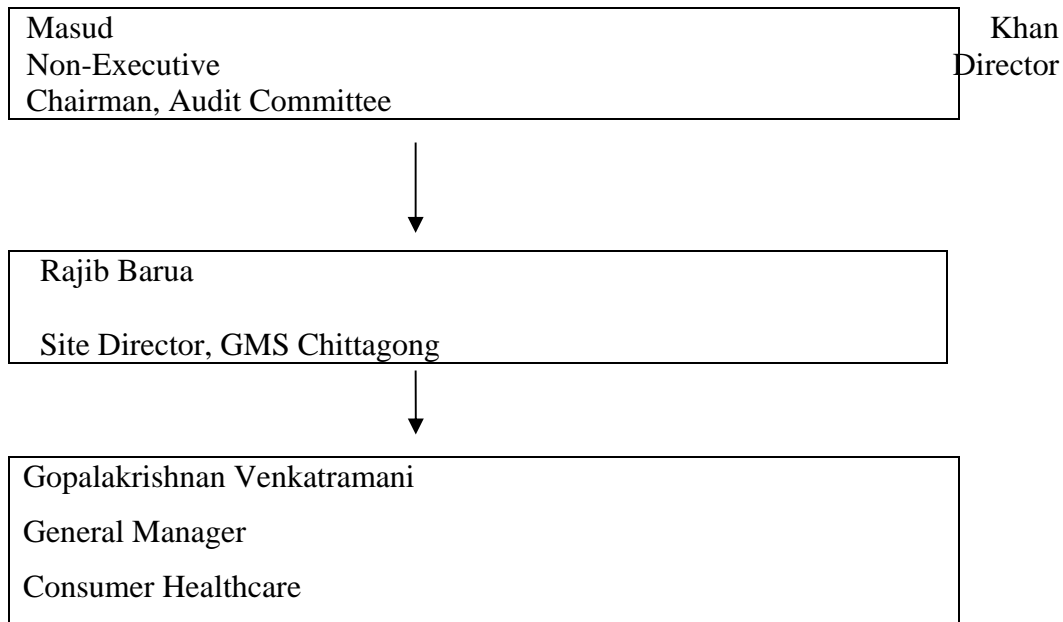
The Board of Directors is ultimately accountable for the Company's activities, strategy and financial performance.

A) Board of Directors and      B)Company Executive Committee

**Operational network** is organized and managed along with the Chairman and directors. Under the board of directors there are two non- Executive Directors. Whole structure of this board is given in below including everyone's name and designation.







## **1.5.Organizational structure of Company**

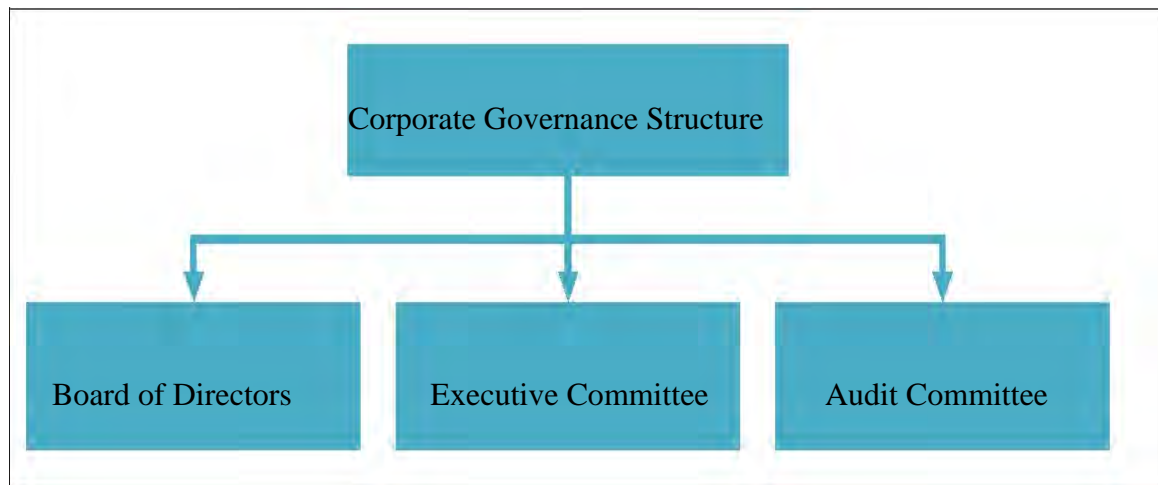
### **1.5.1 Top Management**

As per provisions of the Article of Association, Board of Directors holds periodic meetings to resolve issue of policies and strategies, recording minutes/decisions for implementation by the Executive Management.

### **1.5.2 Executive Management**

The Managing Director heads the Executive Management, the Chief Executive Officer (CEO) who has been delegated necessary and adequate authority by the Board of Directors. The Executive Management operates through further delegations of authority at every echelon of the line management.

### 1.5.3 Corporate Governance Structure:



**Figure : GSK corporate governance structure**

### 1.5.4. Others network

Total number of products: 86

No. of manufacturing products in Bangladesh: 50

District Marketing Offices (DMO's): Total no of DMO's are 11 around the country

### 1.5.5. Operations in Bangladesh

GlaxoSmithKline Bangladesh Limited has twelve District Marketing Offices (DMO) throughout the country. These are divided in five zones by which GSK's products are sold.

**District Marketing Offices:** GSK has 12 District Marketing Offices (DMO) in Bangladesh. The locations of DMOs are shown below-

---

<b>Zone</b>	<b>DMO</b>
<b>Dhaka</b>	Dhaka, Mymensing
<b>Chittagong</b>	Chittagong, Maijdee
<b>Comilla</b>	Comilla, Sylhet
<b>Bogra</b>	Bogra, Rajshahi, Rangpur
<b>Khulna</b>	Khulna, Jessore
<b>Barisal</b>	Barisal

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## **1.6. Vision for the future**

### **1.6.1. Vision:**

A vision articulates the position that an organization would like to attain in the distant future. Vision therefore is future aspirations that lead to an inspiration to be the best in one's field of activity. Visions are inspiring and exhilarating. It creates a common identity and a shared sense of purpose. They are competitive, unique and simple. Good visions foster risk-taking and experimentation. They represent integrity. The vision of GlaxoSmithKline (GSK) is for their value chain to be carbon neutral by 2050.

### **1.6.2. Mission**

Its global quest is to improve the quality of human life by enabling people do more, feel better, and live longer. The business is focused around the delivery of three strategic priorities which aim to increase growth, reduce risk and improve our long-term financial performance.

### **1.6.4. Value**

Gsk has changed their R&D organization so that it is better able to sustain a pipeline of products that offer valuable improvements in treatment for patients and healthcare providers. This is underpinned by a focus on improving productivity and rates of return in R&D. Their business is focused around the delivery of three strategic priorities which aim to increase growth, reduce risk and improve our long-term financial performance. These priorities are: grow a diversified global business, deliver more products of value, and simplify the operating model. Strategic goals and aims These are the more finely focused statements of intent directed at those aspects of the organization's operations which are critical to success – often described as 'the core business.

## **1.7. Objective of the project**

### **1.7.1. Origin of the Report:**

The major objective of this report is the partial fulfillment of the requirements of internship program of BBA Program at Independent University, Bangladesh. Fortunately GSK management

has assigned this topic “Motivate the employee for higher productivity” to fulfill the partial requirement of my internship.

### **1.7.2. Objective:**

The main objectives of this project were-

1. To understand the existing productivity of GlaxoSmithKline in production department.

Regression

2. To find out the present state of motivation of the GSK employees for higher productivity.

My objective behind doing this research is —

1. To find what GSK employee value as motivators.
2. How the employees rank the existing facilities offered by GSK.

To come out with the possible outcomes to increase motivation among the GSK employees, this will lead GSK Bangladesh LTD towards higher productivity.

## **1.8. Methodology**

For the purpose of preparing the report more meaningful and presentable, two sources of data and information are used widely. Both primary and secondary data sources are used to prepare this report. There are some records collected from various resources of the company.

**1.8.1 Selection of the Theme:** My supervisor assigned the topic of the study. Before the topic was assigned it was thoroughly discussed so that, a well-organized internship report can be prepared.

### **1.8.2 Sources of Data**

To carry out the study both primary and secondary data were used.

### **1.8.2.a) Primary Sources**

To collect all these data, I had to commence an interview with the Finance Manager & Secretarial Executive who could give the actual information that was required to prepare an authentic report. Personal observation plays a big role to make the report perfect.

### **1.8.2.b) Secondary Sources**

Referring to the secondary sources I mainly used the web site of GlaxoSmithKline Bangladesh Ltd. and also other reports of GSK so that I could manage to study on the purpose of preparing the report.

## **1.9. Limitation of the Study**

It should be noted that the study was subject to certain limitations. The authority of GlaxoSmithKline Bangladesh Limited was so busy in my internship period that they could not provide enough time for me despite their frantic effort.

1. Due to time constraint, I could not make the report a more detailed one.
2. Lack of previous literature and scarcity of other secondary information.
3. Study on Secretarial practice needs lots of deskwork which also needs huge time so lack of proper time was also one of the major limitations.
4. Respondent's unwillingness/ hesitation on providing confidential information. They felt they are leaking out some information, which they are not supposed to.
5. Authority was not available as they had to maintain a lots work.

Although there were many limitations I tried to give my best effort to furnish the report.

