

Report On
How Unicorn Distribution LTD is using an Information
Management system for its revolutionary growth-A complete case
study on Unicorn Distribution LTD

By

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

BRAC Business School
BRAC University
December 2023

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Walid Bin Hai

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Letter of Transmittal

1 January, 2023

To

Dr. Mohammad Shahidul Islam

Assistant Professor,

BRAC University

Subject: Submission of Internship Report for the BBA Program.

Dear Sir,

I'd want to offer my heartfelt gratitude to you for your invaluable supervision and assistance in preparing my internship report. With great pleasure, I am submitting my internship report on “How Unicorn Distribution LTD is using an Information Management system for its revolutionary growth-A complete case study on Unicorn Distribution LTD

” Which I was required to do for my BBA program.

I sincerely hope that the report will live up to your expectations, and I would greatly appreciate it if you could share your insights and opinions with me. Any questions about this document can be directed to me at any time.

Sincerely yours,

Walid Bin Hai

20104160

BRAC Business School

BRAC University

Date: 24th March, 2023

Non-Disclosure Agreement

By checking the box below, I certify that I have reviewed this report completely, that the data it includes is true, and that it doesn't contain any sensitive information. I don't think there is a need to protest, so Walid Bin Hai may proceed with the report. Walid Bin Hai of BRAC University and Unicorn Distribution LTD make and engage into this arrangement.

Company: Unicorn Distribution LTD

Supervisor Name: MD. Alomgir Hosen Mollah

Designation: Head of Business Development

Date: 1.27.23

Acknowledgement

Without the invaluable contributions and unending assistance of several people, this study would not have been possible. They have kindly contributed intelligent remarks, beneficial recommendations, and other materials, all of which have helped to steadily raise the caliber of this report.

First, I want to express my heartfelt gratitude to Allah Almighty for granting me the ability to conclude my report. I would like to convey my appreciation to all of the writers of the journals, books, and articles that served as secondary sources and from which we gathered the data required for this research.

I would really like to express my admiration to my esteemed boss, Md. Alamgir Hossain Mollah, for permitting me to fulfill my internship program in ShopUp under his instruction. Additionally, I want to express my profound appreciation to all of my coworkers from the various teams, especially the "Unicorn Distribution" team, whom not only assisted me in this assignment but also provided suggestions and shared their extensive expertise.

My grateful appreciation goes out to Dr. Mohammad Shahidul Islam, an assistant professor at BRAC University as well as my esteemed internship supervisor, for providing me with the necessary direction for writing my internship report. This report might not have been finished adequately without your support. I have the strength to write this report owing to your advice and encouragement.

Last but not least, I would want to express my gratitude to BRAC University for setting up a fantastic chance to create an internship course work where the students are receiving the greatest advantage to turn their academic learning into the experience.

Abstract

Purpose: This paper aims to explore how effective an information management system can be for an organization's growth.

Design/Methodology/Approach: The methodology uses a case study approach and involves an extensive analysis of the relevant literature and existing information management systems to connect UDL expansion to its ERP system.

Findings: Assumption can be made from this research. (1) There is a significant connection between information management systems and organizations' growth. The many types of knowledge that are present in an intelligent company may be mobilized to improve performance. It pursues objectives in a dynamic environment by modifying its behavior in accordance with what it knows about itself and the environment it lives in.

Research Limitations: This research evaluated the situation at ShopUp, although it was partially thorough due to the restricted data availability as ShopUp is still a growing firm. This research is mostly based on primary data.

Practical Implication: The research will encourage more medium to large organizations to build their own Information management system to effectively and efficiently manage information and greatly affect their decision-making.

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List of Acronyms

UDL	Unicorn Distribution Limited
DBM	Distribution Manager
DMS	Distribution management System
WMS	Warehouse Management System

Chapter 1 Overview of Internship

1.1 Student Information

Name: Walid Bin Hai

ID: 20104160

Program: Bachelor of Business Administration

1st Major: Marketing

2nd major: Computer Information Management

1.2 Internship Information

Period, Company Name, Department/ Division, Address

Period: 3 Months (01-11-2022 - 01-02-2022)

Company Name: ShopUp

Team: Unicorn Distribution LTD, Mokam

Department: MIS

Address: 4th floor, SKS tower, Mohakhali, Dhaka

1.2.1 Internship Company Supervisor's Information: Name and Position

- **Supervisor's Name:** Md. Alamgir Hossain Mollah

- **Position:** Head of Business Development

1.3 Job Scope – Job Description/Duties/Responsibilities

I've been employed by Unicorn Distribution Limited's MIS team, where my previous responsibilities included preparing financial, and sales reports, and problem-solving for the field officers. As a member of the team, my specific duties include

- Maintaining daily financial ledger
- Solving issues of field officers
- Schedule Meetings
- Daily credit given and the collection report
- Communication with the stakeholders
- Assist team members with their daily work
- Creating Dashboards regarding sales and updating them daily
- Creating Metric report every week
- Communication with e field officers
- Participating in and attending conferences, seminars, events, and exhibits
- Documenting all knowledge gained and sharing it with colleagues and other stakeholders.

1.3.1 Internship Outcome

Contribution to the business

As an intern, I had the opportunity to work in a different department. As the shopUp's policy is to let the intern experience different departments to see the interns' potential to the fullest. I had the opportunity to work with a team that directly operates under the CEO. At first, I worked with the MIS team. I had to maintain the Baki portal Collection, which records all the dues and collections. Daily I had to make a report every day of dues and dues collection and find a mismatch. Additionally, if a field employee faced any issue regarding the DMS I

would have to solve that. Furthermore, I had to make and assist with some of the financial reports and documents regarding UDL (Unicorn Distribution Limited) and present them to the boss so that they can visualize DB performance, and employee performance. Then they take major decisions based on these reports. I also assisted the team members with their everyday work.

I had the opportunity to work with the sales team where my primary responsibility was to communicate with different stakeholders (Marico, JTI, TBL, GP, BL, Pusti, Fresh, Unilever Etc.) and learn if they are facing any major issues they need to solve. Then our team finds a solution for them.

