





United International University  
QUEST FOR EXCELLENCE

**Internship Report  
On  
“International Distribution Company Bangladesh (Pvt.) Limited”**

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**Submission Date**

**06.10.2019**

## **Letter of Transmittal**

Date: 06.10.2019

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### **Subject: Submission of Internship Report.**

Dear Mam,

I am very pleased and delighted to submit this report, as it is a mandatory report for my BBA Program. I have completed this report as per the requirements. I am very thankful and thank you for the guidance and support you have provided me during this course of this report. It would have been impossible to complete this document without your input.

I gathered what I consider to be the most relevant information when writing this document in order to make my research as objective and accurate as possible. I have been concerned with my best efforts to achieve the report's objectives and I hope that my actions will serve that purpose. In my future professional life, the realistic information and experience gathered throughout my report will help tremendously.

I would be very grateful if you were to enlighten me with the thoughts and views of your study. I would also be happy to answer your questions if you decided to ask about the aspect of my research. Thank you for your patience and encouragement.

Sincerely Yours,

Md.RakibulHasan

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## Acknowledgment

To accomplish this successful internship report there has huge contribution and participation of a number of people. Especially the people who are spending time sharing their insightful advice and ideas for completing the study. It's difficult for me thank all of those people who have contributed their valuable thoughts to complete this report.

First of all, I would like to thank my honorable academic supervisor Dr. Seyama Sultana, Assistant professor, Department of Marketing, School of Business and Economics, United International University. I am thankful to her for her Guideline, continuous support and supervision. Without her support and guideline it's not possible to complete the report.

Then, I would like to thanks my honorable organizational supervisor Iftekharul Islam Dastagir, Assistant Manager, Business Development, International Distribution company Bangladesh (Pvt.) Limited. He provided me various information and guideline, which was very much needed to complete the report.

Then I would like to thanks Ahmed RaihanAmeen, Assistant Manager-Human Resource, International Distribution Company Bangladesh (Pvt.) Limited. He also provided me various information and Guideline that also needed to complete the report.

Finally, my since gratitude goes to my family, friends, classmates, and colleagues who helped me whenever I needed.

## **Executive Summary**

This report made for the internship program at United International University. I have completed this program in International Distribution Company Bangladesh (Pvt.) Limited. This was a three-month internship program.

I made this report Based on my work experience. This report included an industry overview which described competitors in the same industry. Here have huge information about the following industries. Here I described my job responsibilities also.

From this report, you may know about the history of International Distribution Company Bangladesh (Pvt.) Limited and the story of success. International Distribution Company Bangladesh (Pvt.) Limited started their business in 2013 with FerreroRocher and after six years it is engaged with several companies that are huge success. At the beginning, their employee was 26 and after six years their employee number is 800. This report also included important issues of International Distribution Company Bangladesh (Pvt.) Limited. It has several departments to fix important issues. This report fills up full of information which helps you to know about International Distribution Company Bangladesh (Pvt.) Limited.

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# Chapter 1

## INTRODUCTION

## 1.1 Introduction

Distribution Company is mainly a third party of an organization. The distribution channel's main objective is providing products to the final buyer or consumer so the distribution Company is doing it for manufacturing organizations.

Manufacturing companies use both internal and external distribution channels to reach their product to the final buyer. International Distribution Company Bangladesh (Pvt.) Limited is one of the external distribution channels of several renowned brand products.

International Distribution Company Bangladesh (Pvt.) Limited distributes several international brand products to the general store, modern shop, restaurant in the Bangladeshi market. They start their business in 2013 with the international chocolate brand Ferrero Rocher. In the beginning, it was a very small organization but after six years in 2019, it is standing in mind-blowing position with huge success.

In 2013 International Distribution Company Bangladesh (Pvt.) Limited started their business with only one and that time their employee was 26. They are growing their business very rapidly. In 2019 International Distribution Company Bangladesh (Pvt.) Limited is already engaged with several renowned international brands like Unilever, Nivea, Amul, Kellogs, and now their employee is almost 800 that is huge success.

## **1.2 Background of the study**

To become a graduate from United International University need to complete 123 credits. There 120 credits indicate the theoretical course and rest 3 credits indicate internship/ project. The main purpose of the internship is relating theoretical knowledge with real-life corporate world. To complete my BBA program from UIU I joined the International Distribution Company (Pvt.) Bangladesh as an Intern for 3 months. And after completing my internship I make this report based on my learning.