# **Chapter-2**

## **Job Description**

## **2.1. Job Description at GSK**

Secretarial department one of the major department in Gsk. Its main task is to handle the payment issues of the employees. This includes all the employees in both corporate office and Factory site and also includes the DMOs. Secretarial department keeps record of all the employees thus any payment issue can have the proper evidence which will help both the company and employees in future to negotiate properly.

Secretarial department keeps contact with banks for different transaction purposes and time to time collect the information about deposits and withdrawals about the accounts like Pension Fund, Dividend Payment, Provident Fund, Treasury Bills etc. The department handles the issues like purchasing and encashment of Treasury Bills, providing the bonus payments and recording the loan payments given to the employees. Secretarial department also handles the allowance issue that is given to the interns and that's why they keep information of all interns thus payment can be made on right time.

This department continuously plays a vital role as they keep contacts with the Central Bank, Security and the Exchange commission and the Dhaka Stock exchange regarding the audit issues, compliance concerns and stock market operations. They have the proper right to judge that the expense claim is valid or not and on this issue the secretarial department's decision is final. They also keep records of foreign travel bills.



## **2.2. Specific Responsibilities of the jobs as an Intern**

I have launched my internship program in Glaxosmithkline on June 22,2015.From that day my responsibilities has been started. My supervisor Mr. Nizam Uddin sir who is a Deputy Company Secretary has provided opportunity to understand the different activities of Secretarial Department. While doing the internship program, so far the activities I did and the activities I learned from asking others from my curiosity referring from the other departments than that off **Accounts and Finance Department**, I have tried my level best to acquire knowledge regarding my job responsibilities and also for other activities.My specific responsibilities are discussed in below:

### **2.2.1 About secretarial function**

At the very beginning my interest was to know the file settlement of the Department through the hard and soft copy file list. The name of the files and in which drawer it's kept up.

### **2.2.2 Verifying the expense claims**

Every month, GSK confronts with a numerous numbers of expense claims which GSK is supposed to disburse as per company policy. The policy refers theses payments as allowance to the employees. There are two types of expense claims and those are:

- a) Travelling Expense
- b) Medical Expense

This is what something which is allowed for all the employees including Corporate Office, GMS Factory and DMO or field as well. But in terms of medical policy, GSK's allowance is available for the employee's spouse and children as well up to a certain age until or unless he/ she is not a minor. There are some costs which are known as **Remuneration** which are allowed for the Managers of the Corporate Office and DMO. Aside from these remunerations the Directors are the main receiver of the remuneration from the company. The claims are supposed to be verified with priority basis in every month as it is an audit issue. Throughout the month I checked these travelling and medical bills collected from throughout the country.

### **2.2.3 Verifying T &E Forms**

The expense claims of the Corporate Office and GMS factory are supposed to be sent through T&E Forms. This form allows employees to place their claims for further approval from their Bosses and as soon as the Boss gives the approval, Secretarial Legal Department goes for further processing. I checked this T & E forms bills for salary payments at each month.

### **2.2.4. Data Entry**

At the end of the month, I had to input the data in the excel sheet. Where all the record of medical claims and travelling expense were included. Apart from this, I had to write shareholder's record for dividend warrant of the current year. Many others data I had input.

### **2.2.5. Final Settlements File**

If any of the employees leave GSK or gets terminated by GSK, Secretarial Department arranges a document known as Final Settlement Copy, which refers to keep the document as evidence for both the parties acknowledging that GSK don't have any claim with the person any more neither do the party. I had to punch the documents and make files provided by our supervisor.

### **2.2.6 Know how to use photocopier machine:**

Secretarial Department plays big roles to keep the sensitive information of the employees. High secrecy is maintained here. For this, maximum time I had to make a photocopy of those documents. By this time I also know the basic function of using the machine.

### **2.2.7. Data entry:**

The bills which have been checked like travelling, medicals are needed to put the data into Excel worksheet. In addition many others data entry were taken place by me.

### **2.2.8.Uses of Microsoft word and Excel Worksheet**

Mostly I have prepared letter of application for the Securities Exchange as well as for the different organization. On the other hand, much other information like Motor cycle related information also need to entry into the Excel sheet.

### **2.2.9.Preparing Files and folders**

Most of the times I prepared personal files. These personal files were needed to make by name and employee Company code. I also separated the bills with folder like Chittagong GMS bills and Corporate Officers bills.

## **2.3. Different Aspect of Job Performance**

Besides the Secretarial Department I have done various Job performance which was fallen under other aspects. All of these are discussed in below.

- In part of Secretarial Department my core task was checking and verifying the expense claims of the DMOs. I used to follow the company rules while deciding that the expense claim is valid or not.
- Apart from checking and verifying all the expenses bills. I had to input the entries in the system and then also used to check that all valid payments have got clearance. If there were any difficulties or confusions then I used to inform the Secretarial Executive.
- Maximum officially authorized issues were handled by them so huge files categorized and organized by me where all the files were kept in sequence.
- This department needs to contact with different institutions and individuals, in this regard sometimes I used to type different sorts of business letters.
- As the department accomplishes the payroll activities, so employees used to visit the department for payment purposes and in absence of supervisors, I used to attend them, then used to convey their messages and claims to my supervisors.
- The Secretarial department taught me to be prompt, sincere, honest, active, efficient and most importantly it taught me how to communicate in the corporate world. For enhancing these abilities in me and for providing me such a sophisticated environment, I will be ever grateful to GSK and specially the Secretarial department.

- At present month, mostly crucial task was according to the shareholder's addresses, serially putting the annual reports in envelopes and then keeping records that how much annual reports have been sent to the shareholders and how much is remaining In addition these I had also done some other major and minor tasks. Overall, I am spending a very busy schedule in GSK but it was full of fun and it also helped me a lot to know the core official jobs.

## **2.4. Critical observation and recommendation**

### **2.4. a) Critical observation**

#### **2.4. 1.Troubles were observed in the organization**

As my internship period was actually 3 month times. Within this time I have faced several problems regarding this work. My obstacles were mentioned in below that seemed as troubles to me.

- Office hour normally 8:30 A.M. To 5:00 P.M. being a student it's hard to work such long time. Most of the time, I had to stay 6.00p.m.
- Sometimes officers don't want to give the responsibility types work to the internee.
- Sometimes all of the offices are too busy to talk, so at the end it's tough to learn.
- Sometimes officers give odd job like filling, arrangement file, stapling etc.
- The information was not sufficient in website. Sometimes, they do not want to answer some question as these may be their trade secret.
- GSK Bangladesh truly follows the code of conducts which established by its parent company. All the employees here try to maintain integrity in their every tasks.
- All the departments are here properly co-ordinate which fosters the organizational performance a lot. Here the importance of human asset is truly realized and all the employees are believed as the heart of the organization and that's why the employees work here with true motivation and sincerity.

- In Finance department, I found that employees of this department are very much knowledgeable and skilled and very efficiently they plan and implement the financial strategies. They are also very much.

#### **2.4. b).Recommendation**

- Should add a new subject on different function of an Organization in university major course.
- Faculties should have been shared in practical example in the context of our own Departmental function.
- Make student familiar with some Activities related software use and its implication.
- Make student familiar with different practical practices of an Organization.
- GSK should concentrate more on promotional activities and making people more aware about their company profile and products thus a strong brand image can be established.
- They should use strong privacy for several agreements.

# **Chapter-3**

## **Findings and Analysis**

### 3.1.SWOT Analysis of GSK



GSK performs SWOT analysis to assess its strengths, weaknesses, opportunities and threats.

#### 3.1.1. Strengths

**Good Acquaintances:** one of the major strength of GlaxoSmithKline Bangladesh Limited is its financial feedback and back up as it is the 2<sup>nd</sup> ranked pharmaceutical company in the world. As it has offices and plants in different leading countries so the firm has never suffered from any financial crisis.

**Well-known Multinational in the pharmaceutical industries sector:** GlaxoSmithKline Bangladesh limited is an emerging company in the pharmaceutical industries sector. For its multidimensional concept in the context of Bangladesh, it drew the attention of people very quickly and with in a short period of time it has gotten a wide range of customer base.

**Efficient Performance:** GlaxoSmithKline provides hassle free customer service to its customer base comparing to the other pharmaceutical companies of Bangladesh. The Company's motto is to take personalized approach to the need of the customers.

**Enthusiastic Workforce:** The selection and recruitment of GlaxoSmithKline Bangladesh Limited emphasizes on having the skilled graduates and postgraduates who have backgrounds or job experience for that particular job. The logic behind is that

GlaxoSmithKline wants to avoid the problem of garbage in and garbage out. These type young and fresh workers stimulate the whole working environment of GlaxoSmithKline.

**Empowered Work Force:** The human resource of GlaxoSmithKline is extremely well thought and perfectly managed .As from the very first the top management believed in empowered employees. This empowered environment makes GlaxoSmithKline Bangladesh Limited a better place for the employees. The employees aren't suffocated with authority but are able to grow as the organization matures. They feel proud to be a part of the organization.

**Equalization:** At GlaxoSmithKline Bangladesh Limited, workshops are conducted periodically. In the workshops, all the executives participate as equals; the executives are free to challenge top managers with ideas openly.

**Distinct Operating procedures:** GlaxoSmithKline Bangladesh has distinct operating procedures. Production capacity and demand of customers are assessed by GlaxoSmithKline helps to decide how much to produce with in a one business year.