1.3.2 Benefits to the students

The internship serves as a moment of departure where a person learns to fit in with the business culture and departs from their undergraduate life. I've learned a lot throughout this time from my observational job experiences. An internship enables one to close the knowledge gap between theory and practice. My superiors have taught me numerous things, including how to do interviews, communicate with stakeholders, make reports, teamwork, and adapt to a new environment. The internship program is the finest setting for students to be ready for the corporate world.

1.3.3 Difficulties faced During Internship

There are always new obstacles in the business world, and I had to deal with them as well. Working at ShopUp taught me a lot. The speed was the main difficulty I had since everyone in the organization thinks strategically and the workplace is energized. ShopUp has always believed in providing the whole package without being lazy. I had to quickly adjust as a new employee in order to participate in this exciting work atmosphere.

1.4 Recommendations

I've encountered certain issues when working with the company. First of all, they should take the interns on field visits so that they can learn how the business is being run firsthand. Secondly, additional training sessions should be offered to the interns so that they may improve their abilities and be ready for their futures in the workforce. In order to enhance the experience of future interns, they should allow the interns to provide feedback on the program.

Chapter 2 Organization part

2.1 Introduction

Objective: This paper aims to explore how effective an information management system can be for an organization's growth.

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2.2 Overview of the Company



Unicorn distribution is the heart of MOKAM which is one of the three wings of the ShopUp company. Unicorn Distribution Ltd is the first distribution company to function as both a conventional distribution company and a tech distribution company. Retailers place orders using the "Mokam" app thanks to technology and also sales personnel also take orders directly from retailers. In some of the distribution house anchors directly takes order for UDL and UDL delivers the product. In December 2018, Unicorn Distribution Limited first opened its doors. UDL's main focus is digitalizing the retail business .so the trader can focus on the core task of catering to customers and closing sales. In the traditional model, higher costs are incurred in moving the product from producer to end consumer. ShopUp removes the layers and uses a common delivery channel to bring down costs and ultimately enable higher profits for traders One of Shopfront Limited's subsidiaries, also known as ShopUp, is one of the company's most valuable assets as UDL generates shopUps most percentage of revenues. As ShopUp is still a startup, most of the investment goes to UDL.UDL takes products from Unilever, Merico, Jti, New Zealead dairy, ACI, Pusti, Syngenta, Fair food, Danish, pepsi, Cocacola,Robi, Banglalink etc.



Figure 1:List of All UDL anchors

UDL Branded: The branded products are timely distributed to retailers by UDL branded. Products with a brand name are referred to as "branded products," and examples of such brands include Coca-Cola, Nestle, ACI salt etc. products. These products are directly bought

from the anchors then these are sold to the retailers. UDL have contractual agreement with these anchors to buy and distribute their products.

UDL Unbranded: Unlike the UDL branded this part of UDL deals with non-branded product like rice, Sugar, lentils etc. In these part UDL brought these from the local anchors or buy directly from the farmers then sell it to retailers.

2.2.1 Management Practices

The UDL is well-managed, as is evident. The organization's seamless operation is monitored by the board of management.

There are several departments within the human resource management department. This comprises the payroll unit, the unit for hiring personnel, and soon, the unit for training and development. A large pool of bright people can function successfully and efficiently because to the synergy between the activities of each unit.

Recruitment, talent pooling, joining, and a host of other tasks fall under the purview of the talent acquisition department. Both internal and external sources are fairly used for hiring. However, the hiring procedure varies depending on the position. Some job openings call for mass hiring, such as those for distribution sales representatives, sales representatives, van drivers, etc., while others, like the post of a senior executive, call for a lengthy hiring process that includes several interviews and tests like excel assessments.

The pay-roll department is in charge of establishing the policies for the remuneration, salaries, bonuses, benefits, etc., of the staff members employed there.

The learning and development unit comes last. Currently, the employees' individual supervisors do the training while they are out in the field working. However, a formal unit has yet been established to carry out such training, and for position like delivery man, DB

manager who doesn't have much experience in excel are trained until they completely understand as every employee are given a laptop for official works and they are given training for their positions.

There is also a credit governance team which handles theft, money laundering and sensitives issues. As this is a distribution company there are lots of filed workers and it is easy for them to embezzling money. To hand these sensitive issues and recover the money as much as possible this department was created.

2.2.2 Marketing Practices

UDL does not engage in any sort of marketing or promotion, despite the fact that its parent firm Shopup Ltd. and other subsidiaries like Redx and Paywell heavily utilize both conventional and digital marketing. UDL doesn't need to advertise its products because it distributes those made by large firms. However, it depends on the sleight of hand of its sales representatives and territory officers to generate sales. These personnel are set sales goals, and if they meet those goals, incentives are offered to encourage them to increase sales.

2.2.3 4P Analysis

Product

Since UDL is a distribution business, it serves as a go-between for manufacturers and retailers. They essentially acquire things from the Anchors and sell them to the retailers, selling goods from major FMCG firms like JTI, Merico, Pusti and many more. Even UDL

deals with Telco and Agricultural products and their contractuals firms are Robi, Banglalink, Syngenta There are roughly 170 distribution centers spread out across the entire nation, and each one carries a unique assortment of these major brands' goods. For instance, the distribution center in Mohakhali carries exclusively Keya goods, while the distribution center in Rangpur carries goods from Transcom Beverage Ltd. Each DB houses are named after the branded Goods that they possess for example, Uniliver Dhamrai, Pusti Khulna, Coke rangpur etc. In these DB houses goods are being stored and upon order these goods are distributed to destined retailers.

Promotion

UDL mostly depends on the persuasiveness of their sales person to increase sales. They neither employ any additional conventional methods of advertising nor cutting-edge strategies like social media marketing. However, they also accept orders via the "Mokam" app, and they want to advertise this through online channels in the future.

Place

UDL headquarter is located in Mohakhali where all the major decision are being taken. Since previously indicated, UDL already operates 170 distribution centers around the nation, these db housed are being placed based on sales, in some places there are multiple DB houses in the same district and they intend to build additional centers to increase sales as they can reach more stores and cover more ground. And as the growth rate is outstanding it is highly likely

that there will be more distribution houses.



Figure 1.2: UDL distribution House location

Price

Given the expansion of the distribution sector and the high level of competition. To gain market share, companies must either differentiate their products from those of their rivals or reduce the price of their offerings. UDL is now using a price penetration approach to deeply root their brand. They are pricing their goods lower than their rivals in order to join the market and remain there for a long time. Moreover, credit is being given so that UDL can establish a long-term relationship with the retailers.