**This internship program and study have the following purposes:**

- To complete the requirement of BBA program of UIU.
- To compare the real scenario with the lesson learned in UIU.
- To relate theoretical knowledge with real-life corporate world.
- To learn about corporate culture and behavior.
- To learn about Job Responsibility.
- To learn about corporate communication.
- To learn about corporate tools and technologies.
- To learn about professionalism.

This study is the product of a three-month internship program in International Distribution Company Bangladesh (Pvt.) Limited and it is the requirement to complete the BBA program from United International University. I must therefore apply this document on the basis of the company “International Distribution Company Bangladesh (Pvt.) Limited”. This report also included information about the product and employee of International Distribution Company Bangladesh (Pvt.) Limited.

## **Chapter 2**

### **Industry and Company overview**

## **2.1 Industry Overview**

We already knew that International Distribution Company Bangladesh (Pvt.) Limited is one of the trading companies of Bangladesh. There have several trading companies in Bangladesh. Based on the product line here I described a few companies in this industry.

### **2.1.1 Q&Q Trading Limited**

#### **Background of the Company:**

Q & Q Trading Limited was established in 1988 as one of Bangladesh's diversified trading houses leading and fast growing company. It's been verified under the Joint Stock Company on 28th August, 1997, under the provision of Company Act 1994. The company has been active in manufacturing, marketing and distribution since its inception.. In the course of time, it has been expanding significantly.

#### **Vision:**

#### **The vision of Q & Q Trading Limited is as follows:**

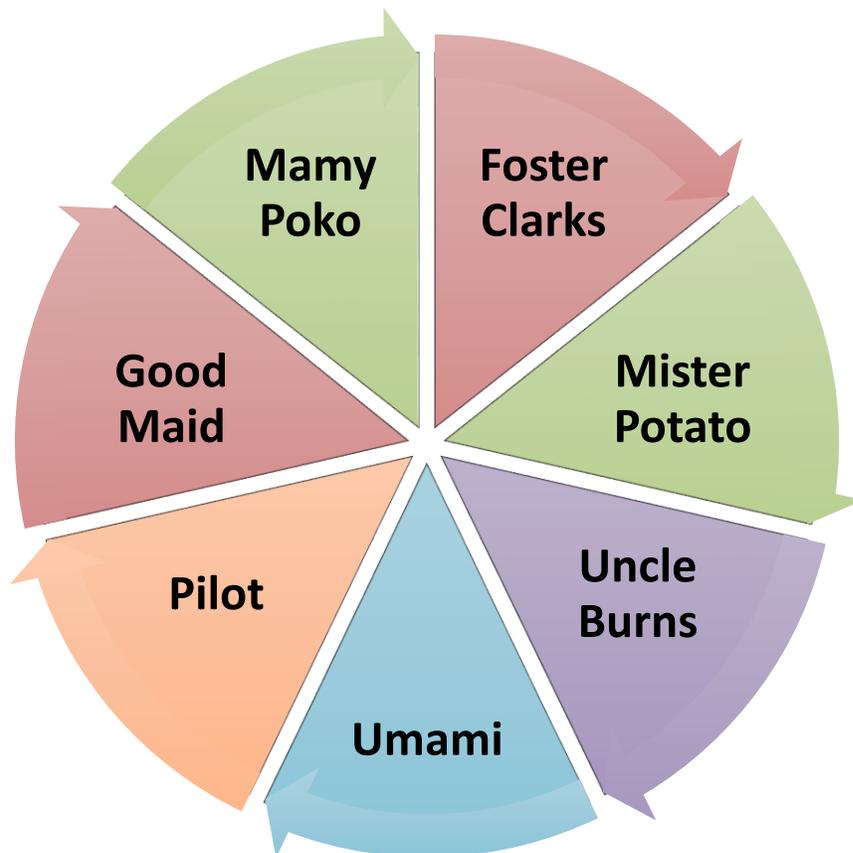
- To bring life to good things.
- To become leading trading company by providing quality products and services.
- To keep world standard of its products.