**Distinct Schedule:** Everyone in the GlaxoSmithKline Bangladesh Limited from the appraiser to top management has to work to the same schedule toward a different aspect of the same goal, interfacing simultaneously at all level over quite a long period of time.

Training and educational program for all employee: To ensure the supremely GlaxoSmithKline always arrange training and educational programs for continuous up gradation for their employees

### **3.1.2.Weakness**

**Raw material restrictions:** GlaxoSmithKline just cannot use raw materials from any source though it might be cheaper than present source.

**Prolong decision making:** As GSK is a world leader research based multinational company so to a certain extent they cannot compete with the local pharmaceutical



company in Bangladesh because for GSK it needs to under go at least 5-6 years extensive research to lunch a new product.

**Lower degree of customer's Confidence:** To the citizens of Bangladesh, GlaxoSmithKline is not uniquely dominated in the field of pharmaceutical industry. Additionally because of the dominant existence of Square, Beximco pharma people are indifferent in buying medicine from GlaxoSmithKline Bangladesh Limited after providing the highest quality products. So existence of the giant competitor GlaxoSmithKline business growth is in under pressure.

### **3.1.3.Opportunities**

**High Demand of Quality Medicines:** Next to fooding, clothing and housing, health treatment is a basic need of people. The most important thing of a human being is his or her health. Since health treatment is one of the basic needs of people, there is always a high demand of quality medicines, the prime output of GlaxoSmithKline.

**Absence of Substitute products:** As GlaxoSmithKline is the world's best research based pharmaceutical company so continuously it has coming up with lot of innovations and inventions. So considering these new products local pharmaceutical companies are totally unmatched with the GlaxoSmithKline regarding innovations and inventions.

**A Strong Network:** One of the major positive aspects of GlaxoSmithKline Bangladesh Limited is its worldwide network. Established of different R&D, biotechnology, clinical development, actives supply, product supply and management know-how in different countries facilitate to run the whole operation efficiently.

**Contract Manufacturing:** Speed of implementation at contractor site is faster then in-house and cheaper as the GlaxoSmithKline Bangladesh limited doesn't have to invest huge amount to install machines and support systems to produce those products. .

### 3.1.4.Threats

**Pricing:** As GlaxoSmithKline Bangladesh Ltd ensures High quality product and raw materials, so its products price is comparatively high then other local brands. Due to this reason Present customers are switching over to other local brands like Beximco pharma, Square Pharma etc.

**Ethical Standard:** Company ethical issues are so sound that GSK cannot perform any unethical task to manage drug administration and other tribulations to maximize profit.

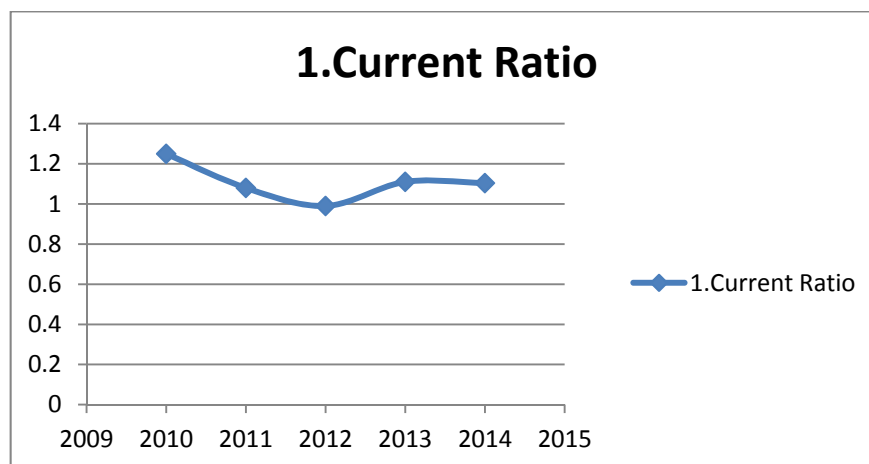
**Bangladesh Government’s regulation:** Government regulation can be a big threat, if the government implements restriction to the multinationals to improve the local national pharmaceutical brands.

### 3.2.Ratio Analysis

#### 1. Current Ratio

Current ratio = current assets / current liabilities

Year	2010	2011	2012	2013	2014
Ratio	1.25	1.08	0.99	1.11	1.104

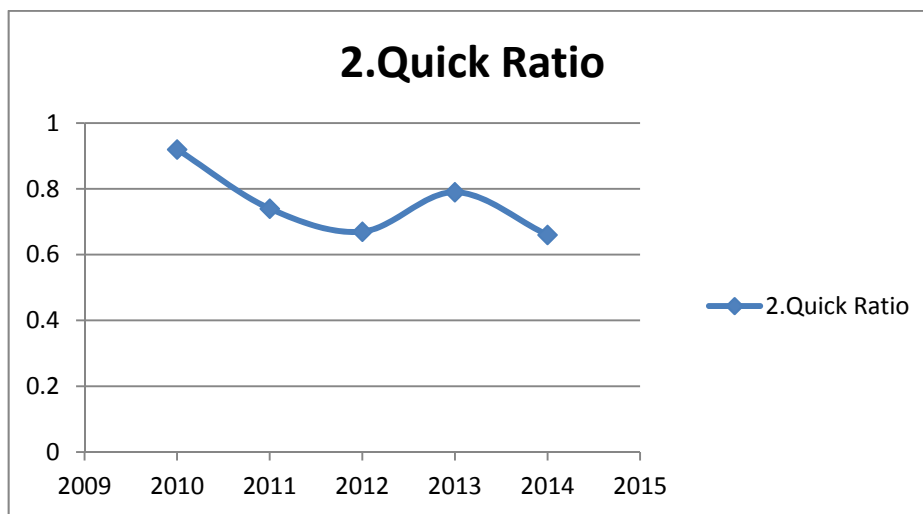


From the figure e can see in last five years gsk current ratio has been changed. From 2010 to 2014 it has been fallen down a little bit. In 2010 they have more current asset compare to current liability. Again from 2013 o 2014 current ratio has been declined shortly. Because in 2013, they have more asset then liability. But in 2014 they have liability for that current ratio was less.

## 2.Qucik Ratio

Quick Ratio=(Current assets - Inventory)/current liabilities

Year	2010	2011	2012	2013	2014
Ratio	0.92	0.74	0.67	0.79	0.66

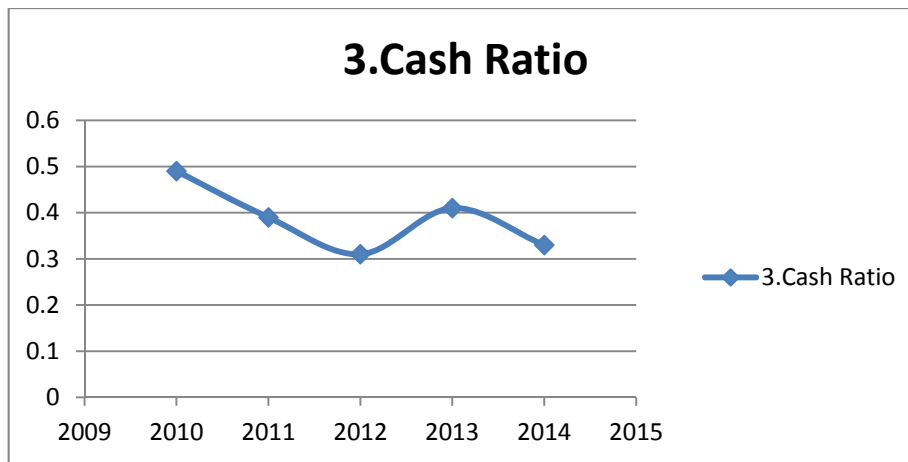


From the graph it is visible that gsk has lowest quick ratio on 2014 where it was highest in 2010. Always a high quick ratio is not considered as good, if it happens that the firm has huge account receivables but those will be collected after a long time and the current liabilities are lesser but needs to be paid instantly then the quick ratio will be higher but still the firm is in a great risk as there is liquidity crisis. So, their liability was increasing compare to previous year. Apart from the inventory their current asset was not sufficient to increase the quick ratio.

### 3.Cash Ratio

(Cash+Marketable Securities)-Notes Payable/Current Liability

Year	2010	2011	2012	2013	2014
Ratio	0.49	0.39	0.31	0.41	0.33

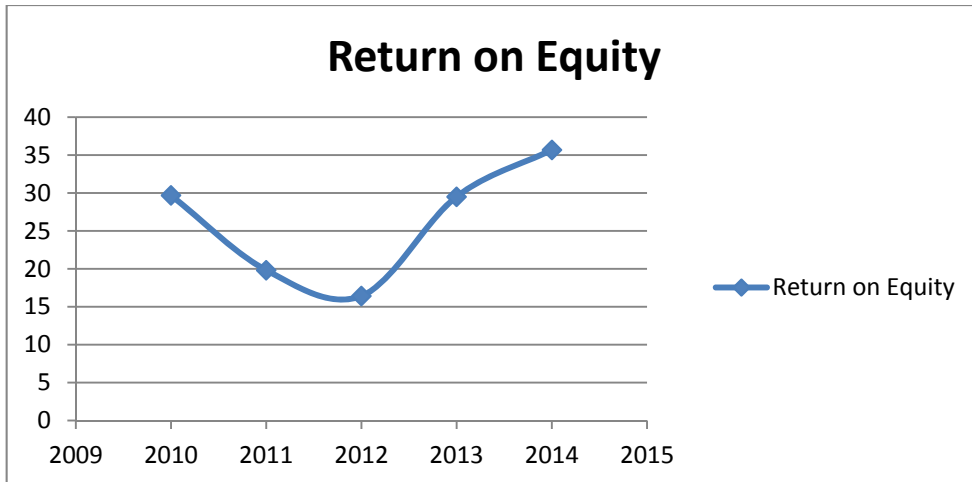


Here, Gsk has shown almost similar outcome like as previous. Because they have more liability on 2014 compare to 2010. Though they try to manage cash and maintain marketable securities for the purpose of increasing cash ratio. However, in this ratio their ratio were fallen down.