2.2.4 Financial Practices

As UDL operates all over the country with 170 DB houses it is a given that the company conducts substantial financial transactions every day while not being a banking institution. The organization's finance department employs DMS financial software for a variety of purposes, including the insertion of financial entries or journal entries, to maintain a well-organized financial system. This program aids the company in keeping a spotless accounting record. The finance department is primarily in charge of entering transactions and handling all of the organization's daily financial calculations. The financial information is then posted to a central server at the end of the day, where it is accessible to the management board and the finance department.

2.2.5 Operation Management

The Chief Executive Officer is Nazir Ahmed, is in charge of running the entire business. Under Nazir Ahmed there are head of department for example, head of finance, head of business development, head of Credit governance, head of planning and distribution. Under them there are executives which works as a brain for the UDL. They take the major decision and how they want to proceed, making deals with the anchors and budget and as there is a huge number of distribution house the work rate is very high, then there are Regional Managers, who are in charge of the regions' operations and sales, then report to him. The operation managers, who are in charge of one or more multiple distribution houses' sales, operations, and inventory, and who also personally oversee one distribution house, report to the regional managers. The distribution managers, who are in charge of managing inventories, operations, sales, and many other things, then report to the operation manager. Each Distribution house has a number of sales representatives whose responsibility it is to visit retailers and close sales by bringing orders from the retailers. The following day, the Distribution Sales Representative visits the retailers with a van driver and a loader and physically delivers the products. The cashier and computer operator record the total sales at the end of the day, input the data to the server, and then report to the distribution manager and the assistant manager in the finance department.

2.2.6 Information System

Information system is one of the core reasons behind the success of UDL. As there are many systems that are being implemented in the organization. For example, WMS, which is a live inventory system where one can observe which products are being taken out every day and which are incoming, we can always check the inventory on what is available, then there is DMS, which is the main transition system. Every employee has to upload every transition on

DMS and there it will be verified. Companies' main ERP systems Meta-base where the information are being held and all the information systems are directly linked to Meta-base and we can get all the necessary information from this ERP system. Moreover, there are also Talent X which has all the employee information and all employee related information and operation, leaves, incentives can be found on Talent X.

2.3 Industry and Competitive Analysis

The distribution market is enormous. There are several distributors in the market who distribute products as well as other commodities and are similar to UDL. Given that anybody may create a distribution company, there is a lot of rivalry. A.H. Khan & CO, ARC Distributions, and Brandwin Trading Corporation Ltd. are a few of the rivals. Moreover, the Anchors like Merico, Unilever has their own distribution system where they manufacture products and actively sales and distributes the product there are also local challenge.

Power of Buyer

Bangladesh's FMCG, Telco, Tobacco industry is expanding day by day. There would therefore be many of rivals. Since there are several rivals in the market, even the manufacturer is seemingly expanding their distribution business, buyers have more clout since they can select any distributor over any retailer, despite the fact that there are numerous retailers as well. Despite the fact that there are many stores nationwide, there is fierce rivalry. Therefore, the company must set itself out in this very competitive sector. They must either

pursue distinction or set prices that are lower than those of the competition. This distribution business is highly competitive which is why the retailers benefit the most from it. As they actively pursue lower price and to stay relevant UDL have to provide competitive price.

Power Of supplier

The power of supplier is very in this industry. Although there are many rivals in this market, there are also many businesses that may distribute items, which reduces the power of suppliers in this sector. As there are many suppliers and none is large enough to influence the price. Moreover, as the distributor takes product from manufacturer such as Marico, JTI, New Zealand Dairy they can increase the market price by a lot because it hugely hampers the product brands and they have a direct say in this and they have many options. So, the organization can nonetheless succeed even if it is unable to distribute the products of one particular business. Through promoting or distributing the goods for others businesses.

Threat of new entrants

As it is so inexpensive to enter the market, new competitors pose a very serious danger. The entry hurdles into the sector are quite low. Therefore, anyone may enter the market and launch their own distribution business. More businesses would enter the market as a result of the industry's growth and that of its distribution channel. They can start with a low investment and gradually grow in their convenient way. This is one of the main reasons why the threat to new entrants is high.

Threat of Substitution

The threat is there as this is a distribution business the retailers always have the final say in this. If they are upset in any part of the process or just don't like the price they can easily just buy from the manufacturer. So, this is easily replaceable.

Rivalry in the industry with the competitors

This is one of the most competitive businesses out there. The competition is always fierce between the distributors. As this is business that can be opened with a low investment there are many competitors and because of numbers of competitors they always try to penetrate the market with the lower price to hold the market share. As just by holding the share the market the revenue will come it may be small but as there are so many retailers ultimately the end revenue can be quite high. So, the distributors always try different thing to get the hold of their market. Some give major price decrease, some give proper customer care, some come up with fast delivery system etc. So, it is safe to say that the market with quite fierce with lots of competitors.

2.4 SWOT Analysis

Strength

Our major strength is our investment capabilities and our technology. As in the distribution business is easily accessible there are many competitors but they don not have the large investment. In a typical distribution business, A person or an entity buys the product from the manufacturers sells it to the retailers in an area and get profit then takes some of the profits from themselves and invest again. But in the UDL not only we invest in throughout the

country over 170 distribution houses and after generating the revenue we fully invest it again as we are a startup company, we get millions of dollars investment so that we can operate on a larger scale and generate huge sum of revenue which gives us an edge over others. Our logistics is also the source of our strength as we have 170 dbs. throughout the country, we have easy access to retailers with a quick delivery system. We also have an app from where the retailers can order what they want with their appropriate number of goods that they want and it will be delivered to their desired location. So, in short, our strengths are our investments capabilities, logistics, convenience, technology and competitive pricing.

Weakness

UDLs majors' weakness is that they don't offer credit in all the DB houses. The shops sometimes lack liquid cash on hand since they frequently order huge quantities of items and anticipate receiving certain things in credits. As a result, the company is at a disadvantage to its rivals. This is a significant issue given how competitive the sector is.