#### **Distribution Channel**

Q & Q Trading Limited's dreams include certain motor vehicles including covered vans microbusses etc. to deliver goods to various locations in both urban and rural areas to ensure timely delivery.

**Products of Q&Q Trading Limited:**

Q&Q Trading Limited distributes several international brand products in the Bangladeshi market. They distribute oil, chips, chocolates, ketchup & sauce, pen, vinegar, baby diaper etc. The brand of these following products are as follows:



## 2.1.2 Shaheen Food Suppliers

### **Background of the Company:**

Shaheen Food Suppliers is a private limited company which is engaged with import, distribution, and marketing of well reputed international brand product in the Bangladeshi market. It has been established in 1992. They mainly distributed fruit jams, sauce, cookies, chocolate, coconut milk etc. In Bangladesh, quality-concerned consumers, premium, and well-reputed fast food, restaurant, club, guesthouse, and hotel are a loyal user of BEST'S Tomato Ketchup, Chilli Sauce, Mayonnaise, and Life Cooking Sauces. They work based on promise that the people of Bangladesh get fresh and healthier product in their daily life.

**Vision:** To be recognized as one of the most preferred sales & distribution team by our consumers and to reach the leading position in the Bangladesh FMCG market.

**Mission:** Setting up and increasing manufacturing & distribution at a faster rate than rivals while retaining cost-effectively a high level of employee & customer satisfaction.

**Values:** Shaheen Food Suppliers worked based on some values which influence to get success in this competitive market. The values of Shaheen Food Suppliers are

- Commitment
- Hardwork
- Team Work
- Professionalism
- Integrity
- Mutual Benefit

**Workforce:**

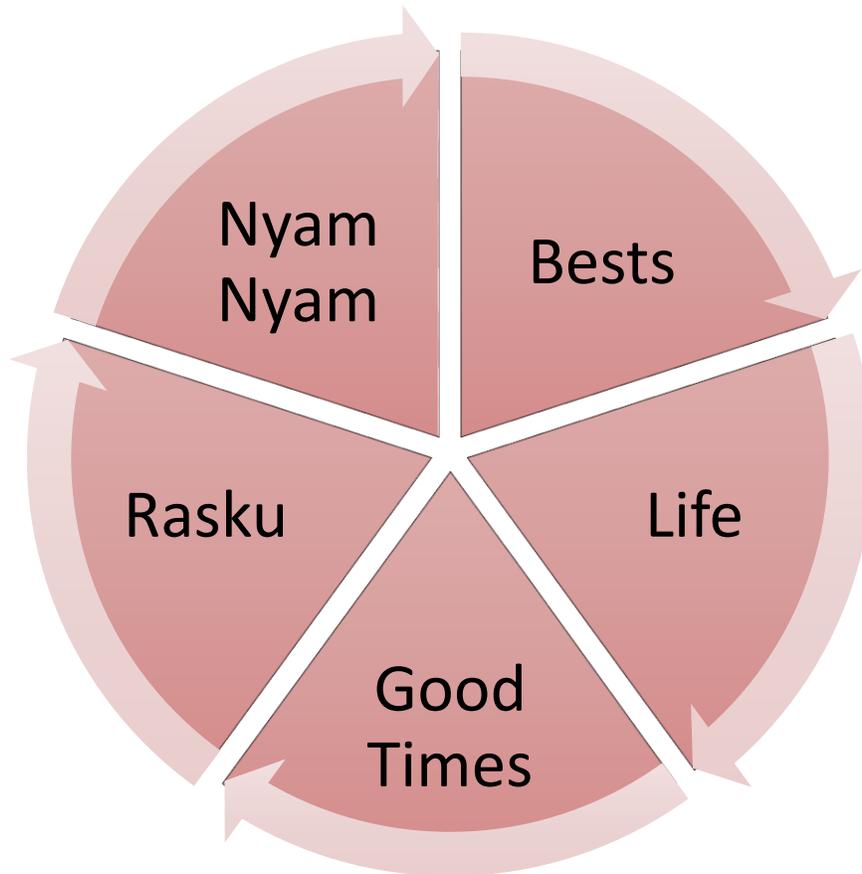
Shaheen Food Suppliers, through brilliant marketing and sales skills, are deeply experienced and productive in developing a brand in Bangladesh. A good number of brands have been set up in Bangladesh by them.