### 4.Return on Equity

Return on Equity = Net Income/ Shareholder's Equity

Year	2010	2011	2012	2013	2014
Ratio	29.7	19.83	16.42	29.51	35.69

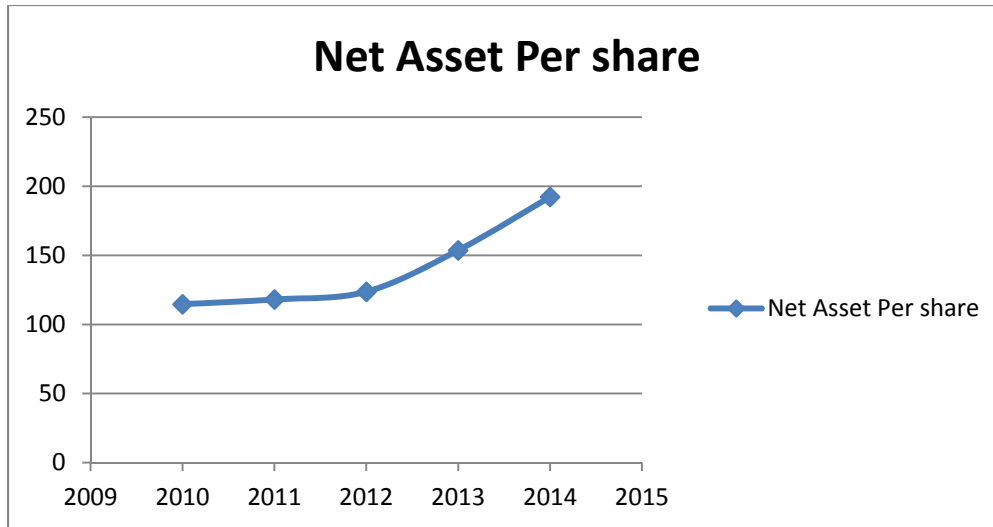


Gsk has a good return of equity in 2014. Compared to the last five years, in 2014 they have highest return on equity. Because of higher income, they were able to earn such value. Though their ROE were fallen on 2012 but for high revenue and income they have overcome this and were able to bring a good percentage in terms of ROE. Most important thing is that their shareholder's equity were also decreasing.

### 5. Net Asset Per Share

Net Asset Per Share = Net Asset Value/No of Share Outstanding

Year	2010	2011	2012	2013	2014
Ratio	114.65	118.07	123.66	153.66	192.3

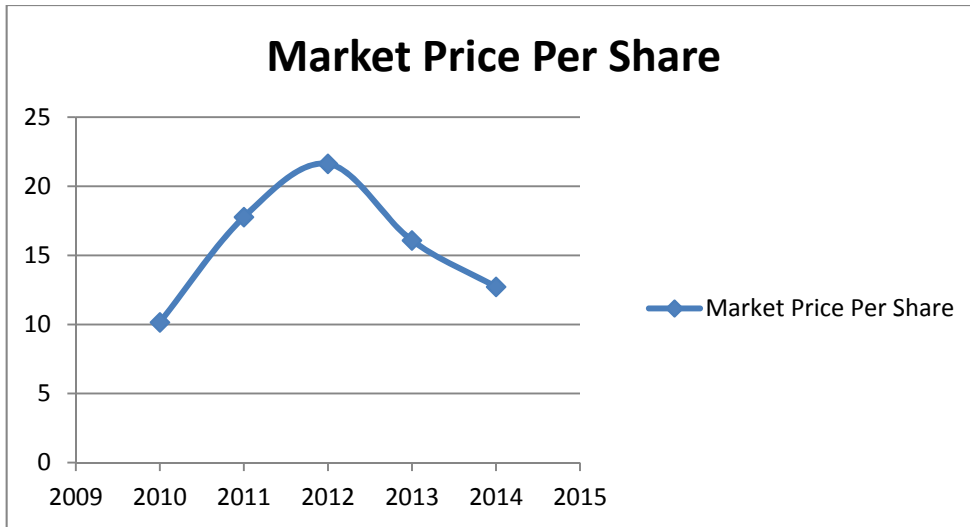


An expression for net asset value that represents a fund's (mutual, exchange-traded, and closed-end) or a company's value per share. It is calculated by dividing the total net asset value of the fund or company by the number of shares outstanding. If we focused on the graph, we can easily predict that gsk's net asset per share were high in 2014 which was almost 192.3 on the other hand it was very less in 2010 which was only 114.65. So, they were able to increase their net asset value and also decreased number of share outstanding.

### 6. Market Price Per Share

Market Price Per Share = Market Value per Share / Earnings per Share

Year	2010	2011	2012	2013	2014
Ratio	10.15	17.77	21.63	16.08	12.72

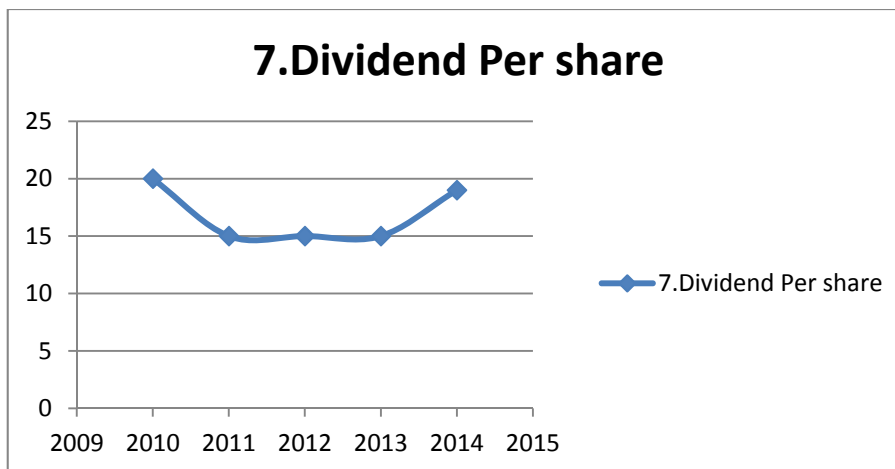


If we look up at the back, gsk market share has been reduced a lot from 2011 to 2014. It was very high in 2012. On the other hand it was reducing in 2013 and 2014. Because in 2014 they have increased their EPS as a result their overall market share has been declined. In terms of EPS market share is quite low in 2014.

### 7.Dividend Per Share

Dividend Per Share= Dividends/No of Share

Year	2010	2011	2012	2013	2014
Ratio	20	15	15	15	19

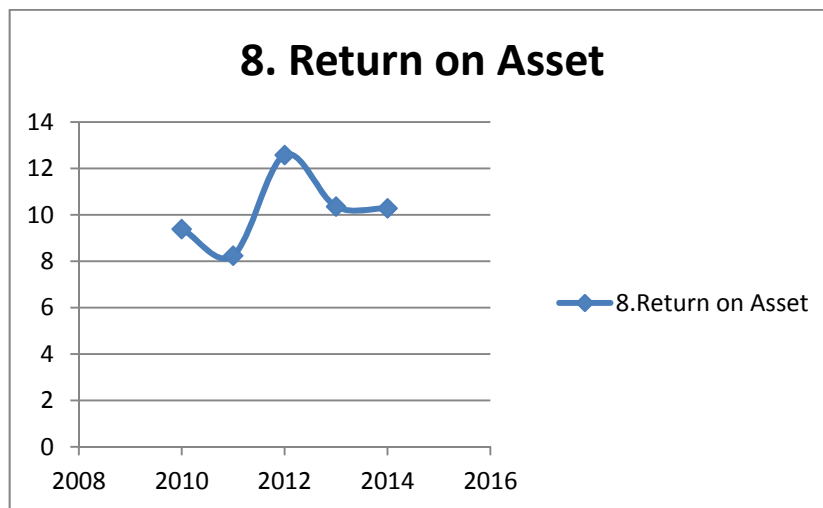


Dividend per share has promoted as per company policy. Previously gsk gave less dividend compared to 2014. In 2014 their dividend per share is 19 which is really good and they also reduced their number of share. At present their market share price is also increasing. If we focused on last three years their dividend was constant. So, this ratio was moving forward then previous record.

