

An Internship Report On:  
“ACI Logistics: Supply Chain  
and Marketing Analysis of  
Shwapno Life”



কষ্টের টাকায় শ্রেষ্ঠ বাজার

**An Internship Report On: “ACI Logistics: Supply Chain and Marketing Analysis of Shwapno Life”**

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# **Letter of Transmittal**

28<sup>th</sup> May, 2019  
Mohammad Tohidul Islam Miya,  
Assistant Professor,  
School of Business & Economics (SOBE),  
United International University (UIU).

***Subject: Internship Report on “ACI Logistics: Supply Chain and Marketing Analysis of Shwapno Life”***

Dear Sir,

Here is the internship report on “ACI Logistics: Supply Chain and Marketing Analysis of Shwapno Life”. I was arranged to prepare and submit this report as the partial fulfillment of the course “Internship”.

In preparing this report, I have tried my level best and worked with most sincerity to gather information and make it as well structured as possible.

I have tried to discuss all the relevant points and information. In writing this report, which was the first of its kind, I have tried to go by your instructions and apply the concepts learnt in the class. However, I shall be glad to clarify any discrepancy that may arise.

Sincerely yours,

Md. Naimur Rahman

## *Acknowledgement*

First, I would like to thank our almighty Allah as he gives me the ability to broadly think, knowledge, strength and patience to complete the Report.

Second, I would like to express my deep sense of gratitude to my honorable teacher Mohammad Tohidul Islam Miya who gave me the opportunity to make this report and assists us in every way of how to start doing a report and survey, how to think while doing it, how to move forward, how to analysis and how to comprehend the total thing. I am also thankful for all the times we consulted with him and he answered with the utmost patience and perseverance.

Third, I offer my special thanks to my ACI Logistics Ltd. supervisors, friends, classmates and senior brothers and sisters who helped and supported me to complete this report.

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## Executive Summary

**ACI** or **Advanced Chemical Industries** (DSE: ACI) is one of the biggest Bangladeshi conglomerates. The company mainly deals within three reportable segments: Pharmaceuticals, Consumer Brands and Agribusiness. ACI established as the subsidiary of Imperial Chemical Industries (ICI) in 1968. The company was renamed as Advanced Chemical Industries Limited (ACI Limited) on 5 May 1992. Shwapno, one of the sister concern of ACI, is the best super shop brand in Bangladesh. Shwapno is serving over 35000 families all over the Bangladesh. ACI Logistics started their super shop chain in 2008 as “Fresh and Near” to fulfill the company’s “Seed to Shelf” vision so that our country’s farmers get a better marketplace to sell their products. Shwapno made its beginning with fresh food products and daily household necessities, now it offers almost everything from apparel, home décor, electronics and much more. Which includes a number of grocery private brands as well as own fashion label Shwapno Life. Today, Shwapno has over 100 outlets across Dhaka, Chittagong, Sylhet and Comilla and a workforce of over 2,500. Shwapno works various outlet positions from little comfort a store to expansive megamall formats with the space from 1,500 to 27,000 square feet. The company is leader in retail market (with 45% market share) not only because of the best quality, value, convenience and service it offers customers, but since Shwapno has been productive in structure up an extremely world class retail designing and shopping learning unprecedented for the country.

I have worked as an intern in ACI Logistics for three months in the lifestyle style department. This department is operated to sell lifestyle products like cloths and shoes for men and women and jewelries and accessories for women. I had the responsibilities to prepare sales report, stock report, keep balance of warehouse stock, making Purchase Orders and Stock Transfer Orders. I also had to communicate with outlet managers about many issues of stocks and outlet arrangements.

The company should increase the smoothness of the payment procedure to its suppliers so that they can have their payment early and can provide their products more efficiently. Beside this lifestyle department can add some more products to its departmental offerings like many plastic items that daily necessities.

## **1. Purpose**

The purpose of the research is to analyze “ACI Logistics: Supply Chain and Marketing Analysis of Shwapno Life”.

## **2. Perspective**

The report I have made “ACI Logistics: Supply Chain and Marketing Analysis of Shwapno Life” is my internship report. Though my position in ACI logistics Ltd was an intern but I have prepared the report as a manager of ACI logistics Ltd. All the data and facts that I have put in this report are from the perspective of an manager of the company.

## **3. Scope**

- As I was an intern, I got the chance to see the data and facts with my eyes
- I had practical knowledge about the company
- Data collection was very easy
- Data despondences were very helpful.

## **4. Introduction**

### **4.1 Background**

The report entitled “ACI Logistics: Supply Chain and Marketing Analysis of Shwapno Life” is an internship report is submitted to Mohammad Tohidul Islam Miya, the Assistant Professor of United International University. This report is submitted by Md. Naimur Rahman under the course Internship, United International University.

### **4.2 Objectives**

- To know about the practical organization environment
- To go through the supply chain system of country’s No.1 retail brand
- To self-evaluate in an organization

## 5. Analysis of the Industry

### 5.1 Specification of the industry

#### **Supply Chain Retail Industry:**

Retail exchange is one of the important parts of Bangladeshi economy. It is developing rapidly and changing the utilization designs, and helping the growth of the economy. The development has not been essentially composed, in lightweight of the actual fact that, till recently, merchandising had not been seen as associate trade, however instead as a personal or privately-owned company substance with associate exceptionally forced extent of sorted out extension. In reality, zero market information is attainable on the retail part; but the auxiliary sources show the portion of the food retail part in Bangladesh could be US\$12-14 billion, and the amount of super shops about 1 million. Super shops are generating 12% of Business and 13% of total GDP of Bangladesh.

Composed super shops are great platform to do business. Retailers use various marketing techniques to sell their various products to customers and make them loyal one.

### 5.2 Size, trend, and maturity of the industry

Over the previous decade, the account of the Bangladesh retail industry has been nothing not exactly an insurgency molded and created by brilliant administration arrangements, world class plan and sizeable nearby and universal speculation. Bangladesh is one of the quickest developing economies on the planet with normal development rate of over 6.2 percent for as long as decade, it is the 46th biggest economy in 2016 (WB) regarding GDP and 33rd biggest economy as far as PPP, with over 226bn dollar GDP and with just not exactly a 4.1 percent joblessness rate in 2016 making this nation extremely encouraging for both local and universal markets, albeit as indicated by simplicity of working together record we are positioned 174th out of 189 nations. To defeat this might be an incredible test for us all in connection to pulling in FDI (Foreign Direct Investment) yet with sufficient government consideration this can be improved after some time.

Bangladesh exhibits an extraordinary open door in its residential market and worldwide market too as a guaranteed land. In the course of the last 13-14 years it has been seeing a retail upheaval and quick changing retail scene. The sorted out retail industry is step by step creeping its way forward to be the following most blasting segment in Bangladesh like readymade articles of

clothing; just if proper purposeful techniques can be taken. The business itself has extended its development in the course of recent years and composed retailing is experiencing a transformation and expected to scale up throughout the following decade. Bangladesh has an undoubtable profundity of destitution, however has been one of the 'Following Eleven level' of creating economies keeping mechanical advancement as need. Present day 'superstores' are the following creating industry in the industrialization of Bangladeshi urban areas. In spite of the fact that Bangladesh comprises of horticulture being its principle wellspring of salary for natives, superstores are another wellspring of pay, and benefit for the regular workers, entrepreneurs and the state, pushing the advancement of the state additionally included.

The customary retail condition in Bangladesh has been one in which individuals have been served by neighborhood brokers and markets, where there is an adequate extension to investigate regular products of the soil just as buy foodstuffs comparable with any financial plan. Most nourishment has been developed and bundled locally, with some being imported from neighboring nations, for example, India, to enhance the nearby stock. Society has turned out to be progressively associated and fallen affected by purposeful and frequently refined promoting efforts. A steady move has occurred in late decades, which in certain quarters in any event has added an optimistic angle to shopping. While most residents are never ready to leave the nation, they are progressively acquainted with the merchandise and contributions from somewhere else. The media as TV, print, radio and internet based life for the more youthful ages at any rate has turned into a useful asset for getting to potential clients just as merging and building up a brand or bringing issues to light. What's more, the broad Bangladeshi diaspora has had its impact in offering new encounters, which have demonstrated particularly alluring to the prospering white collar class.

While day by day shopping for food stays particularly equivalent to it has accomplished for a considerable length of time, sorted out retail (present superstore arrangement of retailing) is experiencing a time of close phenomenal development, something that is driving further interest, just as making open doors for further undertaking. Retail locations in Bangladesh, regardless of product offering and cost, have started to show up in various shapes and sizes, with comfort stores, markdown stores, retail chains and superstores an ongoing marvel. Changing tastes and desires have seen retail shopping move into the domains of being an ordeal, one where the customer or guest appreciates clean cooled and secure environment, Some Middle-Class Bangladeshis, who are accustomed to living in gated networks, incline toward the new shopping background at these superstores as they feel more acquainted with the shopping style than they would visit packed, open 'wet' markets for their regular shopping for food. Clients before long notice what they are experiencing is something that is of a global standard and subsequently something that evokes a positive reaction, pride and a craving to invest energy in the suitable environment.

Nonetheless, the retailing area in Bangladesh is undeveloped, basically frail and divided, contrasted with its South Asian partners. For instance, Indian retail industry is the fifth biggest

on the planet, contributing more than 30 percent to the GDP and second biggest business in the nation (30 million individuals) and has been positioned fifteenth appealing country for retail venture by the Global Retail Development Index 2015. Then again, the rate of development of retailing in Bangladesh over late years was 7.0 percent dependent on the Gain report 2013. The segment is one of the greatest benefactors of national business that is at 12 percent and made a 14.3 percent commitment to the national GDP amid 2011-2012 together with wholesaling.