Md. Kamrul Hassan, Business manager and founder of Shaheen Food Suppliers, used his 30 years of experience in industry and innovative leadership skills to form this experienced and efficient sales and marketing team. The management team that includes the managing director, general manager, and deputy general manager assists the business manager in planning, organizing, implementing, and controlling overall marketing and sales activities.

We have 10 Deputy Sales Manager / Region, 100 Sales Manager. Salesforce's total number: 110.

**Products of Shaheen Food Suppliers:**

Shaheen Food Suppliers supplies international brand products in the Bangladeshi market, the brands of Shaheen Food Suppliers are as follows:



Shaheen Food Suppliers Supplies several international brand Products. The brands are bests, life, nyamnyam, good times, rasku etc. They supplies three types of fruit jam from four types of fruit in Bangladeshi market. The types of fruit jam are conserving, less sugar, sugar free and the types of fruits are blueberry, strawberry, orange, marmalade mixed fruit. Besides they supplies tomato ketchup & chili sauce of bests.

They supplies oyster sauce and soya sauce of life.

They supplies three flavors of nyamnyam chocolate. They are nyamnyamchoco 25g, nyamnyam strawberry 25g and nyamnyamchoco rainbow 22.5g.

They supply two types of good time cookies. They are good time cookies ( doubleChoco chips) 40g and good time cookies ( rainbow Choco chips) 40g.

And they also supplyrasku coconut milk 1000ml & 200ml, rasku coconut cream powder 50g and desiccated coconut 100g in Bangladeshi Market.