### 8. Return on Asset (ROA)

ROE= Net Income/Total Asset

Year	2010	2011	2012	2013	2014
Ratio	9.39	8.24	12.58	10.36	10.28



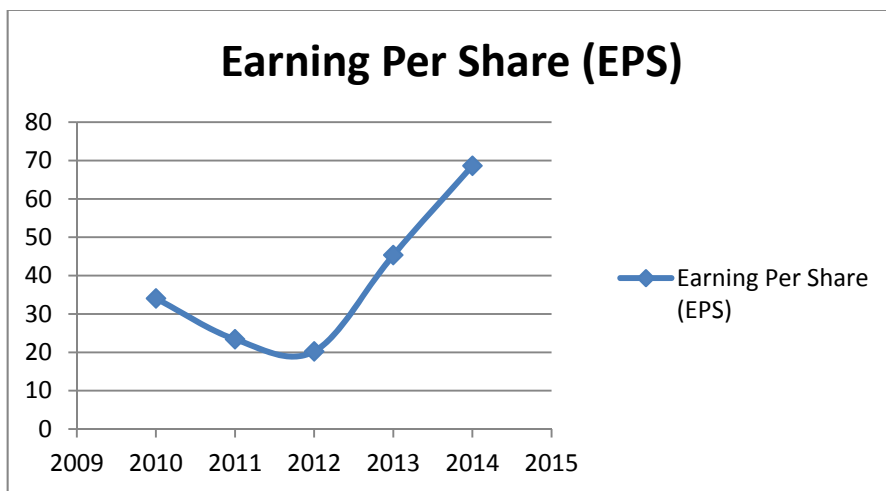
In the figure the Return on Asset was high in 2010. After that, ROA was not increasing because they buy asset for which their total asset amount were increased. Though their total income was becoming high, they have asset also. Most important and latest data for ROA is 20% according to June 20, 2015.



### 9. Earnings Per Share (EPS)

EPS=Net Income/No of outstanding Common Stock

Year	2010	2011	2012	2013	2014
Ratio	34.05	23.41	20.25	45.35	68.63

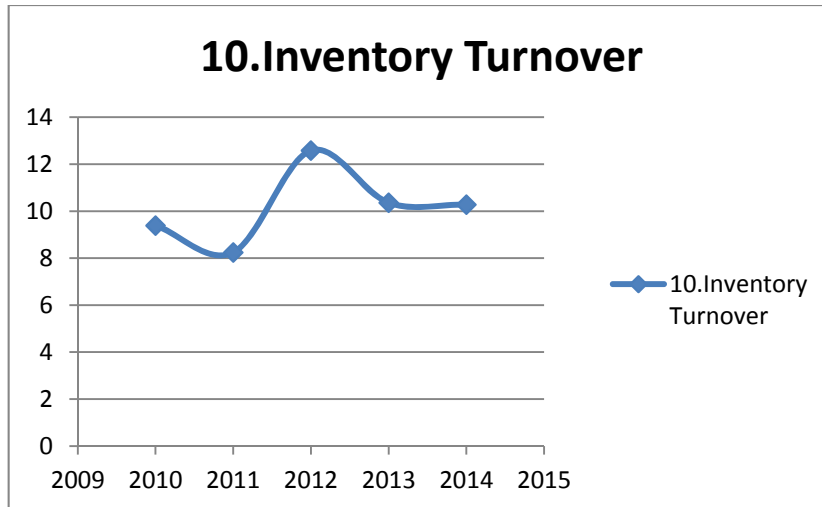


Earnings per share of gsk is really impressive from the last 5 years. On 2014, their EPS was 68.63 which has indicated that gsk has increased Total income a lot on the other way they also maintained a good revenue and profit. Although in 2012, EPS was very low because of Low income, however now their share price per share is also increased.

### 10.Inventory Turnover

Inventory Turnover = Cost of Goods Sold/Average Inventory

Year	2010	2011	2012	2013	2014
Ratio	6.87	5.95	7.48	8.67	8.92

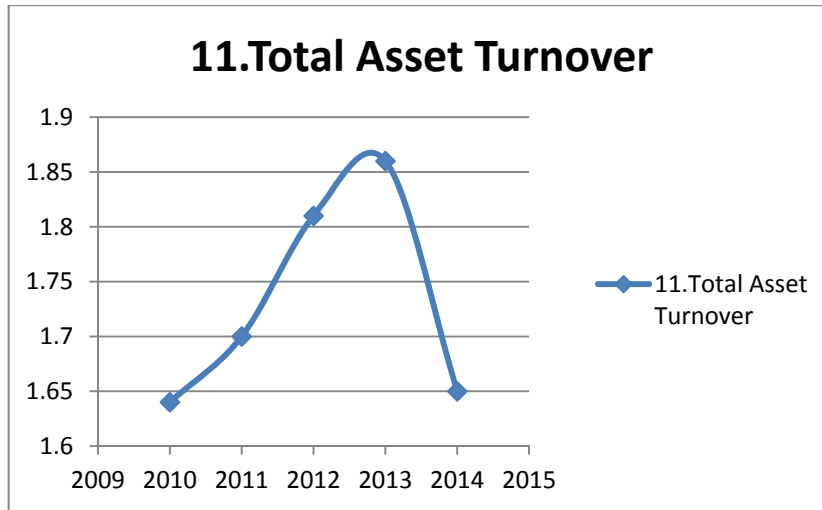


In the figure, inventory turnover was high in 2014. Actually it was staying in similar position from 2013 to 2014. Because their cost of goods sold was gradually increasing whereas turnover on inventory was no much. So, overall they have a little bit high turnover in 2014 compared to 2011. As day by day they have produced more products so total number of goods sold has been increased

**11.Total Asset Turnover**

Total Asset Turnover = Net Sales/Total Asset

Year	2010	2011	2012	2013	2014
Ratio	1.7	1.81	1.86	1.67	1.65

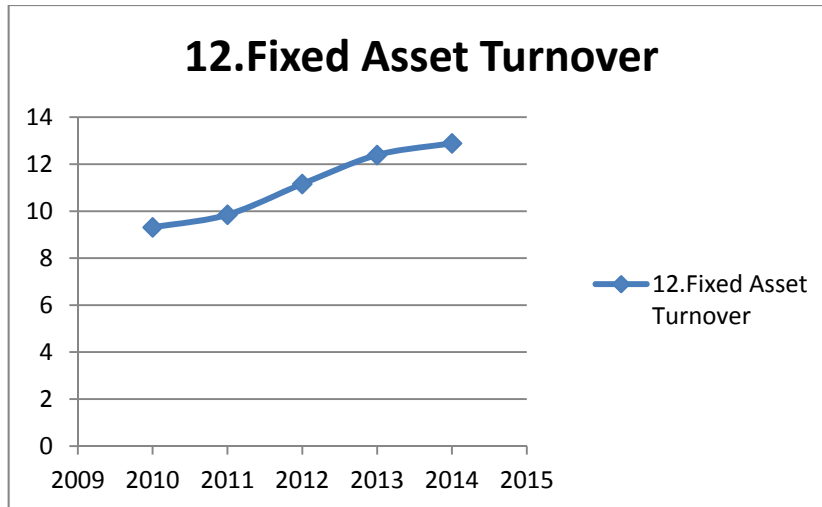


From 2013 to 2014 gsk has decreased both sales and asset. As a result ratio regarding total asset turnover has been increase. Basically they have a plan to increase their product line for that they buy huge amount of assets and also increased sales volume. On an impact of this their total asset turnover has been fallen down.

### 12.Fixed Asset Turnover

Fixed Asset Turnover = Sales/Fixed Asset

Year	2010	2011	2012	2013	2014
Ratio	9.31	9.85	11.16	12.39	12.89

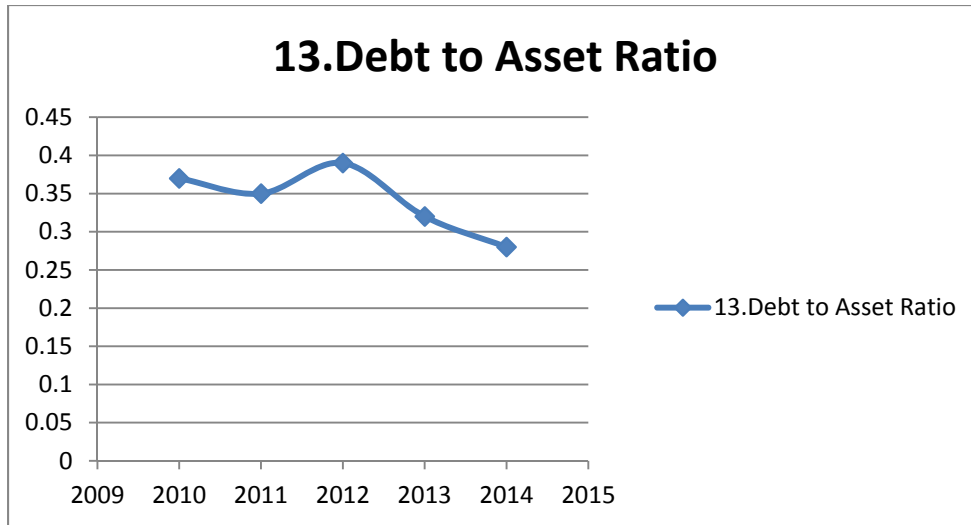


In terms of fixed asset turnover, gsk has a good observation. AS their fixed asset has been increased from 2010 to 2014.to increase their sales and market share they have bought assets in which fixed asset was also remained, overall they have increased their fixed asset volume in 2013 to 2014.they have a big budget for this fixed asset.