We should recollect that in Bangladesh viewpoint the idea is new and has begun developing since mid-2000 and amid this course of time it figured out how to pull in numerous financial specialists, making positive recognitions and drawing more noteworthy government consideration. Different information sources show that the composed retail division is just over 1.0 percent of the complete retail part and, as indicated by Bangladesh Superstores Owners' Association (BSOA), the absolute market turnover was Tk 15 billion out of 2013 with 15 percent yearly deals development. Around 30 organizations with more than 200 outlets are working for the most part in the capital city. As indicated by a similar source, the all out retail showcase worth is Tk 747.50 billion and anticipated to reach Tk 3028 billion by 2021 at a foreseen yearly development rate of 30 percent. The emotional changes in deals development are credited to fast changes in urban extended center and privileged customers' buying conduct. The Euromonitor (2014) recognized Bangladesh as one of the twentieth most encouraging future markets that will bring incredible open doors for customer merchandise organizations around the world. The development of urbanization and peri-urbanization, combined with the adjustments in statistic factors, expanded business and salary level, alongside an expanded instructed youthful populace with significant impact on purchaser shopping conduct.

In Bangladesh just 20 percent of high salary and social group represents more than 45 percent utilization and more than 15 million individuals live just in the capital city, and more than 20 percent of the populace which represent 35 million are a piece of extended white collar class which is more than the consolidated populace of Finland, Ireland, Denmark, Sweden and Norway. Consequently, its future potential is significant.

Independent of its potential the division has numerous difficulties. These must be tended to enough and need deliberate procedures. A portion of these difficulties are: Limited market knowledge, production network the board framework is still ineffectively settled, deficiencies of talented work constrain including the board, absence of accessible reasonable retail space, extremely slender urban client base concentrating on real 1-2 urban communities, high tax assessment, lacking force supply, access to fund because of defilement, surprising expense of capital lastly there is no official apparatus which normally discharges retail insights. A couple of private sources which give data on different parts of retailing can't be vouched as the most valid and bona fide source.

Bangladesh as a nation has created, all things considered, with the making of superstores, which give regular citizens the knowledge into the accommodation of industrialization, bringing crisp

bits of knowledge and another wellspring of salary to support the development of its present economy. In the coming years, Bangladesh ought not be undermined as business analysts consider it to be having a central measure of potential for remote venture drove development. Not exclusively will markets make a greater, better economy, visual regular folks will most likely underwrite and develop on this thought with business openings, rivalry and a consistent development toward complete quality and control. In this manner, it is the ideal opportunity for the segment, retail proprietors, The legislature, administrative bodies and other intrigued partners to end up increasingly proactive and build up a coordinated procedure to address different difficulties and make this division another blasting territory later on which will bring speculation, world class administrations, learning, innovation and pride.

### **5.3 Seasonality**

Supply chain industry has made a great impact on the daily life of general people. The target market always depends on their nearest super shops so that they can avoid going different places for different necessary things. So there is no off season for these super shops. But during Ramadan, Puja and other popular festivals these retail stores face huge customer footfalls and sales. Especially all the clothing retail stores get filled with customers for those festivals.

### **5.4 External economic, Technological and Political, legal, and regulatory factors**

Since the initiation of Agora's adventure in 2001, the Bangladeshi general store segment has taken an enduring and guaranteeing stride forward. Following 12 years and with 107 stores, the residential business currently remains at around BDT 1,500 crore. As Bangladesh shifts towards the center salary status, all the resulting preferences, for example, higher pay per capita and urbanization will additionally assist the business' benefit.

#### **A closer look:**

As per the BSOA (Business Supermarkets Owners' Association), as of now there are 121 general stores in the nation. Be that as it may, the industry is to a great extent overwhelmed by three noteworthy players – Shwapno (59 Outlets), Agora (13 Outlets) and Meena Bazar (18 Outlets). When a key contender, Nandan, presently holds only two stores.

As far as conveyance organize and focused costs, Shwapno has dug in itself as the market head, while, Agora and Meena Bazar are seen as market pioneers as far as quality and administrations.

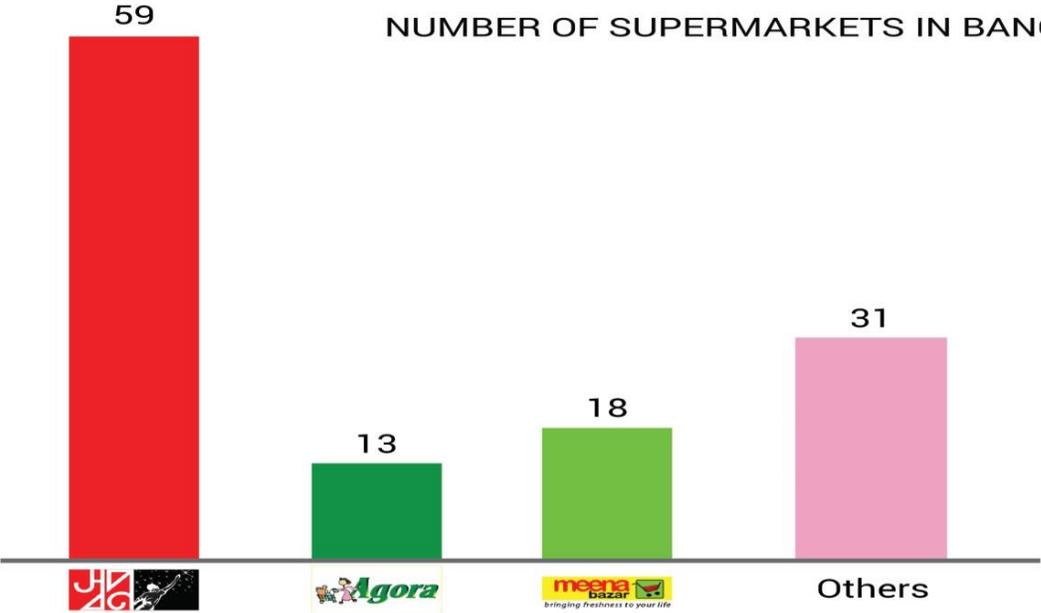
MARKET SHARE: SUPERMARKET INDUSTRY BANGLADESH



Source: Rahimafrooz and LankaBangla Primary Research

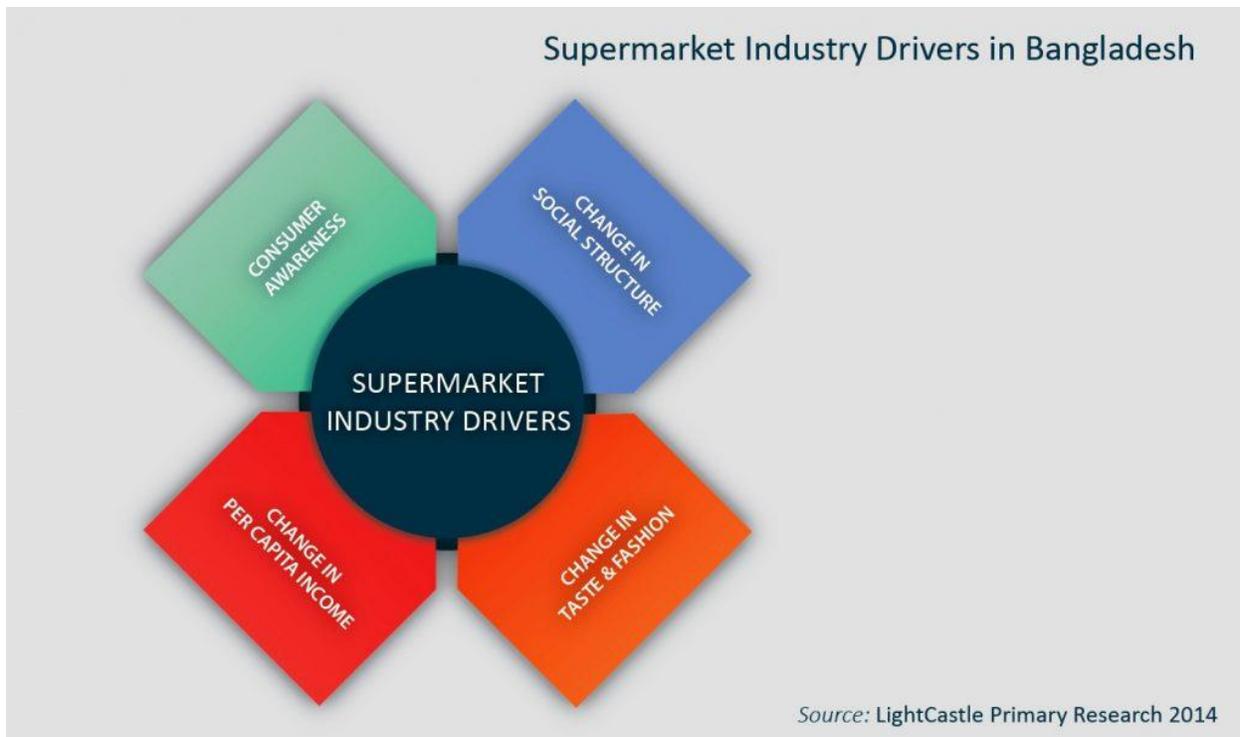
With quick urbanization, the industry is relied upon to develop by right around multiple times its present size by 2021. Positive monetary externalities, for example, age of work by means of SMEs, higher sustenance wellbeing and security, value solidness, and comprehensive business advancement are required to go with this development.