### **2.1.3 Meem International**

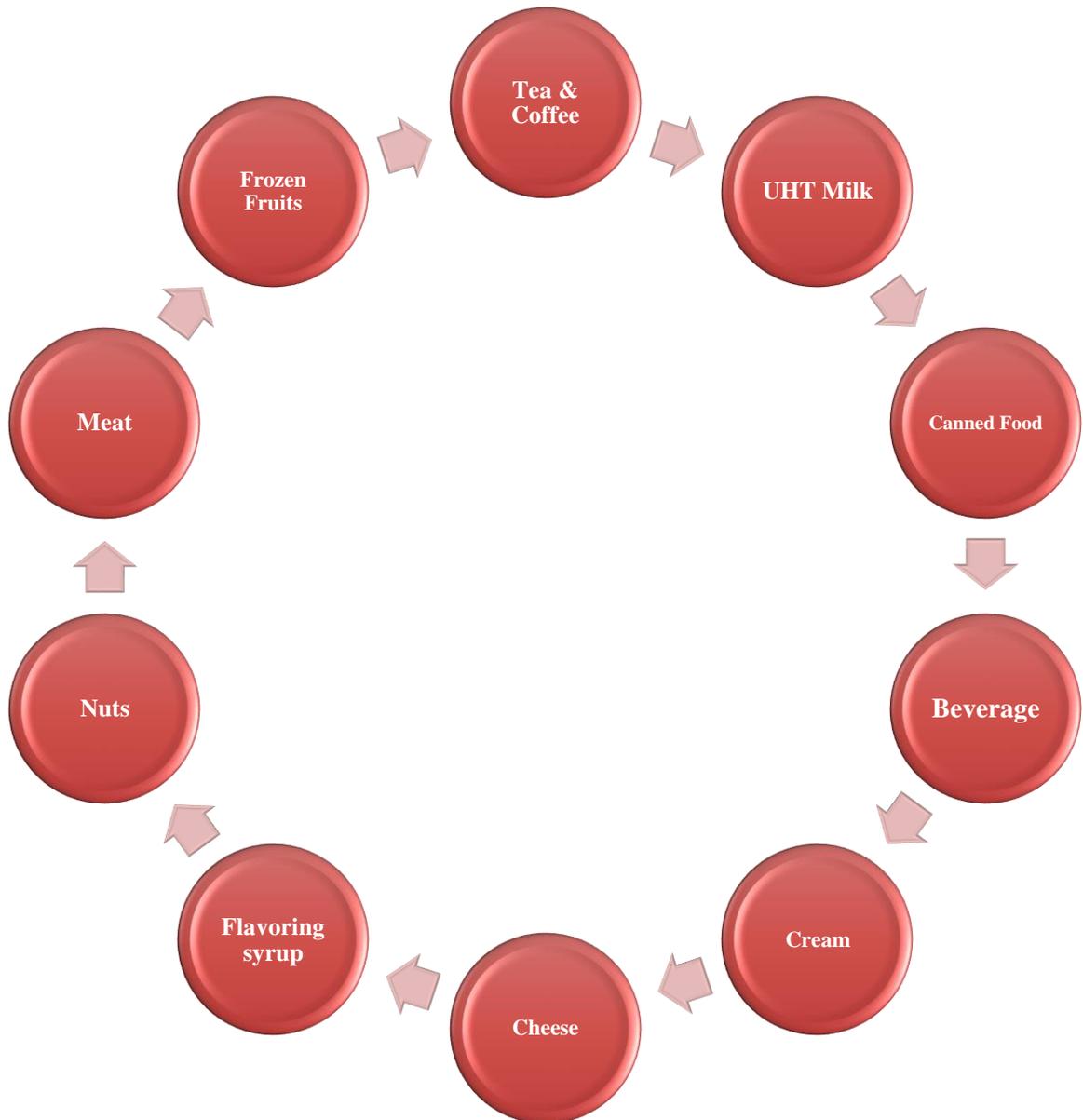
#### **Background of the Company:**

Meem International is a distribution company of food and food related machinery. They started their business in 2004 to provide their valued customers with quality products in Bangladesh. Through comprehensive owner experience, the company also tries to create new products market. Now in Bangladesh, they are a leading supplier of specialty products. Therefore, customer satisfaction is their aim to ensure the best product of their ability.

Meem International is engaged in the import and export market. They import food and machinery from different parts of the world as authorized distributors and importers. The main items in their imported product line are food and food-related machinery. Items from agriculture, clothing, are the key products for sale. They add more products based on customer satisfaction and benefits for more customers. With all team members, they ensure performance at all levels ensuring standardization, continuous growth both at home and abroad.

### Products of Meem International:

Meem International distributes several International brand products in Bangladesh market. The products category of Meem International are given below:



## 2.1.4 Crystal Corporation

### **Background of the Company:**

Crystal Corporation is a central group of companies engaged in commodity trading, international finance, mining, distribution, insurance and general banking, etc. It has been established in 1948.

The kind help of valued customers, patrons & well-wishers the growth of the company has been in a positive direction giving the group a healthy financial status, resulting in the company being diversified from a mere regional commodity trading company to an international trading company.