### 13.Debt to Asset Ratio

$$\text{Debt to Asset Ratio} = \text{Total Debt} / \text{Total Asset}$$

Year	2010	2011	2012	2013	2014
Ratio	0.37	0.35	0.39	0.32	0.28

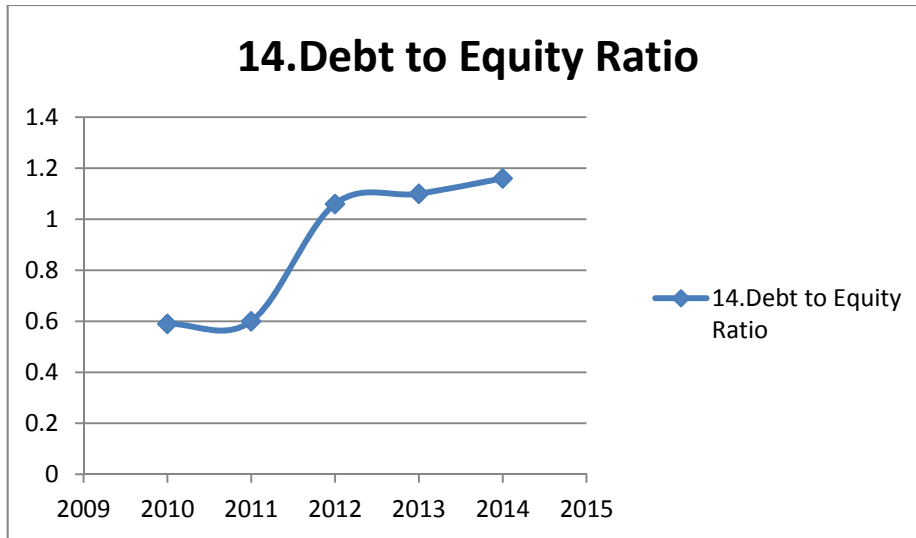


This ratio finds out how much of the total asset is funded through debt. A debt ratio greater than 1 indicates that a company has more debt than assets and it is more dependent to its creditors for necessary financing. Meanwhile, a debt ratio of less than 1 indicates that a company has more assets than debt. The higher this ratio, the more leveraged the company and the greater its financial risk. Although higher debt is not a problem if interest payments are made on time, but if it is not then definitely a great risk for the firm. Gsk was able to reduce their debt amount whereas they also increased their total asset amount in 2014. so their debt to asset ratio has been reduced.

### 14. Debt to Equity Ratio

Debt to Equity Ratio = Total Debt/ Total Equity

Year	2010	2011	2012	2013	2014
Ratio	0.59	0.60	1.06	1.1	1.16

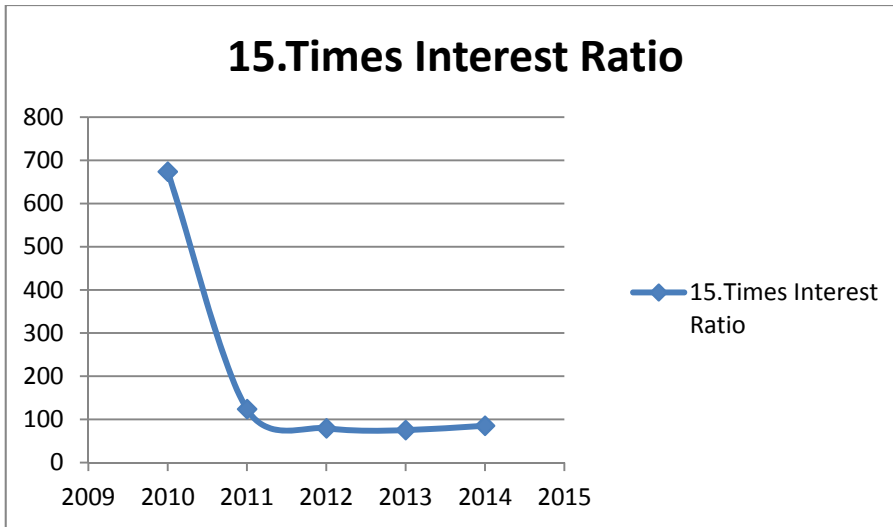


The trend from graph shows that, GSK is gradually having an increase in its debt financing. In 2013 and 2014, it is even higher than 1 which is a matter of concern as they are relying more on external lenders and it can be a threat if interest rate increases. As they have reducing their equity amount so their debt to equity has been gradually increasing from 2012 to 2014.

### 15. Times Interest Ratio

Times Interest Ratio = EBIT/Interest Change

Year	2010	2011	2012	2013	2014
Ratio	674.1	123.8	79.5	75.23	85.23

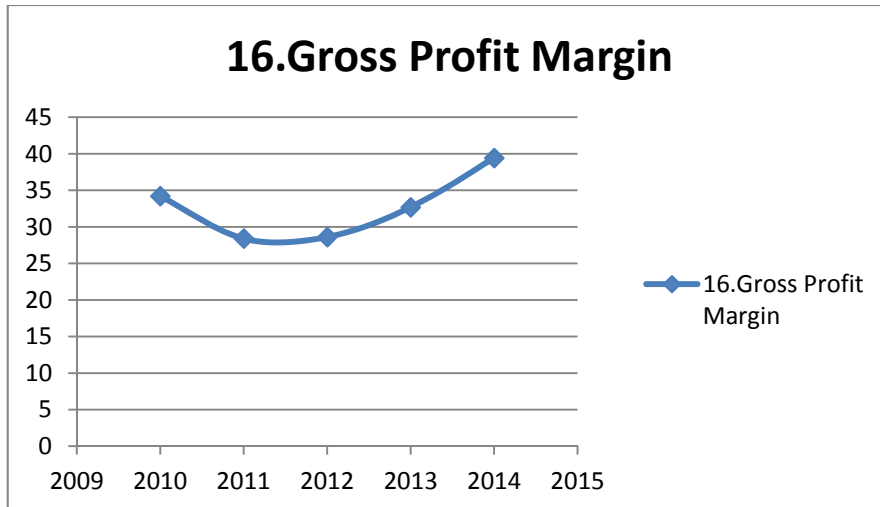


Gsk is in improving position in terms of EBIT. Where they have less interest change. So as an impact on times to interest ratio was increased from 2013 to 2011, which was almost 85.23%. It happened because their earnings were increased overall interest was not much high compared to sales. So they have developed in interest ratio.

### 16. Gross Profit Margin

Gross Profit Margin = Profit/Sales

Year	2010	2011	2012	2013	2014
Ratio	34.2	28.4	28.61	32.67	39.42



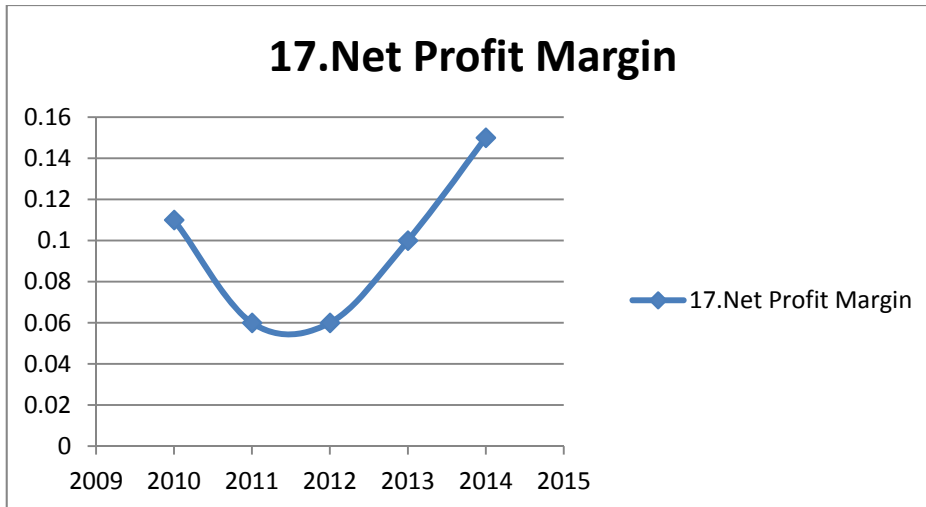
A ratio of profitability calculated as net income divided by revenues, or net profit divided by sales. It measures how much out of every dollar of sales a company actually earns. This is also known as profit margin. Higher the profit margin, better the condition of the firm. Higher profit margin means that higher portion is remaining as profit after the selling activity takes place. So it also indicates towards efficient expense controlling ability. Increased earnings are good, but an increase in sales does not mean that the profit margin of a company is improving. For instance, if a company has costs that have increased at a greater rate than sales, it leads to a lower profit margin. This is an indication that costs need to be under better control. Total income gsk has increased as their product volume is creased from the last few years.

### 17.Net Profit Margin

$$\text{Net Profit Margin} = \text{Net Income/Revenue}$$

Year	2010	2011	2012	2013	2014
Ratio	0.11	0.06	0.06	0.1	0.15





A ratio of profitability calculated as net income divided by revenues, or net profit divided by sales. It measures how much out of every dollar of sales a company actually earns. This is also known as profit margin. Higher the profit margin, better the condition of the firm. Higher profit margin means that higher portion is remaining as profit after the selling activity takes place. So it also indicates towards efficient expense controlling ability. Increased earnings are good, but an increase in sales does not mean that the profit margin of a company is improving. For instance, if a company has costs that have increased at a greater rate than sales, it leads to a lower profit margin. This is an indication that costs need to be under better control. Total income gsk has increased as their product volume is creased from the last few years.

### 3.3.Competitive Analysis

To Understand the Gsk. market position, I have analyzed with few pharmaceutical companies in terms of Quick ratio, Current Ratio, ROE, ROA, EPS from 2012 to 2014 .