NUMBER OF SUPERMARKETS IN BANGLADESH



Source: LightCastle Primary Research 2014

**Industry Drivers:**



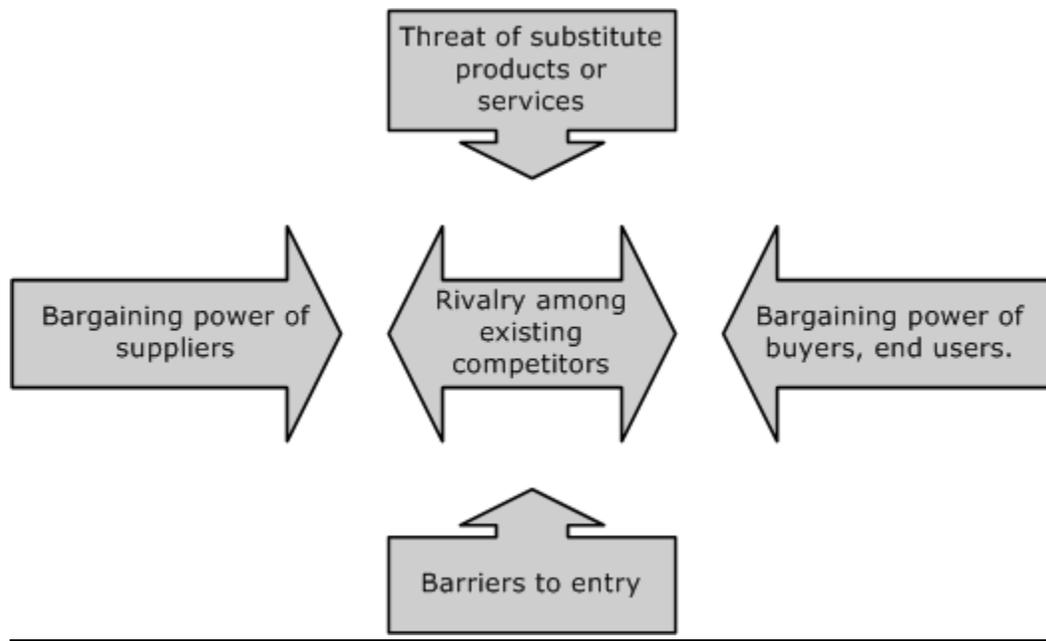
**Change in social structure:** The enduring ascent of family units, combined with the convergence of ladies in the workforce implies less time for shopping. In this manner, it is winding up progressively critical to have a tremendous assortment of items under one rooftop.

**Change in per Capita Income:** Per capita salary has expanded to above USD 1,000 out of 2013 and is relied upon to become further, particularly in urban regions. This change in financial structure has offered ascend to another type of working class who are happy to spend their higher extra cash in general stores as opposed to wet markets in quest for accommodation and societal position.

**Change in Taste and Fashion:** Globalization through web entrance, universal exchange, and bunch of worldwide TV stations have presented shoppers to new thoughts. Shopping from grocery stores, since quite a while ago thought about a Western idea, is gradually being acknowledged by standard customers in Bangladesh.

**Consumer Awareness:** Due to boundless media inclusion over utilization of formalin and concoction sullied consumable items; purchasers are increasingly mindful of conceivable wellbeing repercussions of expending these items. Also, since grocery stores guarantee unadulterated produce, numerous cognizant clients are gradually getting some distance from the customary wet markets.

There are some other factors that have direct impact on this industry:



### 5.5 Barriers to entry

The industry of lifestyle has an easy access of entrance. As we said in the existing rivalry segment, both in online and offline platforms are effective to run this business. Online shopping carts are major open space in this industry. So there is a little barrier in this industry to enter.

### 5.6 Supplier Power

Shwapno lifestyle deals with that sort of suppliers who have a little range of market. Without Shwapno lifestyle, they can't sell their products at these huge amounts. So Shwapno lifestyle can easily overpower the bargaining power of them and manages to set total price (TP) at their choice.

### 5.7 Buyer Power

As a branded retail shop, Shwapno lifestyle sales lifestyle products at fixed price. So customers don't have any bargaining power here which they can have in offline shops in New Market, Chadni Chowk, Gausiya, Bongo Bazar, Elephant Road, Chowk Bazar. If they go for substitute products then they have definitely bargaining power.

### 5.8 Threat of Substitutes

Competitors of Shwapno lifestyle are competing with it at the price range. Many offline shops and online carts are providing similar cloths, jewelries at lower price than Shwapno lifestyle. So, one threat can be the pricing of competitors.

### 5.9 Industry rivalry

- ❖ Shwapno is a click and brick organization. So both online and offline companies in this industry are competitors for Shwapno. In this section, I'll only focus on the Shwapno

lifestyle department and its competition. Followings are both click and brick competitors for Shwapno lifestyle:

- Aarong
- Lotto
- Yellow
- Cats Eye
- Anjan's
- Bibiana

All of these retail chains have both online and offline presence in the lifestyle industry.

Online chains that are providing lifestyle items are following:

- Daraz.com
- Ekhaney.com
- Outlet.com
- Bagdoom.com
- Itseba.com

Other than these website many Facebook users use their accounts or pages to sale various types of clothing

Beside these, there are lots and lots of brick stores that provide clothing, shoes and jewelries to same market segments. Shops of New Market, Chadni Chowk, Gausiya, Bongo Bazar, Elephant Road, Chowk Bazar are the direct competitors for Shwapno lifestyle.

## **5.10 Summary of challenges and opportunities**

### **Challenges:**

- Unstable political rules are a big issue in this industry. Many times strategies have to change for political pressure.
- Huge expansion of real-state business adds costs of supply chain stores.
- Supply chain market has a very low market share among whole market as it only focuses on urban areas.

### **Opportunities:**

- Urban customers find supply chain shops very easy to buy their daily necessities. So there is a big chance to grow the market share.
- Urban people are more conscious about quality and environment of the product so super shops are more preferable to them.
- Some significant super shops are beginning to fabricate a vigorous contract cultivating model which has prospect of scalability and replicable

## 6. Analysis of the organization

### 6.1 Overview and history

#### **ACI Limited:**

**ACI** or **Advanced Chemical Industries** (DSE: ACI) is one of the biggest Bangladeshi conglomerates. The company mainly deals within three reportable segments: Pharmaceuticals, Consumer Brands and Agribusiness. ACI established as the subsidiary of Imperial Chemical Industries (ICI) in 1968. The company was renamed as Advanced Chemical Industries Limited (ACI Limited) on 5 May 1992.

#### **Sister Concern of ACI Limited**

- ACI Consumer Brands
- ACI Fertilizer
- ACI Formulations Ltd.
- ACI Agrochemicals
- Apex Leather-crafts Limited
- ACI Salt Limited
- ACI Pure Flour Limited
- ACI Foods Limited
- Premiaflex Plastics Limited
- Creative Communication Limited
- ACI Motors Limited (Yamaha)
- ACI Logistics Limited (Shwapno)
- ACI HealthCare Limited
- ACI consultants
- ACI Pharmaceuticals
- ACI Electronics Ltd. (Panasonic etc.)

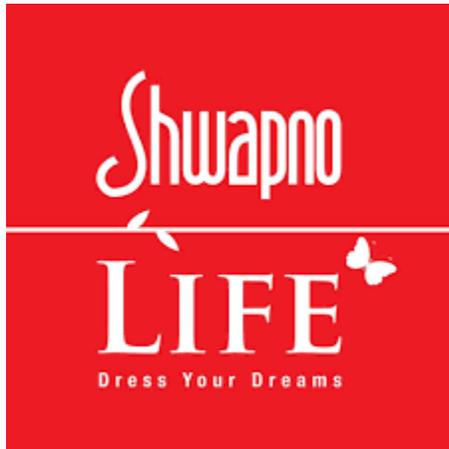
#### **ACI Logistics Limited (Shwapno):**

##### **Overview**

Shwapno, one of the sister concern of ACI, is the best super shop brand in Bangladesh. Shwapno is serving over 35000 families all over the Bangladesh. ACI Logistics started their super shop chain in 2008 as “Fresh and Near” to fulfill the company’s “Seed to Shelf” vision so that our country’s farmers get a better marketplace to sell their products.

Shwapno made its beginning with fresh food products and daily household necessities, now it offers almost everything from apparel, home décor, electronics and much more. Which includes a number of grocery private brands as well as own fashion label Shwapno Life. Today, Shwapno has over 100 outlets across Dhaka, Chittagong, Sylhet and Comilla and a workforce of over

2,500. Shwapno works various outlet positions from little comfort stores to expansive megamall format with the space from 1,500 to 27,000 square feet. The company is leader in retail market (with 45% market share) not only because of the best quality, value, convenience and service it offers customers, but since Shwapno has been productive in structure up an extremely world class retail designing and shopping learning unprecedented for the country.



### **Market Presence**

Shwapno was at first based on the esteem sensitive customer base, yet following a long time of enduring advancement of its customary retail and various channels, the association by and by serves a varying business sector covering various parts. The Shwapno brand itself has created over this voyage, and today is moving its focus from motivating force to supporting objective. By passing on sublime organization and through respect winning correspondence fights, Shwapno has transformed into the most seen and trusted retail name in the country, an achievement that was reflected with the allowing of the Best Retail Brand give by Bangladesh Brand Forum in 2016.

With 600,000 selected customers, 2500 partners, and a considerable number of suppliers and cultivators, Shwapno has a significant impression the country over. While continuing to broaden its fundamental retail exercises, raising standards and customers' wants, similarly as examining new backcountry, for instance, E-exchange, the association is especially set to end up being one of Bangladesh's greatest associations in the coming years.

### **Lifestyle Department: (Link with Shwapno):**

I don't have the exact time from when the lifestyle department has started its operation in Shwapno. It was introduced by the Executive Director of Shwapno Sabbir Hasan sir. He along with other directors found out that people like to look for necessary clothing when they come for grocery shopping. From this demand and keeping the lower price market in the mind the lifestyle department was introduced where modern cloths for men, women and children, ladies and children accessories will be offered at lower prices for the similar and new target market. As I said before these target customers don't have much time to roam around of New Market, Chadni

Chowk, Bongo Bazar and find fashionable clothes at low price. They just go to a Shwapno outlet nearby and buy according to choices.