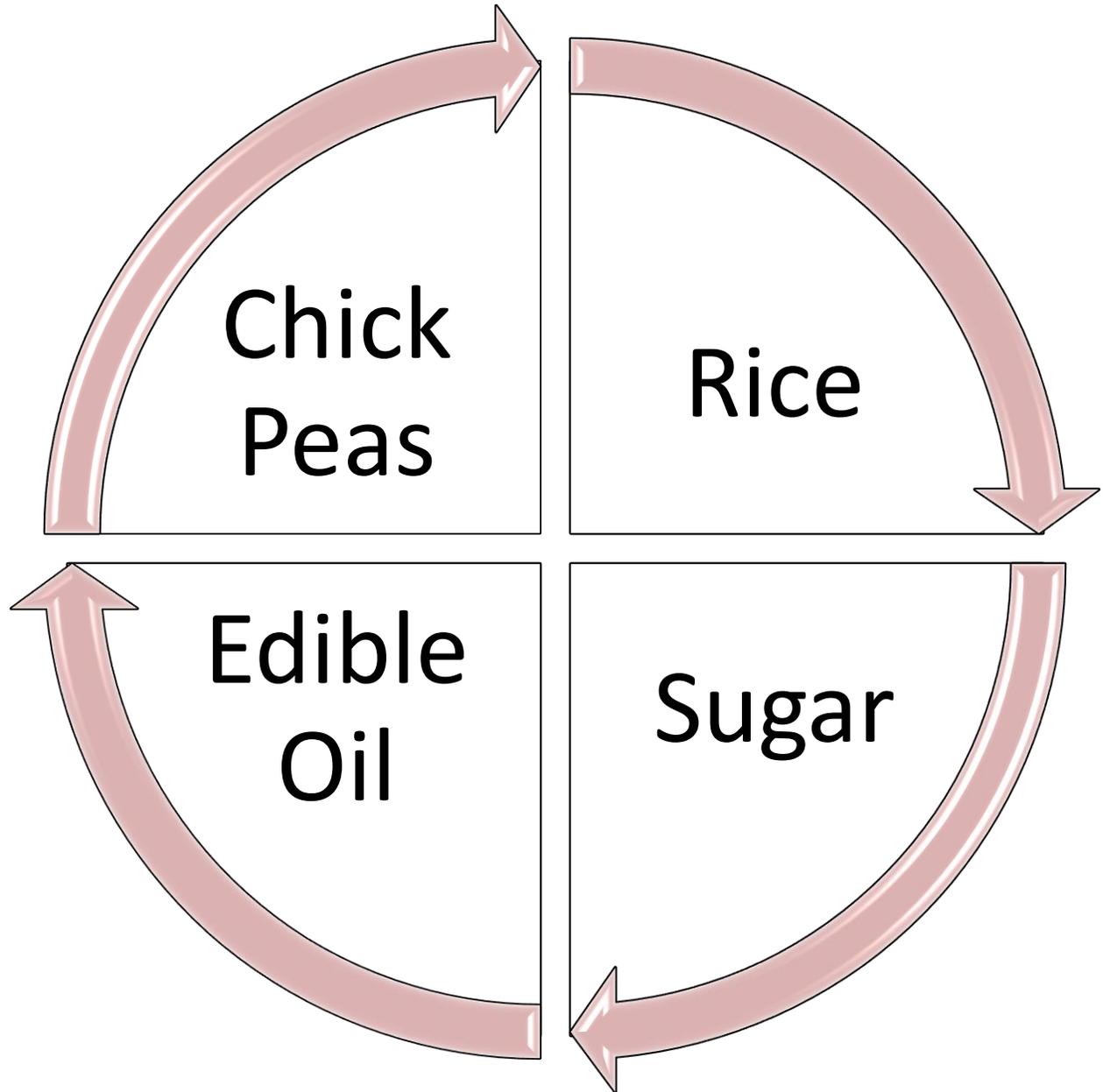
**Vision:** Building on core strengths and cultivating relationships along the way to gradually expand in niche markets and products.

**Mission:** Be a global connection between producers and consumers and compete with multinationals.

### **Products of Crystal Corporation:**

In the FMCG sector Crystal Corporation distributes chick peas, edible oil, rice and sugar Dhaka and Chittagong in the two major cities.

With more than 200 highly professional sales staff, they cater directly to the different category model outlets. They take care of the rest of the world through their dealers.



From this industry overview we already knew about the industry of trading organizations. Here I described about four organizations who are involved with trading business based on product line. From here we can easily understand about the background of the following organizations and their product line also. Only four organizations are not enough to describe this industry. There have several organizations who are involved with trading business.

International Distribution Company Bangladesh (Pvt.) Limited is one of the leading trading organization in Bangladesh. They distribute several international brand products in Bangladeshi market. The success of International Distribution Company Bangladesh (Pvt.) Limited is large. They started their business with one product but within six years they engaged with several international brands with their patience and hard work. In this competitive industry become success is so difficult but International Distribution Company Bangladesh (Pvt.) Limited is already done it by their work with customer satisfaction.

## **2.2 Company Overview**

### **2.2.1 Background of the company**

International Distribution Company Bangladesh (Pvt.) Limited, popularly known as IDC Bangladesh. Ashraf Bin Taj is the co-founder and MD of "International Distribution Company Bangladesh (Pvt.) Limited" IDC, a rapidly growing Dhaka-based marketing and sales agency. Sir, based on his experience, contacts, insights and leadership skills, this amazing journey has started. Started its journey back with a small team of 26 people and a single principal in 2013. Within the last 5 years, IDC has come a long way driving sustainable business with 7 international principals and a driven team of 800+ professionals.

Sir discussed his plan one day with one of his associates "Sufian," who was Ferrero's country manager at the time, told him that Ferrero was looking for new Bangladeshi distributors. Later, in August 6, when Ferrero's top management including sales and finance directors came to Bangladesh, IDC was selected with only 26 employees.

Fundamentally, IDC is selling foreign goods to the different corners of Bangladesh right now and they've had excellent reviews, while they've only started in 2013.