Opportunity

Recently ShopUp opened a branch in India .UDL can take the opportunity UDL can grow its company in India. It would be simpler for UDL to extend operations in India given that the parent firm currently operates there in the future, UDL may choose for exclusive distribution, similar to how ACI Motors Ltd. is the exclusive distributor of Yamaha Musical Instruments in Bangladesh. UDL will be able to expand naturally and remain viable in the market in the future in this way.

Threat

Currently UDL is in a good position but as the inflation rate is increasing. The manufacture companies are thinking of expanding their own distribution system so that they can minimize the cost while making decent revenue.

2.5 Recommendations

UDL is already one of the leaders in Distribution industry. They are doing most of the things right and improving day by day. There are many things that they can do to increase their sales and revenue and gain a permanent foothold in this distribution industry.

Firstly, they don't advertise their existence because of it most people are unaware of the name. They should do marketing in UDL and advertise themselves so that more customers become aware of their existence and if they become aware they will know what UDL offers and become interested and UDL can get hold to more customers. They should make their own social pages. They should improve their customer response, sometimes it takes too much time on their cash approval which hampers the business and anchors becomes dissatisfied. If they improve on these and works on some of the small things, they can reach a great Hight.

2.6 Summery & Conclusion

Distribution company Unicorn Distribution Ltd. does its operations in both a conventional and cutting-edge manner. They started in 2018 now they have come a long way, have over 170 distribution houses and even business expanded to India. They have seen a imminence growth and have massive potential. The firm has a strong operation as well as the HR division. The operation department is in charge of managing sales, inventories, and operations. Sales are being generated by this department quite effectively. The talent acquisition section of the HR 21 department has excelled in providing skilled personnel to the

operations department in order to ensure that the operation is managed smoothly by workers. The new team the credit Governance operation has also seen success.

To sum up, the company has to employ additional commercial expansion tactics. UDL should prepare to stay in FMCG sector which gives the most revenue. To grow, they must increase sales and offer additional perks to their clients, the merchants, such offering items on credit to all distribution houses and other things. If they can achieve it, they can remain in the sector for a longer period of time. Currently they are on a positive track.

Chapter 3 Project part

3.1 Introduction

3.1.1 Background

Information technology is the essential to doing any business in the current world. It's simple to expand a technology-based firm anywhere, anytime. Through enterprise resource planning, a company may successfully handle a heavy workload in business management (ERP). An organization's wide-ranging integrated information system, or ERP system, oversees all departments including marketing, operations, administration, finance, human resources, and R&D. With internal unit collaboration, it increases production and offers additional advantages. An information management system must be implemented in an organization over a number of years to fully address all of its business demands. A specific instance of MIS is regarded to be ERP. Programs of the first kind are specifically descended from programs of the second type. According to Muscatello, Small, and Chen (2003), ERP systems claim to computerize a whole firm with a collection of software modules covering operations in every sector of the company. Moreover, ERP is currently marketed as a crucial and desirable connection for improving integration across all functional areas inside the manufacturing organization as well as between the enterprise and upstream and downstream trading partners.

The topic “How Unicorn Distribution LTD is using an Information Management system for its revolutionary growth-A complete case study on Unicorn Distribution LTD” is created for my curiosity towards MIS. This research report was created to satisfy one of the requirements for completing an internship and graduating from the BBA undergraduate degree. The report is based on research and analysis I did while employed by the organization. The report combines the academic information I learned while finishing my BBA program at BRAC University with the real-world experiences I saw while employed by the firm.

3.2 Objective

This paper aims to explore how effective an information management system can be for an organization's growth.

Specific Objective-

- *To investigate how an information management system may help a corporate business
- *To evaluate how an information management system affects the effectiveness, productivity, and profitability of business enterprises
- *To determine the difficulties in adopting an information management system in an enterprise
- *To offer suggestions for effective information management system adoption in business settings

3.3 Significance of the study

The study will persuade more medium-sized and large-sized businesses to create their own information management systems in order to effectively and efficiently handle information and significantly influence decisions. This paper goes in depth on how it works and how this has a direct or indirect impact on the business' productivity, which therefore influences its success rate.

3.4 Literature Review

We no longer debate whether or not we live in a globalized society that is characterized by quick information movement across vast distances via the Internet. As a result of this globalization, knowledge-based economies have emerged, placing a high priority on efficient human capital management to guarantee that employees continue to add value to the economy. The new competitive advantage in business is knowledge, since organizations no longer compete only on the basis of financial capital and strength. In reality, among other things, the quantity and quality of knowledge stock that is harnessed and used in the manufacturing process in many economic sectors currently determines the Gross Domestic Product (GDP) growth rate. INFORMATION Management (IM) best practices must be used in order to increase organizational effectiveness in these knowledge-based economies. There is a proverb that goes, "Knowledge is power." This claim suggests that the secret to power lies in the control of knowledge. In their conference paper, Almgren and Bach (2014) explained how the ERP system might significantly enhance organizations—but only if it is properly deployed. If the system is not implemented properly, companies may suffer a great deal. ERP system has a significant impact on the operational and management aspects of the organizations, they continued. According to Lecic and Kupusinac (2013), ERP systems are now a way to assist and quicken the entire order fulfillment process, including product distribution. ERP systems keep track of the materials, facilities, and personnel that are generally employed in financial management, manufacturing, and distribution by recording changes in computer storage.

Maniraju and Neginal (2016) showed that a standardized ERP installation is used by 70% of the "best in class" businesses. Average or uninteresting businesses, on the other hand, are more likely to use stand-alone programs to manage their operations, including payroll, inventory, manufacturing, and distribution, as well as accounting and finances. They are also more likely to use spreadsheets for operational and financial planning. ERP has presented challenges not just to corporations but also to system developers.

The influence of ERP systems on business management has been discussed in a few pertinent studies that have been listed below.

Most researches concentrate on the significant influence that ERP systems have on enterprises. Yet, as ERP systems are not extensively used across enterprises in Bangladesh, there are no unique research on this topic.

3.5 Methodology

The methodology uses a case study approach and involves an extensive analysis of the relevant literature and existing information management systems to connect UDL expansion to its ERP system. I interviewed employees for this study and asked them about their individual work experiences. The information I discovered from is the main information. Additionally, I used secondary data from online. No workers' personal information from the organization is disclosed in this report.