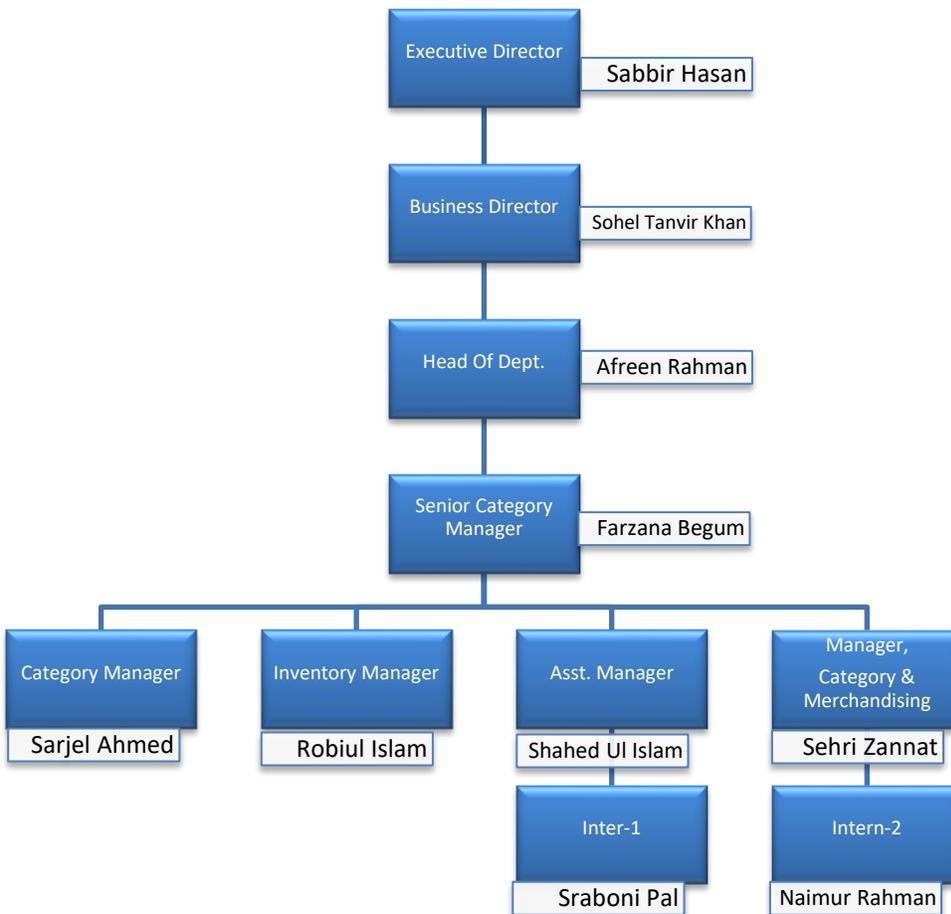
### **Shwapno Life:**

Shwapno offers wide range of products for which it operated several different departments. For daily necessary it has Food department, home appliances, electronics, lifestyle and many more. These departments are basically for marketing and merchandising. Beside than marketing departments Shwapno has HR department, Admin department, Accounts and finance department. Among these departments I work in lifestyle department which is known as “Shwapno Life”. This department is responsible for the daily lifestyle items which are cloths for men, women and children, shoes and jewelry products for women. 4 employees operate this department. Farzana Begum is the manager of the department to whom 4 other employees are to report. These 4 employees are:

1. Sehri Zannat Banny (Tanaz), Category and merchandising manager of women’s cloths
2. Md. Shahed Ul Islam, Category and merchandising manager of Men’s and children cloths
3. Md. Sarjeel Ahmed, Category and merchandising manager of Women’s shoes and jewelry
4. Md. Robiul Islam patowary, Inventory Manager.

Farzana Begum reports to Afreen Rahman, the Head of the lifestyle department and finally Afreen Apu reports to Tanvir Sir who is an Executive Director (ED) of Shwapno. The hierarchy of the department is given in next page:

## Lifestyle Department Hierarchy



## 6.2 Trend and growth

### Supply Chain:

#### Sourcing:

##### ○ Vendors:

There are many and many vendors who are associated with lifestyle. The numbers of vendors keep changing because of product demands, quality, price and purchasing as well as bargaining power. What I have observed that lifestyle merchandising managers like to do business with those kinds of vendors who have low bargaining power than Shwapno lifestyle. Shwapno lifestyle only deals with those kinds of vendors who are willing to sell their products at credit. Once I had an experience when I suggest Sarjeel Bhaia a jewelry vendor for him. He met the vendor and was disappointed because the vendor didn't want to sell his products on credit. This strategy is followed by all category and merchandising managers. Shwapno lifestyle usually pays

all its vendors at the 20<sup>th</sup> day of every month. Some exceptional case may be found but most of the vendors have to do business with Shwapno lifestyle. As I said before the numbers of vendors are always changing, there are about 30/35 vendors who are doing business with Shwapno lifestyle for a very long time. Few of them are: Abdullah Apparels who provide kids, men's and women's cloths, Believers who provide men's and women's winter cloths and inner wears, KARIM ENTERPRISE who provides women's shawls, sarees, 3 pieces, Hafsa Enterprise who provides ladies shoes, sandals and purse.

### ○ **Own Production:**

On the first week of November, Shwapno lifestyle started its own production factory. At the beginning only ladies Kurti was produced in the factory. Now ladies palazzo pants and women's inner wears are being produced. This own productions have boost the profit margin of women's section. Though the set up fixed costs have an issue for the lifestyle department, it will return very soon as these own products have huge demand in market.

### **Market Section:**

As we have discussed before, the customers who loves to wear fashionable clothes at lower price are the market section Shwapno is being targeting since its start. Young boys and girls, usually job holders; who doesn't have that much of time to search for quality and low priced clothes are the target customers. Beside young people, middle aged persons are also very important part of the target market. Price sensitive men and women of all age are the target customers.

### **Demands:**

For some products, customer demand is always static but for few products demands are dynamic. For ladies kurti has a demand all over the year around all outlets. Same goes for men lungi, jeans and gabardine pants. But seasonal clothes like men and women jackets, hoddies, sweaters, and shawls have only demands during winter seasons. Ladies shoes usually face a static demand around the world. For the jewelries section, category manager Sarjel Ahmed has to find out newest designs and collection to keep the target customer interested.

### **Outlets:**

There are around 100 outlets of Shwapno all over Bangladesh. Among them 69 outlets are in Dhaka. Shwapno lifestyle is operated in about 80 outlets all over Bangladesh. Shwapno outlets can categorize by two ways: 1. Own Outlet and 2. Express Outlet.

1. **Own Outlet:** These sorts of outlets are fully invested by Shwapno. All the fixed assets like position costs, rent costs, outlet display costs and many more. Overall it can be said that, Shwapno totally owns these outlets. Ex: Green road, Comilla outlet, Sylhet Shahjalal Outlet, Rampura, Azimpur etc.
2. **Express Outlet:** These sorts of outlets are not fully invested by Shwapno. Many fixed expenses are invested by outside investors. But these investors were not disclosed by the supervisor.

### 6.3 Customer mix

#### Shwapno's Market:

##### Needs of customers:

Shwapno was started as a retail shop which will meet the daily necessary needs of customers. Daily groceries like rice, meat, fish, vegetables, soaps of different brands, beauty items, women's accessories etc. but now they are meeting the demands of customers with home appliances, lifestyle products, home decoration products and lots of variety products.

##### Segment, Target, Positioning (STP):

- **Segment:** Shwapno has always focused on the price sensitive market who loves to buy daily groceries at cheap price. In this market, target customers are usually urban working people who have little time to go to the traditional grocery market and buy daily necessities.
- **Target:** As I said in the segment part, Shwapno targets the job holders who have not much time to spend to buy daily necessities and want them in nearby and at lower price. Shwapno has also targeted the working men women who face the needs of low price dresses and accessories in real quick time so that they don't need to go to New Market or Bongo Bazar.
- **Positioning:**



কষ্টের টাকায় শ্রেষ্ঠ বাজার

The logo itself describes the positioning strategy of Shwapno. They want to convince their target market that they should buy Shwapno's product with their hard labor earned money. The customers should spend their money to buy the best at low price. Shwapno has been able to create this impression in customer's mind and have made a position in their minds.

## **Shwapno Lifestyle's Market:**

### **Needs of customers:**

Shwapno tries to meet the need of customer at lower price by its every product. Lifestyle department is operating the same tradition and meeting the cloths and accessories demands of men, women and children at low price clothes, shoes, jewelries. Shwapno life mainly focuses on the young and fashion freak generation who likes to wear modern clothes at reasonable price as well as near to their reach.

### **Segment, Target, Positioning (STP):**

Lifestyle department follows the same strategy as the whole Shwapno is operated focusing on price sensitive market.

## **6.4 Product/service mix**

### **Marketing Mix of Shwapno:**

- **Product:** As I described before, Shwapno provides daily groceries like rice, vegetables, fish, meat, chicken, sugar, salt and many more, home appliances and accessories, fashionable dresses for men and women, beauty products etc.
- **Price:** As the target market of Shwapno is price sensitive market so they keep almost every product in low price range. They follow this strategy in every department, whether it is groceries or home appliances or toys or lifestyle department.
- **Place:** They have about 100 outlets in various districts of Bangladesh. Outside of Dhaka, Comilla, Sylhet and Chittagong have multiple outlets. Beside physical outlets, Shwapno also operates its business by E-commerce at [www.shwapno.com](http://www.shwapno.com)
- **Promotion:** They usually post advertisements about their various products and discount offers in newspapers like Prothom Alo, Ittefaq, Jugantor etc. Beside the Traditional promotional process they also use digital platform like Facebook page to promote Shwapno to its target markets.

### **Marketing Mix of Shwapno Lifestyle:**

Marketing mix are the controllable elements of market. It is tied in with orchestrating the correct item or a mix thereof in the spot, at the opportune time, and at the correct cost. The troublesome part is doing this is you have to know each substance of the strategy.



- **Product:** A product is an article or framework made accessible for buyer use; it is whatever can be offered to a market to fulfill the craving or need of a client.

You must guarantee to possess the proper variety of product that's in demand for your market. Thus throughout the merchandise development part, the seller should do an in depth analysis on the life cycle of the merchandise that they're making.

To develop the right product for the target customer, marketer must find the answers of the questions:

- What will the consumer wish from the service or product?
- However can the client use it?
- Wherever can the consumer use it?
- What options should the merchandise must meet the client's needs?
- Are there any necessary options that you just lost out?

- Are you making options that aren't required by the client?
- What's the name of the product?
- Will it have a catchy name?
- What are the sizes or colors available?
- However is that the product totally different from the product of your competitors?
- What will the merchandise look like?