#### 1.Current Ratio

Current ratio: Current Asset/Current Liabilities

Company Name	2012	2013	2014
Gsk	0.99	1.11	1.104
Square	1.58	1.62	2.27
Beximco	2.67	2.72	2.82



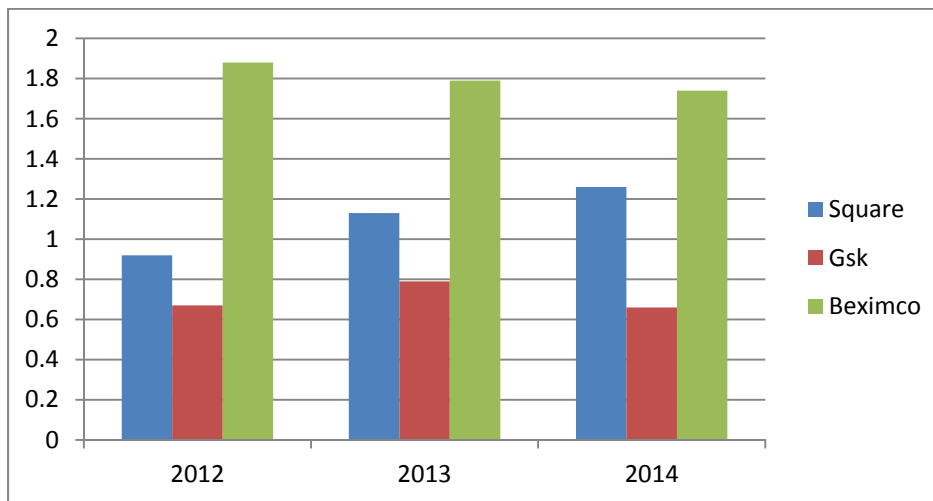
It is a liquidity ratio that measures a company's ability to pay short-term debts. The ratio is mainly used to give an idea of the company's ability to pay back its short-term liabilities (debt and payables) with its short-term assets (cash, inventory, receivables). The higher the current ratio, the more capable the company is of paying its obligations. Gsk ratio has increased from 2013 to 2014 that means they have problem regarding working capital management. Square and beximco has higher current ratio compared to gsk, so they also faced problem. On the other hand, if the current ratio is too high then it

indicates that the firm has problem in working capital management. Low current ratio does not always mean that the firm is at an alarming stage or very near to be bankrupt but of course it is better to maintain a standard current ratio in order to be free from liquidity risk.

## 2. Quick Ratio

Quick Ratio:  $(\text{Current Assets} - \text{Inventories}) / \text{Current Liabilities}$

Company Name	2012	2013	2014
Gsk	0.67	0.79	0.66
Square	0.92	1.13	1.26
Beximco	1.88	1.79	1.74



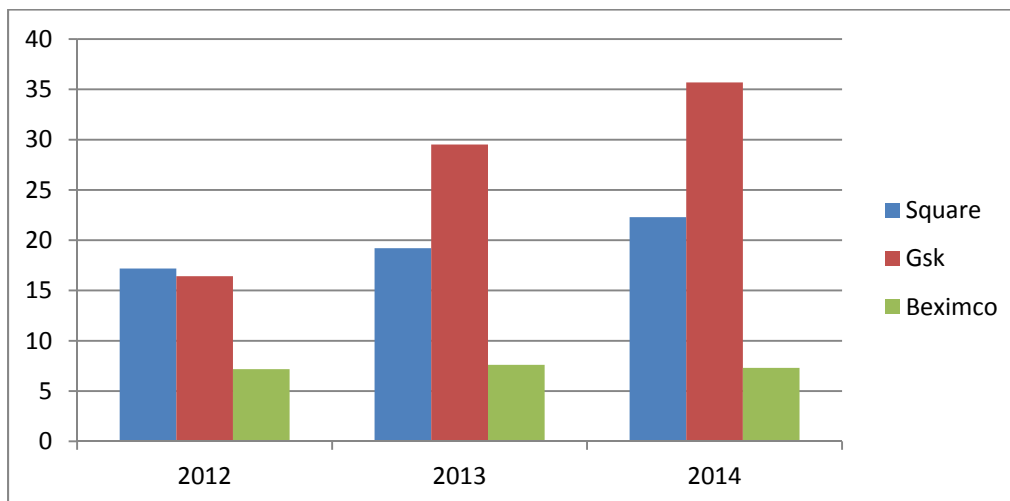
This ratio assesses the capacity of an organization to recover its current liabilities by using the organization's quick assets. Assets which can be easily converted into cash are known as quick assets. Quick ratio is also known as Acid-test ratio and it excludes the inventories as inventories are less liquid. Quick ratio less than 1 indicates that the firm is currently unable to pay its current debts. The graph shows that GSK Bangladesh has low quick ratio compared to 2013. The ratio was less than 1 which was not pleasing. However, Square and Bexinco is more than 1 which indicate that their liquid assets are high , their illiquid assts are very low. So, they

have a good quick ratio. The graph also shows that, GSK has low ratios because they are buying new products for which they have debt. For submitting this debt amount their asset amount is not good but they have huge fixed asset. So in quick ratio Beximco is in a good position as they have huge current assets.

### 3.ROE

Return on Equity: Net Income/Shareholders' equity

Company name	2012	2013	2014
Square	17.19	19.2	22.3
Beximco	7.17	7.6	7.3
Gsk	16.42	29.51	35.69

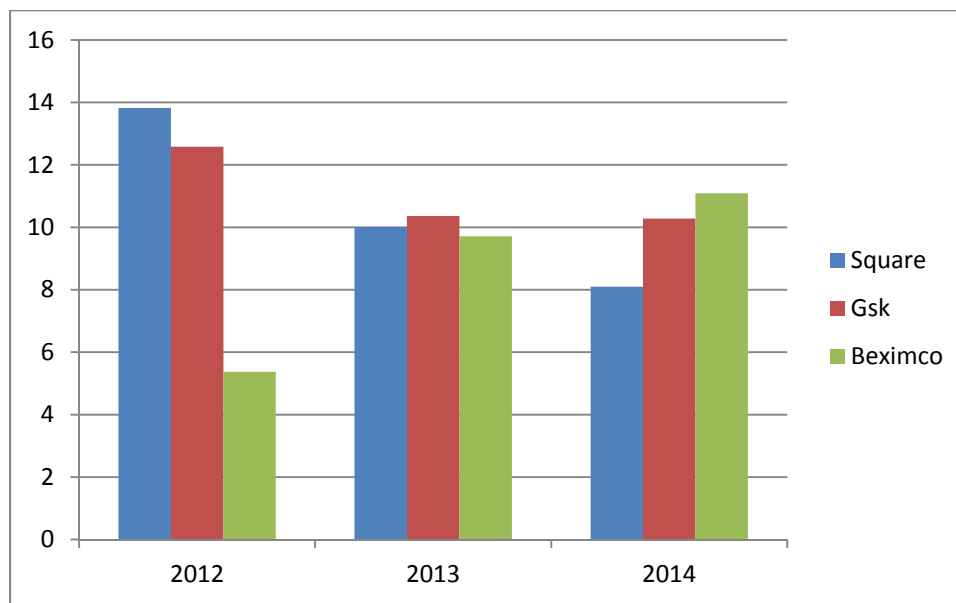


Return on Equity or ROE is the ratio of net income to total shareholder's equity. It measures how much a firm earns from the shareholders' equity. It also shows the firm's efficiency at generating profits from every dollar of equity capital. Increasing ROE indicates improved performance. GSK had the highest return on equity from 2013-2014 compared to its competitors. So, it generated the highest return from their shareholders' equity. On the other hand, Beximco has very low returns comparatively to Square and Gsk.

#### 4.ROA

Return on Asset: Net Income/Total Assets

Company Name	2012	2013	2014
Gsk	12.58	10.36	10.28
Square	13.82	10.01	8.1
Beximco	5.37	9.71	11.09

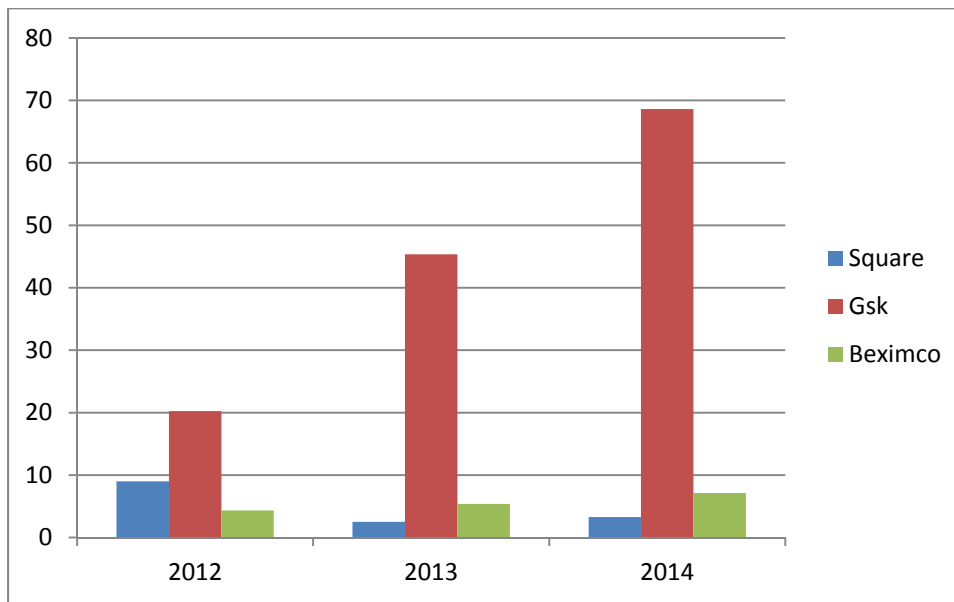


The graph interprets that, GSK ROA was decreased from 2013 to 2014.as their total asset was increased. But Square’s trend shows that its performance was in stable position though it was also reducing. Beximco is the highest in 2014 compared to its competitors. It indicates that they are generating lowest amount of return from their investments in assets. Compared to other companies in the industry, GSK should focus on increasing their Return on asset.