3.6 Findings & Analysis

3.6.1 UDL Before Use Of information management System

UDL started on 2018, at the very beginning of the journey they started small but a time passes and revenue increases then expanded massively. But they did not have their own proper IMS system. It was very hard for them to track sales and employees found different loopholes to embezzle money as UDL did not have proper equipment to track all the DBS as it grew massive. So, it become hard for the HQ to track and monitor all the transitions, So UDL faced massive backlash. Moreover, as it is a startup company UD rely on Investments especially investments from abroad. And investors tend to be safe and picky they need to be assured that their money is being used well. So, they did an investigation the results were not pleasing as most of the retailer's information's were not authenticate and unverified. As it seems that the field workers are using fake retailers to embezzle money and UDL had no way to track it. And

they faced heavy loss and the whole process was inefficient and expensive which massively infuriate the investors and they halt the investments and propose that UDL need to build proper IMS system to track transactions, inventory management, man management and make proper decisions. Thus, ShopUp took a massive hit and they needed to start from the scratch again, which massively hindered their growth. Soo shopup came up with IMS system like DMS, WMS, Redx Panel and they also created an ERP system called metaverse and all of them are linked together, through which UDL utilize to oversee regular company operations including accounting, purchasing, project management, risk management, and compliance.

3.6.2 UDL's IMS System

3.6.2.1 WMS

WMS full form is Warehouse management system which is an inventory management system. An integrated software program called an inventory management system (IMS) is used to keep track of items, inventories, orders, and fulfillment for customers as well as suppliers. It aids retailers in following items through the supply chain. In WMS we have information on all the stock in DB houses that is located all over Bangladesh. Every product needs to be updated by officer before taking it out. And the first approval must come from

DBM manager.

Created At	Shop Name	Retailer Name	Phone	Address	Store Area	Status	Actions
21 Dec 2022, 10:12 am	M/S Prodhani Krishiti Ghor	Md. Faysal Islam	8801303415629	Kanudash Para, Shotibari, Mithapukur, Rangpur	Mithapukur, Rangpur	Verification Pending	Edit Verify
12 Dec 2022, 06:00 pm	Monowar Trader's	Md Monowar Hossain	8801748291553	Netar Bazar, Shotibari, Mithapukur, Rangpur	Mithapukur, Rangpur	Verification Pending	Edit Verify
12 Dec 2022, 05:55 pm	M/S Sajib Trader's	Md. Tareq Anaz	8801632825202	Shotibari Main Road, Mithapukur, Rangpur	Mithapukur, Rangpur	Verification Pending	Edit Verify
06 Dec 2022, 03:40 pm	M/S Rasel Trader's	Md. Anarul Islam	8801724578125	Kanudashpara, Shotibari Bazar, Mithapukur, Rangpur	Mithapukur, Rangpur	Verification Pending	Edit Verify
03 Dec 2022, 04:27 pm	M/S Nasir Trader's	Md. Mostak Ahammad	8801727816155	Akobpur Shotibari, Mithapukur, Rangpur	Mithapukur, Rangpur	Verification Pending	Edit Verify

Figure 1.3: WMS system order check

Seller Value	Collector Value	Total Cartons	Total Cartons	Total SKUs/Gross
0	0	0	0	0

Created	DSR Name	Sales Value	Collector Value	Total Retailers V...	Market Share	Collected Mark...	Link

- TMT-1 (101)
- BLU-1 (102)
- BS-1 (104)
- A.T Haque Syfnet (1389)
- ACI Essential Agrabad (296)
- ACI Essential Barguna (1931)
- ACI Essential Chatok (165)

Figure 1.4: WMS system DB selection

Moreover, WMS has all the information of retailers that are our customers. They all have their unique number to verify one form other. All the DB houses have their unique code to distinguish. There is a certain process to follow to firstly the employee must select the DB that that falls under the zone of retailers.

Then search the number of the retailers or new input then select the product that they want to outbound if they select the product the price and quantity of the product will automatically show up from which they can get the selling value and quantity that they have

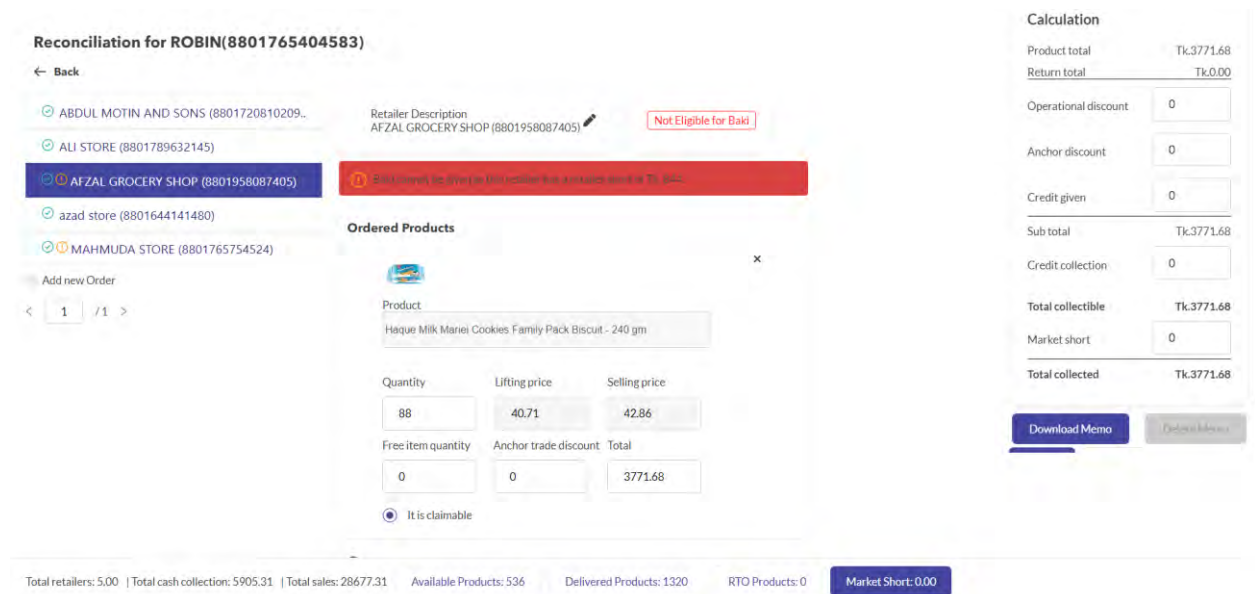


Figure 1.5: WMS system order confirm process

While selecting the retailers one can also get information if the retailers is eligible or not. How much credit that they are allowed to have. The credit limit is based on retailers' performance and UDL employees are not permitted to give credit above credit limit. If the retailers haven't previous credit or their performance are not satisfactory the system will automatically show that the retailers is eligible and will also show how much credit they owe. So, the employee can see all this information just by logging into the system as there are thousands of retailers and millions of transactions it is very tough to keep track but with the help of WMS one can easily track and make decisions based on it. Furthermore, after delivering the product the DSR needs to upload the slip as a proof or return the defective or

returned product then the system will be updated automatically. Then the DB manager will finalize the delivery.