IDC started its journey in 2013 with four brands of Ferrero, including "Kinder Joy. Then in December 2013 they started working for Amul. They began their company in 2014; they were listed as BATA suppliers. "Nivea" also listed five companies in 2015. Since Nivea was searching for a distribution ship in Bangladesh and eventually, IDC received the award after a long hardship.

The quality of Ferrero chocolates and Nivea on the market that we see today, we can proudly say that IDC contributes to all these items. In a brief time with difficulties and scuffle made a different IDC frame and this business itself is indeed an inspiration for those who are very

interested in being an entrepreneur. They later started to work with Unilever Asia; a Unilever company that deals with brands that are not available on our local market through Unilever Bangladesh but are available on other markets. Distribution rights for branded food products ' Ponds Talcum Powder, ' ' Pears Soap, ' ' Camay-Soap ' and ' Kissan ' have already been licensed to IDC. There are a lot more to add to the portfolio.

Today, IDC is the most admired and One of Bangladesh's top distributors. We assist different businesses to attain desired business growth by exploring and expanding to new or existing markets with a customer-focused and result orientated approach. We deliver quality results with integrity and transparency, which makes us a trusted partner for companies who are doing business in Bangladesh.

### **2.2.2 Vision**

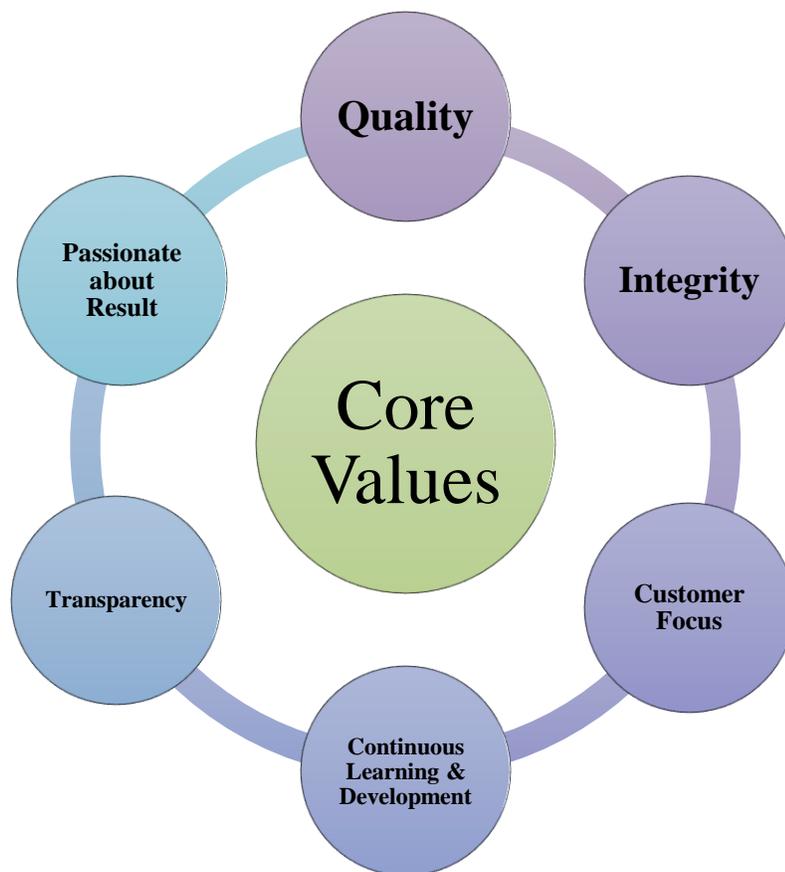
There is nothing to report about a company's meaning or value of "Vision". IDC's vision is to become the most admired sales and distribution company in the country by helping world-class brands to realize its full potential with Bangladeshi trade and consumers.

### **2.2.3 Mission**

- To act as a game-changer in the field of FMCG distribution by introducing and nurturing best in class customer management practices.
- To represent world-class brands to the consumers of Bangladesh.
- To safeguard the interest of the principals for long term benefit of the brands that are entrusted with us.
- To pursue excellence using relevant modern technology.