Products of Shwapno lifestyle can be divided in following way:

1. Women's Cloths: There are varieties of women's cloths Shwapno lifestyle is offering to stylish and trendy women of modern society. As Shwapno lifestyle targets the young generation so women cloths are basically provided focusing on the choices and desirability of young women. Cloths like Kurti, pajama, Salwar kamiz 3piece, ladies T-shirt, trousers, palazzo, leggings, Jennings, gabardine pants, jeans, maxi, huddies, shawl, coati, hijab, tunic, tops, borka, saree, gown, hand gloves, cardigans etc. As we can see maximum of the products Shwapno lifestyle is offering to women are modern and fashionable cloths.
2. Men's Cloths: There are varieties of men's cloths Shwapno lifestyle is offering to stylish and trendy men of modern society. These cloths are very fashionable for both casual and formal look for men. As Shwapno lifestyle targets the young generation so men's cloths are basically provided focusing on the choices and desirability of young men. Cloths like gabardine pants, jeans, lungi, T-shirt, casual and formal shirt, blazer, muffler, sweater, cap, gloves, Panjabi, shawl, shocks, huddies, tie, vest, underwear etc. Shwapno lifestyle basically focuses on the men's casual looks which they can use for parties, hangouts and also formal wears for office works.
3. Children's Cloths: There are varieties of men's cloths Shwapno lifestyle is offering to the parent of the children which are used for new born babies to 10-12 years boys and girls. These cloths are very fashionable for children both boys and girls. Cloths like frock, palazzo, T shirts, polo shirts, bib, cap, leggings, shoes, sandals, gift sets, kid's sets, jackets, sweaters etc.
4. Ladies Shoes and sandals: Modern trend is always been the focus for Shwapno lifestyle. Ladies shoes and sandals are offered to ladies customers who loves to comfortable and low priced sandals and shoes at their nearby. So ladies slippers, high and low heel shoes at different colors and designs are displayed at Shwapno outlets.
5. Ladies Accessories: In this section, Shwapno lifestyle offers ladies hand bags and jewelries. Fashionable and modern outlook is always sought by today's women. So jewelries of various designs are offered to customers. Hand bags are also a very important part of women's outlook. So Shwapno lifestyle offers various designs of hand bags to its lady customers.

- **Price:** The price of the merchandise is essentially the quantity that a client pays for to relish it. Worth could be an important element of the promoting combine definition. It is conjointly a really necessary element of a promoting set up because it determines your firm's profit and survival. Adjusting the worth of the merchandise includes a massive impact on the whole promoting strategy in addition as greatly poignant the sales and demand of the merchandise. This is inherently a touchy space though. If a corporation is unaccustomed the market and has not created a reputation for themselves nonetheless, it's unlikely that your target market are going to be willing to pay a high worth. Although they'll be willing within the future handy over giant sums of cash, it's inevitably more durable to induce them to try to therefore throughout the birth of a business.

For pricing of the product, market can follow these strategies:

- Market Penetration pricing
- Market Skimming pricing
- Neutral Pricing

The following questions must be answered to set the price:

- How much did it cost you to produce the product?
- What is the customers' perceived product value?
- Do you think that the slight price decrease could significantly increase your market share?
- Can the current price of the product keep up with the price of the product's competitors?

Shwapno Lifestyle is definitely following the market penetration pricing strategy which is attracting the customers by low priced products. The pricing strategies are described below:

1. *Women's Clothes:* As we said, Shwapno offers products at very reasonable price. Women's clothes are very cheaper comparing to other fashion brands. For example ladies kurties are sold from 640 tk to 790 tk. T shirts are sold for 290 tk to 330 tk. Salwar Kameez 3 pieces are sold from 800 tk to 1400 tk depends on the variation of the product. Trousers and palazzos are sold from 350 tk to 650 tk. Hijabs are sold for 280 tk to 250 tk. Looking at these examples we can definitely say that Shwapno offers very low priced quality products for women.
2. *Men's Clothes:* The pricing strategy is same for men's clothing as women's. Gabardine and jeans pants are sold from 1490 tk to 1890 tk. Lungi is sold for 430 tk to 590 tk depends on the quality of the fabric. Polo and t-shirts are sold from 780tk to 990 tk. Full sleeve shirts are from 790tk to 1490 tk depends on the variety. These examples also show that Shwapno follows the sensitive price market strategy.

3. *Ladies shoes and sandal*: In the shoes section also, Shwapno follows the sensitive price market strategy. Ladies shoes and sandals are sold from 550tk to 1390 tk based various design and variety.
  - **Place**: Placement or distribution is a critical piece of the item blend definition. You need to position and convey the item in a spot that is available to potential purchasers. This accompanies a profound comprehension of your objective market. Comprehend them back to front and you will find the most effective situating and appropriation channels that straightforwardly talk with your market.

Here are some of the questions that you should answer in developing your distribution strategy:

- Where do your clients look for your service or product?
- What kind of stores do potential clients go to? Do they shop in a mall, in a regular brick and mortar store, in the supermarket, or online?
- How do you access the different distribution channels?
- How is your distribution strategy different from your competitors?
- Do you need a strong sales force?
- Do you need to attend trade fairs?
- Do you need to sell in an online store?

Shwapno is super chain retail store. So they follow outlet chain distribution strategy. They have many outlets all over Dhaka as well as Bangladesh. Shwapno has over 100 outlets all over Bangladesh. All of the outlets are in the places where nearby customers can easily find their required fashion clothes at reasonable price.

- **Promotion**: Promotion is an essential segment of promoting as it can support brand acknowledgment and deals. Promotion is involved different components like:

Sales Organization

Public Relation

Advertising

Sales Promotion

Promotion regularly covers specialized techniques that are paid for like TV ads, radio plugs, print media, and web commercials. In contemporary occasions, there is by all accounts a move in center disconnected to the online world.

Shwapno follows very simple yet effective promotional plans to reach to its customers with its various products and offers. The tradition method that Shwapno follows is giving advertising in

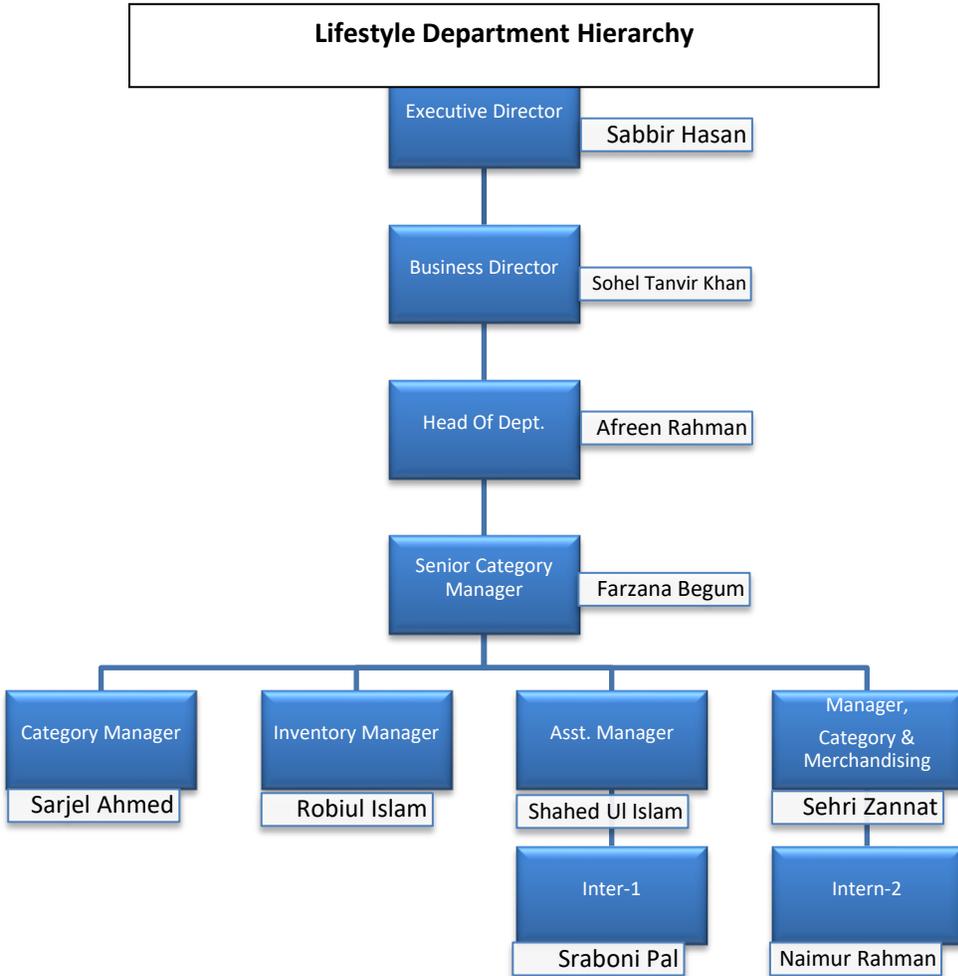
daily newspapers like Protom Alo, Ittefaq, Jonokontho, Bangladesh Protidin etc. Shwapno Has and Facebook page in which Shwapno post regular advertisements about its products.

Sometimes it offers sales discounts and specials sales offers to customers. These promotions are shown in the outlets as well as posted in Facebook pages. Some of the big offers are advertised in daily newspapers also.