3.6.2.2 DMS

Distribution management system is UDL's core sales system. Through Which UDL track all of their transactions from each retailer. Which means all the transactions that happened from the very beginning.

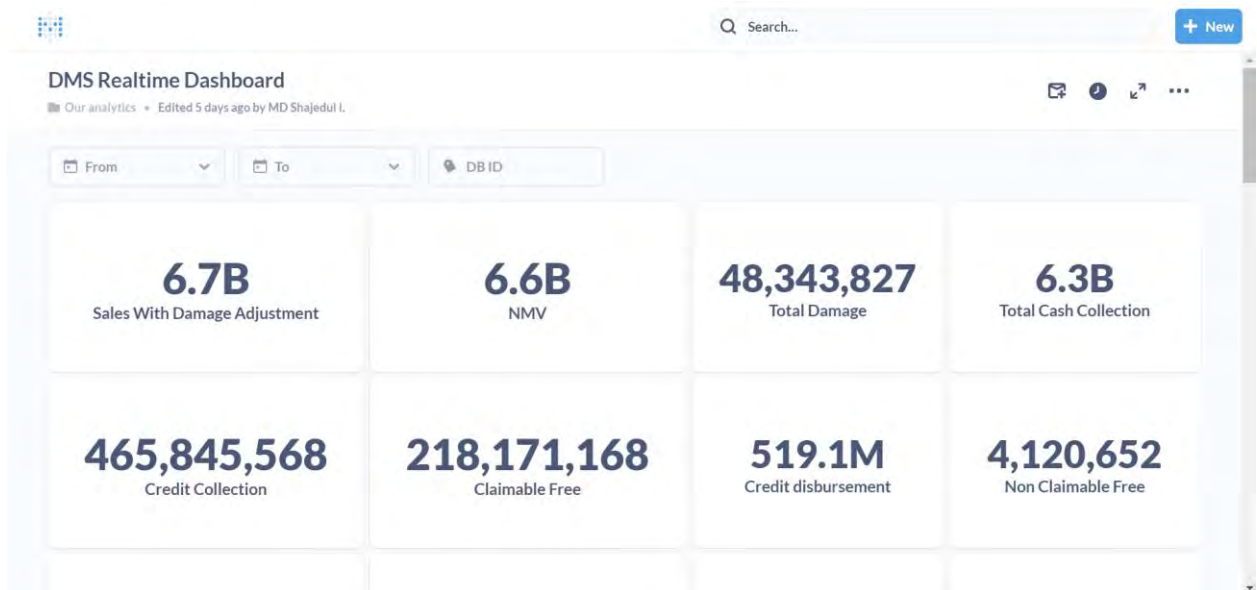


Figure 1.6: DMS Real time dashboard

DMS holds all the information and shows specifically with a dashboard. Through which we can see our daily, monthly or yearly sales the damage, credit given and credit collected, claimable fees etc., we can specifically track all of them. We can even select specific date and time to get our desired information. Even Critically analyze the information we need.

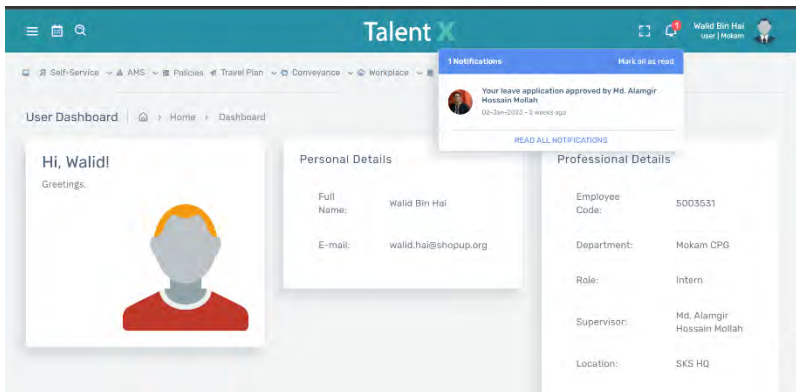
Type	Name ^	Last edited by	Last edited at	
	"SR Distance (retailer details) Iss 200m"	Omar Faruk Ruman	October 11, 2022	***
	[Draft][Unicorn]DB-wise NMV Report	Saddam Hossain	October 13, 2020	***
	% of Last mile orders Delivered with POD	Boopathy Raja	June 12, 2022	***
	% of Last mile orders dispatched with Consignment Data	Boopathy Raja	June 12, 2022	***
	% of RTO received in the WH	Boopathy Raja	June 13, 2022	***
	% of RTO stocked in the WH	Boopathy Raja	June 13, 2022	***
	1080 WMS Performance Health, Quantity wise	Ramkumar C	December 17, 2020	***
	1268 bKash TRX ID	Amarnath Sorath	December 12, 2021	***

Figure 1.7: DMS system

analysis

3.6.2.3 Talent X

In this section holds all the employee’s information as this is a distribution company which operates in a massive scale all over the country, there are a large number of employee’s pool. We can easily get all the information in all of them. The employees can check their



disbursement or their benefits through talent X. They have to apply for their leave from here and have to give attendance on it every working day. From which we can get the idea which employee is available to

work their designation and all the necessary information on them. If some employee is absent this panel is also used to identify employee who are available to fill in the role so that the work place process doesn’t get hampered.

3.6.2.4 RedX Panel

RedX is one of the wings of Shop Up. They have their own panel which is used for UDL too. As UDL also uses RedX for distribution purpose. In this panel holds all the customer information and transactions. Their order documents, destination, type of product everything is stored here and order execution is also given form RedX panel.