## 5.EPS

EPS (Earning Per Share): Net Income/No. of shares outstanding

Company Name	EPS( Year)		
	2012	2013	2014
Gsk	20.25	45.35	68.63
Square	9.01	2.51	3.28
Beximco	4.33	5.39	7.13

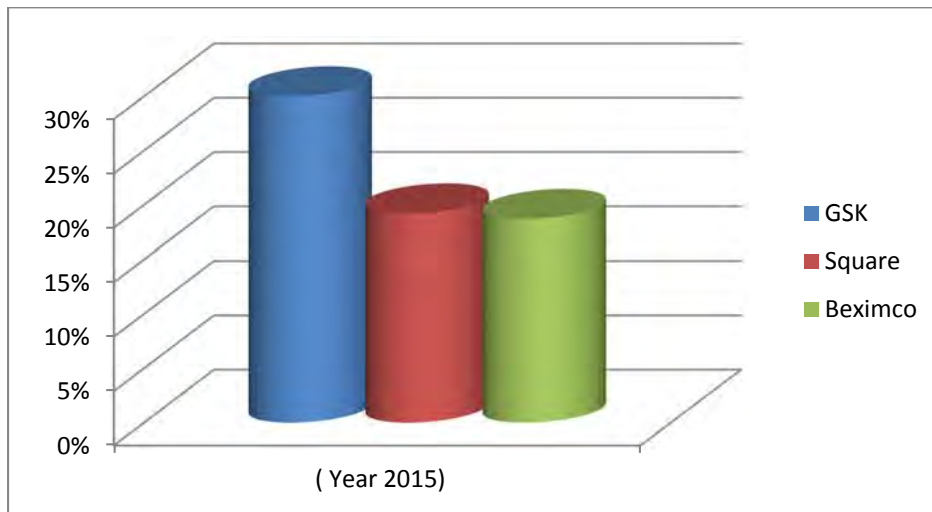


Earnings per share or EPS express the earned profit against each share. It is considered as an important tool while measuring a company's stock performance. Investors often judge firms with the EPS and always prefer a high EPS. However, always high EPS does not mean that the firm is doing well because the net income can be manipulative which makes the EPS overestimated. In the graph, it is shown that Gsk EPS is much higher than Square and Beximco. Again Square has low EPS compared to Beximco and Gsk. But Gsk EPS is getting higher from 2012 to 2014.

### 3.4. Market Position of GSK

From the ratio analysis I have generated the percentage of these three pharmaceutical companies in term of market share. These percentages are given in below:

Company Name	Market Share ( Year 2015)
GSK	30 %
Square	19.21%
Beximco	18.70%



In the figure Gsk Market share is the highest in terms of pharma. Compared to square and Beximco, Gsk market share is much high. As Gsk is producing the medical product in a high rate. For example, Vaccine, Tablet and other drugs are made by Gsk. These Medical Drugs which are mentioned earlier. For all this Gsk market share is quite good in Bangladesh.

# **Chapter 6**

# **Recommendation and**

# **Conclusion**



## **6.1.Recommendation**

Being a multinational company, at present GSK is earning revenue both for selling medicinal products and consumer goods. However, compared to its sales of medicinal products, consumer products like- Horlicks, Sensodyne etc. products have much demand. Thus, the revenue earned from consumer products are more compared to pharmaceutical products. This has diluted the position of GSK in the pharmaceutical industry. So, they should try more to give the same effort to promote their pharmaceutical products for earning greater revenues from this industry and compete successfully with their competitors, grabbing a strong market share and market position.

- First recommendation regarding ratio analysis which depends on their balance sheet from last 5 to 6 years .According to analysis GSK must concentrate on this issue and should be careful to control the debts.
- As a global leader GSK company is committed to improving the quality of service of Secretarial department.
- Secretarial Department needs to recognize the perfect File list as hard and soft copy.
- To reduce the work pressure they should recruit an employee.
- Company should have strong and strict policy to overcome the cheating in bills and claims. Moreover, if there is a strong and strict policy employee never thinks to have fake bills and claims.
- To reduce the communication gap each and every employee should have a proper training of communication skills. It will help to run the Secretarial Department effectively.
- Secretarial Department should focus and give emphasize for having a strong Information Technology Department to support them properly as it is their day to day concern.

To set up a strong position Gsk should be concerned and taken the recommendation steps immediately

## **6.2. Conclusion**

Financial ratios analysis is a part of financial statement analysis and through this we can have knowledge about the company's past and present performance. GlaxoSmithKline Bangladesh Limited is the largest and leading company in the pharmaceuticals industry for more than four decades by manufacturing quality product. It diversified in different area and sector of the local business field. The Company always concerns with the quality of the product or medicine for the customer and also increases the profit for its shareholder and stockholder and also the employees. They have a challenging and inspiring mission to improve the quality of human life by enabling people to do more, feel better and live longer. Most importantly it gives us an idea that what can be the company's performance in the future. Ratio analysis involves the calculation of statistical relationship between data and it is a very popular technique of financial statement analysis. Throughout my analysis, I came to know about the financial strength, operational efficacy and management efficacy of GSK. I have realized that GSK is performing well, it is financially solvents but there some threats which are increasing recently. Compare to the last few years, the performance is going high.

Gsk is improving in terms of market share and share prices. At present their market share is more than 85% which indicates a good sign for the company's development.

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## Appendix A

<b>Ratio Analysis for Performance Evaluation ( Amount in Taka)</b>						
<b>Name of Ratio</b>	<b>Formula</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
1.Current Ratio	Current assets / current liabilities	1.25	1.08	0.99	1.11	1.104
2.Quick Ratio	(Current assets - Inventory)/current liabilities	0.92	0.74	0.67	0.79	0.66
3.Cash Ratio	(Cash Market Securities)- Notes Payable/Current Liability	0.49	0.39	0.31	0.41	0.33
4.Return on Equity	Net Income/ Shareholder's Equity	29.7	19.83	16.42	29.51	35.69
5.Net Asset Per share	Net Asset Value/No of Share Outstanding	114.65	118.07	123.66	153.66	192.3
6.Market Price Per Share	Market Value per Share / Earnings per Share	10.15	17.77	21.63	16.08	12.72
7.Dividend Per share	Dividends/No of Share	20	15	15	15	19
8.Return on Asset	Net Income/ Total Asset	9.39	8.24	12.58	10.36	10.28
9.Earning Per Share (EPS)	Net Income/No of outstanding Common Stock	34.05	23.41	20.25	45.35	68.63
10.Inventory Turnover	Cost of Goods Sold/Average Inventory	6.87	5.95	7.48	8.67	8.92
11.Total Asset Turnover	Net Sales/Total Asset	1.64	1.7	1.81	1.86	1.65
12.Fixed Asset Turnover	Sales/Fixed Asset	9.31	9.85	11.16	12.39	12.89

13. Debt to Asset Ratio	Total Debt/ Total Asset	0.37	0.35	0.39	0.32	0.28
14. Debt to Equity Ratio	Total Debt/ Total Equity	0.59	0.6	1.06	1.1	1.16
15. Times Interest Ratio	EBIT/Interest Change	674.1	123.8	79.5	75.23	85.23
16. Gross Profit Margin	Profit/Sales	34.2	28.4	28.61	32.67	39.42
17. Net Profit Margin	Net Income/Revenue	0.11	0.06	0.06	0.1	0.15

## Appendix B

	Current Ratio ( Year)		
Company Name	2012	2013	2014
Gsk	0.99	1.11	1.104
Square	1.58	1.62	1.64
Beximco	2.67	2.72	2.82

	Quick Ratio ( Year)		
Company Name	2012	2013	2014
Gsk	0.67	0.79	0.66
Square	0.92	1.13	1.26
Beximco	1.88	1.79	1.74

	<b>ROE( Year)</b>		
<b>Company Name</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Gsk	17.19	19.2	22.3
Square	7.17	7.6	7.3
Beximco	16.42	29.51	35.69

	<b>ROA ( Year)</b>		
<b>Company Name</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Gsk	12.58	10.36	10.28
Square	13.82	10.01	8.1
Beximco	5.37	9.71	11.09

	<b>EPS( Year)</b>		
<b>Company Name</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Gsk	20.25	45.35	68.63
Square	9.01	2.51	3.28
Beximco	4.33	5.39	7.13

## Appendix C

### Market Position of GSK

<b>Company Name</b>	<b>( Year 2015)</b>
GSK	30%
Square	19.21%
Beximco	18.70%

## **List of Abbreviations**

MNC= Multinational company

GSK= GlaxoSmithKline

LTD= Limited

PLC= Public limited company

CEO= Chief Executive Officer

PDP= Performance Development Plan

MBO=Management by Objectives

GMS= Global Manufacturing Supply

HRP= Human Resource Planning

R & D= Research and development

HR= Human Resources

HRD= Human Resources development

HRM= Human Resource Management

DMO= District marketing offices

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