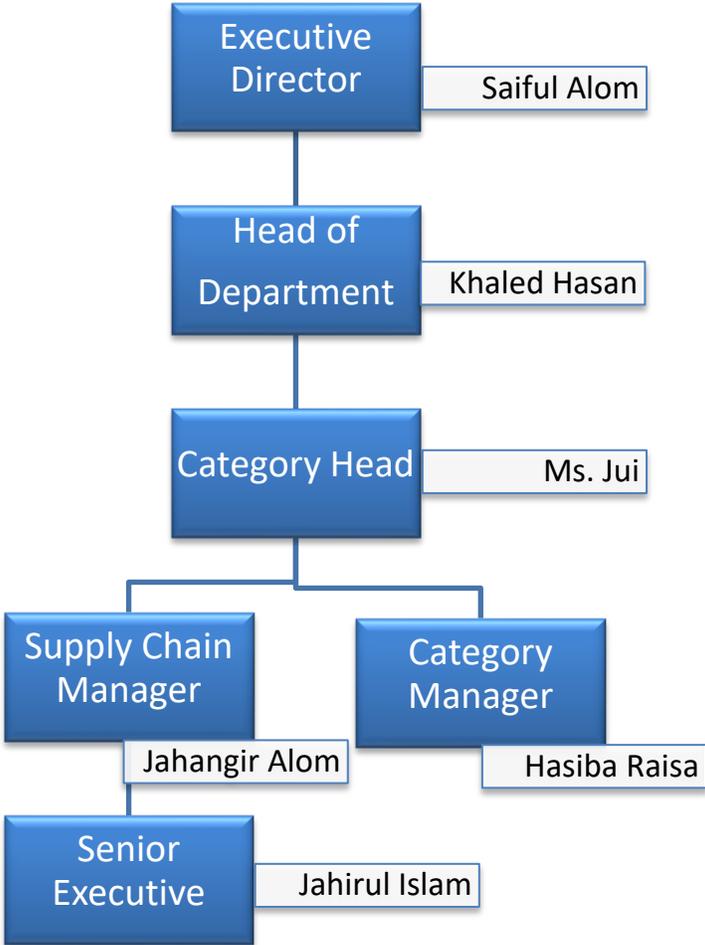
## 6.5 Operations

At the core of the Shwapno vision is the energy to have a constructive outcome on the lives of many. From the earliest starting point, Shwapno set off to radically change the manner by which the mass buyer base in the nation satisfies its every day needs, brining present day retail into the lives of purchasers that had for since quite a while ago depended on wet markets and other perilous customary shopping channels. Past guaranteeing the nature of its own items, Shwapno has been a noteworthy promoter in the development for sound living, completing various crusades on sustenance and sanitation. To guarantee it conveys just the freshest organic products, vegetables, fish and meat, ACI Logistics has built up a sourcing system with cultivators the nation over, and today 65% of Shwapno's new produce is acquired straightforwardly from source. The organization accomplished a noteworthy achievement in 2016 by joining Global G.A.P., the main private area body tending to the essential goals of guaranteeing protected, reasonable farming around the world. Through its enrollment with Global G.A.P., Shwapno isn't just further improving the nature of its items, but at the same time is working for the prosperity of the cultivators the nation over.

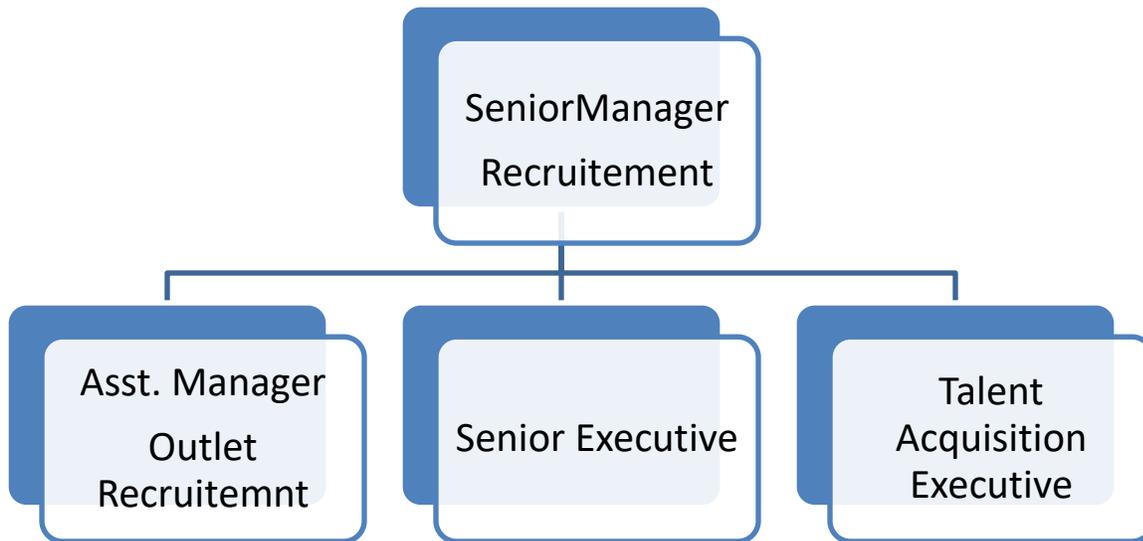
Some of Shwapno's department organogram are given below:



**General Merchandising Department Hierarchy**



**HR Department Hierarchy**



### **Software:**

Shwapno lifestyle operates 2 softwares by which all the sells and stocks of different outlet's and vendor's as well as warehouse stocks and product entrance is recorded. One is EPS and another is SAP.

#### ➤ **EPS:**

By EPS, all outlet sales history and outlet product stocks can be found. There are some other functions like customer's footfalls, basket analysis, loyal customer report, price related report, vat report etc. but as an intern I don't have access to those sections of the software.

#### ➤ **SAP**

By SAP, I usually do STO, PO, warehouse stock observation, tracking entry of products to warehouse, find out updated vendor's products and prices, bar code print, master file update. But there are lots more functions in SAP in which interns don't have access.

These two softwares are used to see all the sales of outlets and vendors, outlet stocks and also essential for analyze the demands for the products in different outlets.

## **Scope of E-Commerce by Using Softwares:**

In Shwapno lifestyle, there is mix of paper work and web based work. Most of the internal work is been done by using these softwares and emails. But in most of the external works, paper copies are used.

### **Internal Work:**

**Sales and Stock report:** These reports are daily necessities for my bosses to analyze the demand, forecast sales and view sales performance. All kind of sales and stock reports are prepared by using EPS and SAP softwares. Then they are sent through e-mails to our bosses.

**STO:** The full form of STO is stock transfer order. This is a process by which stocks in the warehouses are ordered to transport to particular outlets. To make these orders, we use SAP software and make order to the warehouse. Warehouse manager sends the products to the particular warehouses by receiving the STO e-mail.

**PO making:** Purchase Order (PO) is initially made by interns as our bosses instruct us to do. PO is made by SAP software. PO can be 2 types. First, in which supplier is ordered to transport the products to warehouses. Second, in which supplier is ordered to transport the products to particular outlets. The process of making PO and transport is like this:



Fig: Procurement Process

**Warehouse Stock Observation and product entry tracking:** For checking the remaining stocks in the warehouses we need to use SAP software. By searching on the software we can find out which product is in which warehouse at what quantity.

Stock entry in warehouses can be also tracked by this software. This process is called Goods Receiving Nod (GRN). This process gives us the information about which product entered the warehouse at which date and quantity.

## External Work:

Most of the external works like purchase order placement, agreement with suppliers, outlet designing and slot allocation of outlet is done by paper work.

But for some of the suppliers Shwapno lifestyle uses E-mail to send the Purchase Order in PDF format. Beside this, softwares are not used in any external work.

### 6.6 SWOT analysis



- **Strengths:**

- It is the biggest supply chain company in Bangladesh.
- It targets the middle class and price sensitive customers who are huge in numbers.
- It has a huge workforce which is working hard to keep Shwapno on the top position.
- Number of customers in this sector is increasing day by day.
- It has a strong negation power with suppliers.
- It has about 100 outlets all over Bangladesh which is capturing a big mindshare of customers.

- **Weakness:**

- Its policy of on credit purchase sometimes makes the price higher.
- Many express outlets are small in size.
- Less scope for creative work.

- **Opportunity:**

- Buying products in cash so that prices can be less than now.
- Expanding more express outlets as this policy is very easy and efficient.
- Starting home delivery service like Amazon.com, Alibaba.com etc.
- Can expand the lifestyle section with more electronic products

- **Threat:**

- Emerge of new retail chain shops.
- Social media marketing.
- Many of target customers rely on traditional places to shop like traditional market places, Chadni Chowk, New Market and Gulistan.

## 6.7 Steps/strategies to meet the challenges and opportunities

- On cash purchase can be very profitable for the company. Though usually this strategy is followed by very few, it makes the most profit.
- They have the most numbers of outlets in Bangladesh in retail market. They have to maintain this top position by expanding more outlets so that new comers and old rivals can't match up with them.
- Home delivery service can change the face of Shwapno for good. Online shopping has taken havoc over computers smartphones users. If the target customers of Shwapno get this wonderful service their loyalty towards Shwapno will extend more.

## 7. Internship experience

### 7.1 Position, duties, and responsibilities

#### **My Position:**

I work in Women's clothing section as an intern and generally have to report to Tanaz apu. Beside her I also report to Saheed Bhaia and Sharjeel Bhaia if they assign me any work.

#### **View point of my position:**

- Broader View: If anyone sees from the bird's eye view at my position, he/ she will only find me as an Intern who does mere excel works to prepares sales report and other small jobs.
- Narrow View: If my position is seen closely, there are many scopes for me to do decision making activities. The reports I make on daily, weekly and monthly basis are very informative reports that can be used to find out the customer choice, preference, demand quantity and also most efficient or inefficient outlets of Shwapno.

#### **Duties and responsibilities:**

There are many duties I have in Shwapno lifestyle. The works I regularly have to do are:

##### ❖ **Sales Report:**

It's my daily work to prepare sales report on the basis of day, week, month or yearly. Sometimes I have to make comparison reports of the sales of the last year and this year. Reports should be prepared in following manner:

For daily reports, I have to download the previous day's sales entry from EPS software in excel file. Then I have to make Vlook up of outlet names, subcategory, type, vendor ID, vendor name from master file of Shwapno lifestyle in the file as these informations are not available into the downloaded file. Then I have to put this sheet into Pivot table to sort it. I have to prepare 3 type reports of sales: type wise sales, outlet wise sales and vendor wise sales. I sort it to total sales from largest to smallest so that I can see which type, outlet and vendor is doing the best. This same goes for weekly, monthly reports. I just have to put dates into top row so that my supervisor can easily find out in which day what sales have occurred.

Comparison reports goes like, I have to compare a particular week, month or month of last year and this year. For example, I made a report recently on the 1<sup>st</sup> week comparison of December of Women's winter products. These are the types I make sales reports.

❖ **Outlet Stocks:**

The second thing I have to prepare regularly is the outlet stock report. Stock entry file also can be downloaded from the EPS software. In this file I have to bring category, subcategory, type, vendor ID and vendor name from the master file. Stock reports can be prepared in many formats. It may be for some particular product with their individual codes. It may be for particular vendor with all his products he provides in different outlets. Or I can be type wise where I can see which type of product is at what quantity in different outlets.