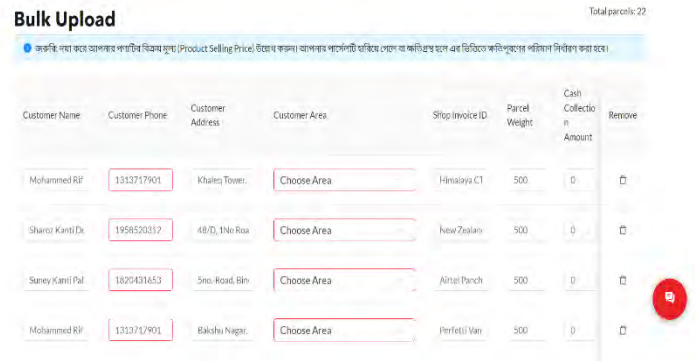


Figure 1.9: Redx Panel order confirmation

3.6.2.5 Metaverse

Metaverse is company’s ERP system which connects all the information management system including DMS, WMS, Talent X, and holds all the information’s in One place. Metaverse still not a full-fledged ERP system set still holds companies most of the information and it’s still in its development process. Still, Metaverse includes companies inventory management, Sales, Finance, Human resource, operation planning Etc. and manages them day to day.

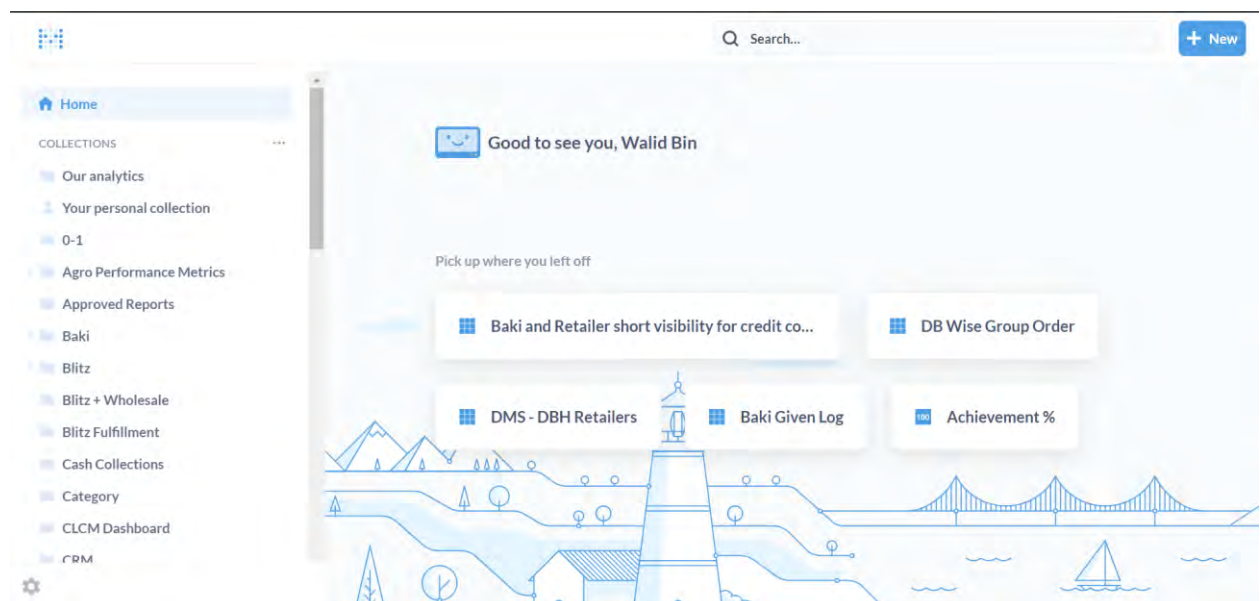


Figure 1.10 : Metaverse categories selection

Furthermore, it shows real time dash board which updates constantly and give the User perfect view to understand the information in an efficient way. Through Metaverse company operates the whole process and keeps track of every detail. Here DMS works as a sales system and finance, Talent X works as Human resource, WMS works as an inventory management & Customer Web portal, Redx panel for distribution Etc. All of these systems are combined together as Metaverse.



3.7 Impacts on UDL

Every time an ERP system is implemented, it has a big effect on how organizations are run throughout the year. ERP systems are used by financial institutions, schools, colleges, universities, hospitals, and other organizations in addition to manufacturing and commercial centers. The ERP system has such a significant influence on both for-profit and nonprofit companies globally. The ERP system called “Metaverse” had a huge impact on UDL’s growth too.

3.7.1 Communications Perspective

Communication is a very important in any organization it holds the key to be efficient. ERP systems facilitate information exchange and communication across various departments and functional areas, which improves collaboration inside enterprises.

Metaverse offer a consolidated database that enables real-time access to the same data across several departments. As a result, redundant data entry is not required, the possibility of errors or inconsistencies is reduced, and everyone is working with the same information. Moreover,

it has the ability to automate business procedures including alerts, routing, and approvals. Information can move easily between departments as a result of automated alerts and notifications launching appropriate follow-ups or activities. Furthermore, it comes with collaborative workspace where team members may exchange ideas, documents, and information. These workspaces give teams a central spot to work together, communicate, and monitor project progress.

Overall, by providing a centralized database, automating procedures, building collaborative workspaces, and enabling mobile access, Metaverse enhances communication in UDL. It also assists UDL in operating more productively and effectively by facilitating information exchange and communication, which eventually boosts output and profits.

3.7.2 Decision Making Perspective

Strategic and tactical business choices will be improved by information management system as a collection of procedures (Hill and Scott, 2004). By making a better decision, a firm can gain a competitive advantage Metaverse assists UDL in making better informed and efficient choices by offering a consolidated and real-time picture of all company processes. A single database is used to hold all company data in companies' information management system, guaranteeing that the information is accurate, current, and available to authorized users. As a result, decision-makers may base their judgments on accurate and up-to-date information since they have access to a single source of truth.

Additionally, the systems offer real-time information on a variety of business operations, including sales, inventories, and manufacturing, which is utilized to build precise forecasts and make useful plans. This helps UDL to foresee and react to shifts in consumer demand, interruptions in the supply chain, and other circumstances that have an impact on their operations. Metaverse also offers real-time monitoring and reporting capabilities, allowing decision-makers to assess the effectiveness of different business processes and base their choices on facts.

3.7.3 Finance Perspective

Enterprises may be persuaded to use IMS systems in order to lower the costs associated with decision-making, according to Hung et al. (2007). Fact-based decision-making was expensive and typically required human data collection (Howson, 2008). One of the primary goals of IMS systems in practice, according to Martinsons and Davison (2007), is to reduce the cost. By providing real-time information on resource consumption, information management system assists in ensuring that resources are used effectively. In order to cut expenses, this assists to discover places where resources are being misused or underused. As a distribution company this is a huge plus point for them. As UDL gives credit to the retailers, the system keeps track of all of it so when deals the system reminds if they are eligible and exactly how much is owed. So that the employee can take actions according to policy as UDL deals with many retailers every day with a proper system UDL manages to keep track all of them. As system works with the big data and gives a proper reports and forecasts UDL can take financial dision based on it as UDI has real time inventory the firm knows exactly what they need and buys stocks according it it which reduces cost. In addition, by delivering real-time data on client interactions and history, Metaverse offers superior customer support. This may lower the expense of handling consumer complaints and resolving problems. Finance management have a comprehensive understanding of the company's current financial performance thanks to descriptive data analytics. For instance, can learn about a company's expansion through ratio analysis that compares ROE and return on investment (ROI) with historical data. Comparing these ratios to industry benchmark data, on the other hand, reveals if the firm still has a competitive edge. UDL have seen a massive growth after the implication of IMS system.

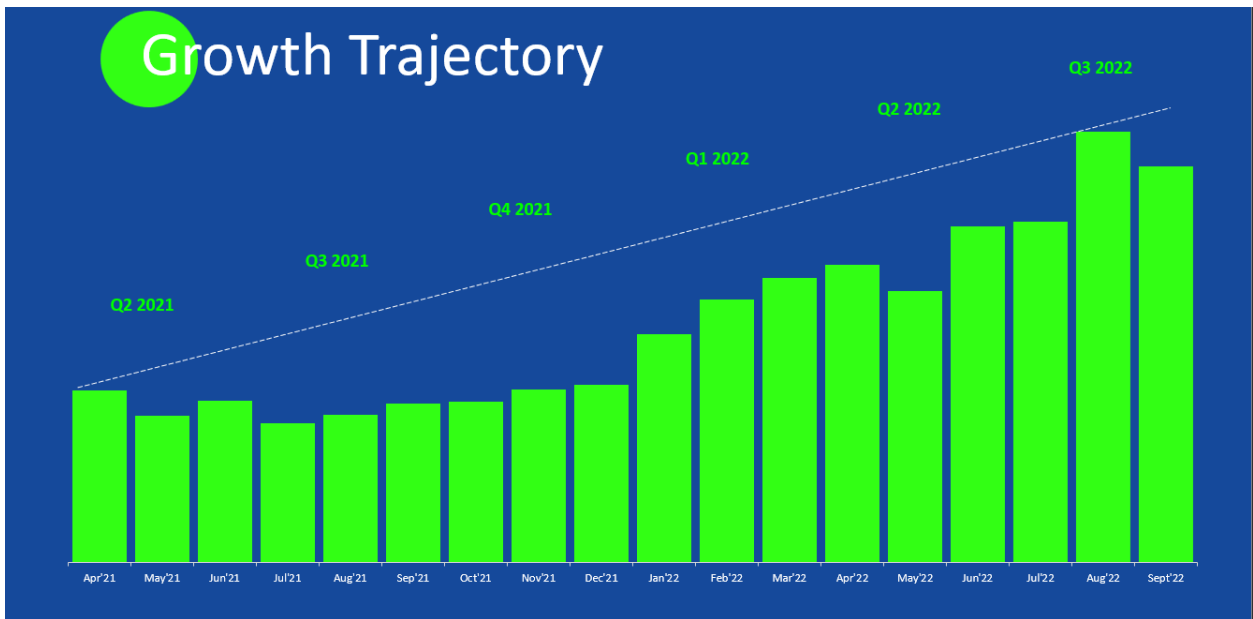


Figure 1.11: UDL growth trajectory

3.8 Challenges of Information management system

Information management systems (IMS) provide enterprises a number of advantages, but they are not without difficulties. It may be expensive to implement and maintain an IMS, especially for smaller enterprises. Hardware, software, training, and maintenance expenses might be high, and the advantages might not be immediately obvious. Moreover, Employees used to a certain method of working may reject changes to established procedures and workflows during the implementation of an IMS. Lower adoption rates and system resistance may follow from this. Furthermore, to properly use the IMS, organizations must teach their staff members. If the staff lack the required technical abilities or if the training is minimal or poor, this may be difficult. This requires additional training. Every firm has their sensitive information, A danger of unauthorized users accessing sensitive and personal information is present in an IMS. To safeguard data from risks both internal and external, organizations need to have strong security measures in place. None the less, IMS system brings more benefits than difficulties.

3.9 Recommendation

Unicorn has become one of the leading distribution companies in Bangladesh and doing very good at the moment. By tweaking and making some changes it can make a permanent foothold in Bangladesh. They need to provide more training to their employees on how to use the IMS system correctly as in rural areas don't have proper experience. They can make an educative video on how to properly use the system so that whenever they face some problem, they can review the video which will minimize major setbacks in the long run. Moreover, they should focus on employee satisfaction as many employees are not happy with the company as UDL tends to overwork their employees. Lastly, they need to improve their system as it faces few glitches as sometimes it doesn't register certain transaction which piles up and company see some losses in it. UDL should invest more on their ERP system which will ultimately help them in the long run.

3.10 Conclusion

UDL have come a long way since its launch. There were some setbacks but after the implications of information management system they have seen some serious growth and never looked back. Information management system has both tactical and strategic effects. Strategical effects will have an impact on both the company's current and future business. The internal affairs of the business will be impacted by tactics at the management and operational levels. To conclude, UDL has seen a variety of advantages from installing an IMS, including enhanced customer service, better decision-making, greater communication, and higher efficiency. Organizations may enhance operations and gain a competitive edge by managing information through a single database. They are on the right track they have the potential to be a full-fledged corporate company and sustain in the long run.

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