❖ **STO:**

Stock Transfer Order (STO) is the order to warehouse; which is called Distribution Centre (DC), to transfer the products of DC to particular outlets as the ordered quantity. There are three warehouses in Dhaka from where products are distributed to outlets all over Bangladesh. One is the main warehouse which is near to Head office at Tejgao, second one is at Nakhhal Para and the new one is the factory.

STO is made by the SAP software. I have to mention the supplying site, from which warehouse the products will be sent, the outlets to which the products will be sent and the product code and quantity.

❖ **PO:**

Purchase Order (PO) is the order to vendors to provided necessary products at required quantity. PO is made in two way or more specifically vendors send their products in two ways. One is, they send products to one of three warehouses which is mentioned in supplying site option. Other one is, vendors directly send products to specific outlets which are mentioned in supplying site option.

❖ **DC Stock:**

This work is also done by the SAP software. Generally, I have to overlook the main warehouse and factory's production stocks. This report is necessary for making STO as products will transfer from warehouses. This report also helps to make PO as we can see how many stocks we have and how many stocks should we purchase more.

❖ **GRN:**

Goods Receiving Nods (GRN) is the way to track entries of products to the warehouses. For GRN also, I have to overlook both of the main warehouse and factory's production. This report is helpful to understand the supply of vendor's to the warehouses. It also can track whether vendors are providing products at required quantity and on time. GRN is also done by SAP software.

❖ **Communicating with outlet managers:**

Sometimes I have to speak with different outlet managers over the phone to get some information regarding that outlet. Outlet Manager's numbers are saved on the data files of my supervisors. Once I called 28 outlet managers to get information about the low sells of women's shawl and made a report on the basis of those informations to my supervisor. I have also called managers to know whether they have returned the products that were ordered to return to the warehouses. These communications have happened through phone calls

❖ **Barcode printing:**

Usually, we have to give vendors PO and barcodes of the products at the same time. So barcode printing is also a daily work for me. By using SAP software I print the barcodes for each of the products. Barcodes are printed according to the PO's quantity of order.

These are the works I usually do regularly.

## **7.2 Training**

My training was basically based on analytical process. During the internship I learnt how to prepare reports of sales. They can be daily, weekly or monthly basis and based on that identify the opportunity of sales. I could track on which days of week sales would be low and which days would be higher sales. By monitoring outlet stocks and comparing them with warehouse stocks, I could balance the time of repurchase and also was able to identify the quantity of purchase. This reports also helped me to identify which outlet requires what quantity of products as there are different requirement of products in different outlets.

That was the analytical and desk job part. Beside that I also have learnt how to communicate in an organizational environment; with seniors, supervisors and colleagues. I have also learnt how to maintain relationship with suppliers. Regular communications with outlet managers were also a part of my training.

### 7.3 Contribution to departmental functions

As I said in the previous point, I have lots of scope to contribute to my department as an Intern. The reports I make every day are the vital resources for making purchase and distribution decision about various products Shwapno Life offers to its customers. If Tannaz apu tells me to figure out the demands of various outlets and product types, I can find it out. If I overview these reports then I can easily find out which outlets have maximum customers for lifestyle, more specifically for women cloths. Beside that I can figure out lifestyle's other section's demands for products like kids and men's cloths, women's footwear and jewelry. These works of my will reduce much work load from the soldiers my supervisors. Beside the desk jobs which are I'm doing and also capable of doing, I have great communication skills which I can use to communicate with outlet staffs to oversee the performance of various Shwapno outlets. My supervisor once told me to communicate with outlet managers of those outlets to which "Women's Shwal" was sent but sell was not up to the mark for the 1<sup>st</sup> few days. I listed out the outlets and the outlet manager's phone number. Communicated with them about their problem and prepared a report to Tanaz apu.

Another point I have found out on which I can contribute to Shwapno lifestyle is that many lifestyle's products can be purchased from Old Dhaka. Products like men's and women's cloths can be purchased at cheap price from Chawk Bazar and Islampur. Women's jewelry can be also purchased from Chawk Bazar at very cheap price. Now what I can contribute to my supervisors is that making liaison with suppliers. I have lots of friends and family relatives who operates business over these areas in Old Dhaka and are very keen to do business with big companies like ACI Logistics Ltd. But it will be little tough for my supervisors to find out these suppliers. As an Old Dhaka resident, I can easily found out these suppliers and make liaison with Shwapno Lifestyle.

Another thing which I can do is visiting outlets for informations about sells and maintenance which my supervisors have to do in their busy schedules. It is very difficult for them to do office works and visiting outlets at a time. I can visit the outlets which are to be visited for informations and make report of those informations so that my supervisors can easily understand what the position of the outlets at the moment is.

### 7.4 Evaluation

ACI is one of the renowned companies in Bangladesh. Working in one of its sister concern ACI Logistics Ltd was a great experience. The working environment over there was excellent. I learnt huge amount of official as well as analytical work from ACI Logistics Ltd. The Lifestyle department that I worked in was tremendous. Every one of the department was very friendly and cooperative to as a new comer. Overall I had great experience in ACI Logistics Ltd.

## 7.5 Skills applied

As an intern of Lifestyle department, I had to apply different skills to do regular jobs there:

- **Computer Skills:**

- Microsoft Office: I have a good command over MS Word, Excel and PowerPoint. I had to regularly work in MS Excel and MS Word for preparing several reports for my supervisors. Sometimes I had to prepare presentation slides in MS PowerPoint of those reports.
- E-mailing: Another skill which I had to apply regular because all my reports which I had to submit to my supervisors through e-mail. I also had to follow many commands of them by receiving their e-mails. Beside my supervisors, I had to communicate with warehouse and outlet managers through e-mails in product purpose.
- Internet browsing: Many times I had to browse internet to gather informations regarding my work. Sometimes I had to look for many men's new designed cloths for Shahed Bhaia.

- **Communication Skills:**

Communication skill is one of my strength as I can easily communicate with senior, junior and colleagues both verbal and via e-mail. Communication skill is something that is required most for any kind of job and by the grace of God I have that quality to cope up with any situation.

- **Analytical Skills:**

Preparing sales reports not only have improved my MS Excel knowledge but also have improved my analytical skills. By preparing those reports I could forecast about sales, product supply, and warehouse maintenance and repurchase point.

## 7.6 New skills developed

- **Analytical skill:**

As I said before, preparing the sales and outlet reports has helped me a lot to gain analytical skills I have now. By preparing those reports I can forecast sales day wise and also outlet wise. I can predict which outlet will require what amount of products and when to send them. I can also maintain the reordering point by monitoring warehouse stocks. These all are analytical skills which I have developed from the Lifestyle department.

- **Software using skill:**

In the Lifestyle, two softwares were most common in use. One is SAP software and the other one is EPS. These softwares are not used regularly and these are also company's personalized softwares. So I have learned these softwares also.

## 7.6 Application of academic knowledge

My academic knowledge has helped me a lot during my internship. Everything I have learnt from my university has helped me to do all works properly. Academic skills that have helped me during whole internship:

- English communication skill
- Market analysis
- Consumer behavior analyze
- Brand enrichment
- Computer skills
- Strong presentation skill

## 8. Recommendation

### 4.5.1 Recommendations for improving departmental operations

Lifestyle department is one of the efficient departments of ACI Logistics Ltd. So recommending something for its betterment is too difficult for me as I have gathered very little knowledge about corporate world. But there are few things on which Shwapno can work for further betterment:

**Payment Clearance:** This is one thing that I have seen is hampering the relationship of department employees and suppliers. Cheques are said to be paid by 3<sup>rd</sup> week of every month. But many suppliers receive their cheques at the last week of the month. So this payment policy should be improved and payment should be cleared at the committed time.

**Add more offerings:** Lifestyle department should enhance its offerings of products. It can increase electronics items to lifestyle department. Beside this, many plastic items of daily necessary can be added to the department.

### 4.5.2 Recommendations for improving self-performance

As a new comer to the organizational life, I have made many mistakes on which I should work more. The first thing I should work on is punctuality. Because I traveled by bus to my office many times I used to get late to reach office. I should be more punctual to any job I do next.

Second thing I should work on is adaptability to cope with changes. It took me almost two weeks to learn the Master File of the department. I should be quicker learner than now.

Third, I should increase my patience level. Every day won't be the same and I should be able to handle all the situations.

## 9. Conclusion

ACI Logistics Ltd. is one of the leading retail chain marketers of the country. Shwapno is the most common brand name in the super shop customer's mind. Its strength in the market can be measured only by its outlet numbers. With over 100 outlets all over Bangladesh Shwapno is biggest supply chain company of Bangladesh. The market is changing day by day and people are getting more and more digitalized. Shwapno is doing utmost possible activity to maintain their top position in the market. With all the changes and modifications applied to the operations, Shwapno never changed their motto "provide the best product at lowest price". I was very privileged to work on an excellent working environment. Lifestyle department is one of the best departments of Shwapno with the most helpful and friendly people who encouraged me to learn new thing about job, working place, innovative ideas and also about life. All my supervisors were very friendly and gentle to me throughout my internship. It was a great experience for me to do the internship in ACI Logistics Ltd. hopefully the experience will help me a lot in near future in the field of work.

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## Appendices

### Comparison of Dec sales of 2017 & 2018

## Dec'17- 1-4: Type wise sales

Type	01-12-17	02-12-17	03-12-17	04-12-17	Total Qty	Total NSI
Women's Shawl	206	163	113	109	591	345,147.50
Women's Kurti	88	66	37	57	248	215,716.32
Women's Palazzo Pant	37	44	31	17	129	62,511.70
Women's Tops	21	14	10	12	57	38,315.19
Women's Sweater	23	18	14	11	66	37,037.36
Women's Salwar Kameez	3	6	5	3	17	26,492.25
Women's Cap	25	26	9	23	83	26,111.00
Women's Undergarments	42	19	32	20	113	24,698.25
Women's Maxi	10	7	6	5	28	17,149.93
Stitched 3pcs	2	3			5	9,840.00
Katan Sharee		2	2		4	9,559.00
Hijab	8	4	3	3	18	7,768.00
Orna/Dupatta	8	7	5	3	23	6,839.79
Women's Sharee	1	1	1	1	4	5,860.70
Women's Coaty	4	2	1	3	10	4,792.35
Women's Cardigan	1	2	1	5	9	4,527.55
Women's Shirt	2	1	1	1	5	3,850.00
Print Sharee	4	1		1	6	3,465.50
Women's Fotua	1	2		1	4	3,383.00
Gown	1			1	2	3,217.50
Borkha				4	4	3,004.90
Pencil Pant		1	4	1	6	2,630.00
Petticoat	4	4		1	9	2,250.00
Women's Leggings	3	4	1		8	1,981.15
Women's Others	4	1	1	1	7	1,110.00
Women's Huddies	1				1	485.00
Women's Scarf		1			1	311.85
Women's Hand Gloves	1	1			2	238.80
Jamdani Sharee			1	-1	0	-
<b>Grand Total</b>	<b>500</b>	<b>400</b>	<b>278</b>	<b>282</b>	<b>1460</b>	<b>868,294.59</b>

<b>Dec'18- 1-4: Type Wise Sales</b>						
<b>Type</b>	<b>01-12-18</b>	<b>02-12-18</b>	<b>03-12-18</b>	<b>04-12-18</b>	<b>Total Qty</b>	<b>Total NSI</b>
Women's Shawl	74	68	75	90	307	150,898.80
Women's Kurti	34	23	27	24	108	106,420.60
Naari Kurti	27	23	12	20	82	72,423.70
Tunic	19	22	12	27	80	56,579.80
Women's Palazzo Pant	40	30	19	28	117	52,299.97
Shawl	12	7	19	10	48	42,695.10
Women's Salwar Kameez	11	4	2	4	21	30,027.10
Women's Tops	10	6	11	13	40	29,244.66
Women's Undergarments	30	41	34	27	132	27,103.40
Women's Cap	17	23	22	19	81	26,988.50
Ladies T-Shirt	26	22	29	28	105	24,924.00
Women's Maxi	5	7	2	11	25	17,600.60
Women's Huddies	13	10	7	7	37	17,400.20
Women's Others	10	12	10	11	43	14,692.50
Jeggings	15	3	10	24	52	14,325.60
Women's Coaty	9	6	6	11	32	13,833.05
Naari Palazzo	14	8	8	15	45	11,581.40
Women's Sweater	6	10	8	8	32	11,522.90
Stitched 3pcs	2	5		1	8	11,242.50
Women's Trouser	16	16	7	13	52	11,101.50
Naari Sleepwear	1	4	0	4	9	8,910.00
Women's Cardigan	3	3	3	5	14	6,707.00
Hijab	6	8	11	4	29	6,381.50
Women's Leggings	7	3	7	7	24	5,398.00
Ladies Gabardine	7	1	2	3	13	4,913.40
Orna/Dupatta	5	2	3	5	15	4,516.50
Women's Shirt	1	2	5		8	3,791.50
Petticoat	2	2	1	3	8	2,553.60
Naari Tops	2	0	2		4	1,890.00
Silk Sharee	1				1	900.00
Pencil Pant	2				2	583.33
Palazzo Pant				6	6	550.00
Blouse				1	1	396.00
Women's Fotua			1		1	300.00
Salwar Kameez	1				1	297.00
Leggings	1				1	49.50
<b>Grand Total</b>	<b>429</b>	<b>371</b>	<b>355</b>	<b>429</b>	<b>1584</b>	<b>791,043.21</b>

Outlet wise sales

Nov 1-13 outlet wise sales														
Outlet Name	01-11-18	02-11-18	03-11-18	04-11-18	05-11-18	06-11-18	07-11-18	08-11-18	09-11-18	10-11-18	11-11-18	12-11-18	13-11-18	Grand Total
Green Road	15100	17850	16550	9640	15782	17825	23765	16670	18224	18130	17890	22345	26780	236551
Uttara-11	13640	13435	7850	9210	12940	16950	25160	24030	22730	14515	14295	18725	18215	211695
Uttara -3	5780	13610	17909	7770	10900	16192.5	20285	8190	20050	24032.8	9550	16235	13480	183984.3
Kazipara-2	9911.2	15590.2	21350.6	13941.1	9505.9	12152.62	4032.1	18775.5	15276.61	11048.9	11132.5	10023.6	15465.75	168206.58
Gulshan-1	7114	15375	20630	11893.4	7190	8670	2250	11080	22130	12800	8980	11140	8460	147712.4
Dhanmondi-27	1750	9550	6030	4330	150	4510	14930	12003	11330	13175	4630	10950	16450	109788
Central Basabo-2	3220	14340	14214	1700	14714	8120	3400	9310	12535.5	3200	8050	6540	9520	108863.5
Monipuri Para Outlet	1940	6570	13730	2160	5370	10655	6750	1880	11787	7305	10547	10355	16978	106027
Gopibagh	2921.5	8898.85	2860.3	5324.22	1474.5	8751.6	5880.6	11314.59	11547.3	2849.1	1489.95	8076.3	6682.5	78071.31
North Bonosri	2274	5723.1	9494.1	6627	7349.7	4841.1	7830.5	2880.9	8349.6	4831.2	5161.8	7202.1	4583.7	77148.8
SYL Shahjalal	9920	3190	4400	1300	580	7850	9260	10900	8660	5030	9474	900	4010	75474
Mirpur -12	7820.45	9870.75	10705.1	3765	1376.1	9532.6	1519.6	4186.6	8640	722.7	4098.6	8248.5	4207.5	74693.5
Wari New	11228	14510	3692	6418	1756	4450	-980	5040	7720	4415	4455	5090	4270	72064
SYL Zinda Bazar	4280	5805	4320	3600	2150	8515	2850	5180	7845	4740	4340	3700	4625	61950
CTG Gol Pahar	4150	8315	3955	2240	4405	2850	3640	2900	8390	2690	4285	4320	1980	54120
KADERABAD HOUSING	3960	2902.5	4385.6	1440.5	2461.5	6381.3	4682.7	4669.7	10510.7	2511.5	3264	-1522.5	3021.4	48668.9
Comilla Outlet	2628.4	4811.4	1104	392	3214.2	1935.5	3077.2	4537.4	8584.8	5586	5162.4		2753.8	43787.1
AZIMPUR	1185	7890.7	2914.5	297	2128.5	2958.6	7699.2	4534.8	2868.9	1009.8	2296.8	1381	2849.1	40013.9
Uttara-6		150	600	2515	470	950	900	9435	2800	600	3680	4250	6860	33210
Uttara-13								5475	10705	2960	4115	4030	5625	32910
Sylhet Beanibazar	1842	1274	1205.4	2225.6	2388.2	8439.6	1529.8	5397.8		578.2	2342.2	687	3341.8	31251.6
Joydebpur	2009	3361.4	1695.4	435	1170	5090	4302.2	2401	2479.4	1519	2198.6	3018.9	490	30169.9
Mohanagar	495	2762.1			3484.8	346.5	3398.7	2184.9	1970.1	4413.6	2076	990	2257.8	24379.5
Banani-2		150	2630	800	2200	200	2000	3855	5020	1400	1550	2630	250	22685
SYL Pathantola	942.5	2242.5	617.5	2850	4292.5	450		1115	3012.5	285	2970	1879	1410	22066.5
Mirpur-11 Outlet	297	198	693	4162.7	1039.5		3455.1	3346.2	1200	1449.3	2772	3366	-603.9	21374.9
Mirpur-10	495	2227.5	638.5	1792.5		4136.4	2792.6		3865.4	4514.3	148.5	148.5	415.8	21175
Mirpur-1 Outlet				4102.5	2224.5	960.3		4779.3	1851.3		4401	247.5	742.5	19308.9
Nazim Uddin Road	1158.3	861.3	3929.31	198	1386	1188		594	6736.8	297			2475	18823.71
DHAKA HOUSING	1381.5	448.5	1675		396		198	198	7639.5	940.5	2089.8	445.5	495	15907.3
Postogola		2564.7	801.9			1828.5	989.01	1138.5	267.3	346.5	1069.2	3098.7	1828.5	13932.81
Mohammadpur			1410	513	665	2327.5	1743.5		1328	750.5	1349	3686		13772.5
Khilkhet Lake City	574.2		1613.6	267.3	1237.1	490	2296.8		693		836.5		1237.5	9246
Sontek Kajla	693	1729.5	49.5	396	297	297			1829.4	732.6	297	2101.8	336.6	8759.4
Rampura	1069.2	1182	574.2	415.8				891	267.3		1029.2	445.5	1758	7632.2
Shahjahan Road	666.27	2178					346.5		1683	148.5	297	1282	990	7591.27
Chittagong Chandgaon	380	400	440	625	800	770	760	720	150	550	150		1390	7135
Bashundhara		2555.5	760	256.5			1993		475				256.5	6296.5
SYL Shibgong	770		500	150			150	850	595		300	2660		5975
Ashkona Outlet	1187.5			855	855		1111.5	855			805.5			5669.5
Narayangong					490	495		820.71	1707.75	1425.6		470.25		5409.31
Nikunja-2	2643.3						1663.2					980.1		5286.6
Merul Badda			2375			332.5			256.5				256.5	3220.5
Mirpur Borobagh Outlet			1185							256.5	987			2428.5
Jatrabari-2		2178												2178
Banani								300	450	450	300	300		1800
Saterkul Outlet							1710							1710
Gulshan Link Road	940.5													940.5
Mirpur DOHS				855										855
Malibag					346.5									346.5
Hali Shohor									193.05					193.05
Golapbagh Outlet									142.5					142.5
<b>Grand Total</b>	<b>126366.82</b>	<b>204700.5</b>	<b>189487.51</b>	<b>115463.12</b>	<b>127189.5</b>	<b>181442.12</b>	<b>177371.81</b>	<b>202438.9</b>	<b>274497.21</b>	<b>162209.1</b>	<b>164865.55</b>	<b>180425.75</b>	<b>196144.35</b>	<b>2302602.24</b>