- To create quality employment and growth opportunities for individuals, irrespective of gender.
- To attain a high level of customer satisfaction and deep trust from the stakeholders by and with the team empowered by a culture of continuous learning, and support system.
- To be a symbol of trust and admiration to the employees, principals, customers, and all the other stakeholders.

### 2.2.4 CoreValues



## 2.2.5 Company Objectives

- To have a strong customer focus and to build a relationship based on integrity superior services and mutual benefit.
- To work as a team to serve the best interest of the group.
- To work for continuous business innovations and improvements.
- To value and respect people and make decisions based on merits.
- To provide recognition and rewards on performance.
- To have sustained growth, improved and wide spectrum of products and services.

## Distribution Channels

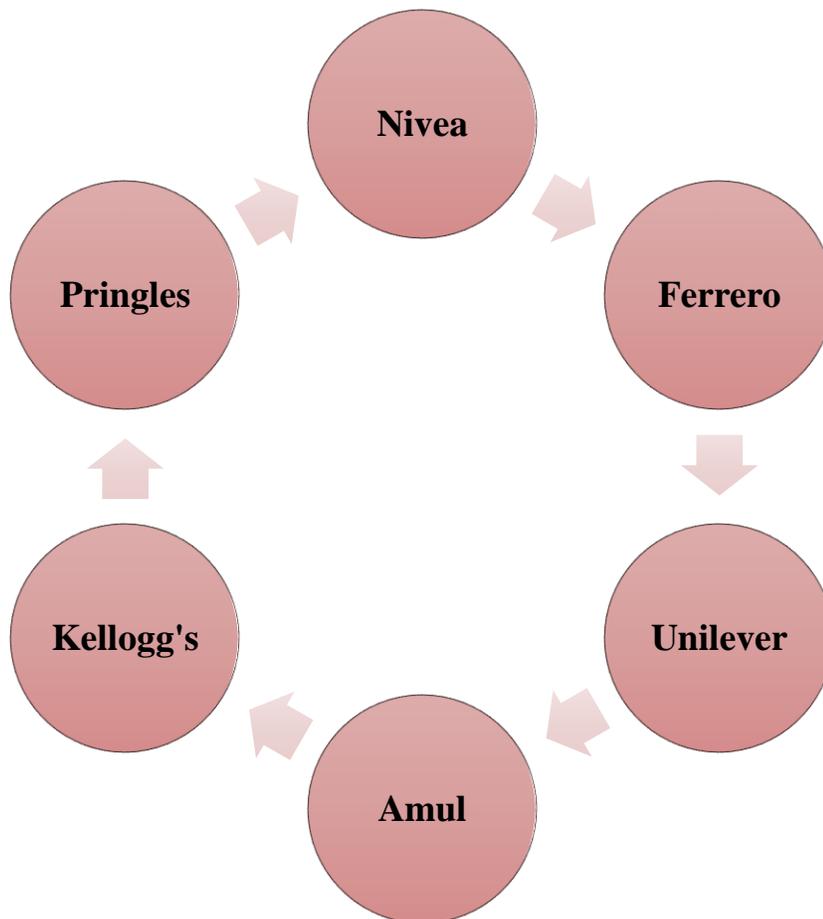
IDC maintains strong presence among the entire Distribution channel:

- **General Trade:** IDC covers more than 50,000 general retail stores in 64 districts of Bangladesh.
- **Modern Trade:** IDC's presence in modern trade in terms of number and visibility is exemplary for others. There are 20+ modern traders with 210 outlets across the country under IDC's coverage.
- **Wholesales:** IDC maintains a strong business relationship with more than 2000 wholesalers of Bangladesh, which includes 100 top wholesalers of Dhaka.
- **B2B:** IDC directly serves the business community with services and products through the B2B channel which has more than 50+ clients.
- **HORECA:** IDC has developed a strong HORECA (Hotel, Restaurant & Café) channel which delivers products to more than 250 customers (airlines, cafes, clubs, hospitals, hotels, and restaurants) all over the country.
- **Ecommerce:** IDC maintains a strong presence among the top e-commerce's of Bangladesh with its different brands.

## 2.7 Products of IDC

IDC represents globally renowned international brands in Bangladesh. IDC manages more than 400 SKUs of different brands. The core strength of IDC lies with Beauty & Health Care and Food products.

IDC represents Bangladesh-wide foreign goods and here are some of the products and their criteria:-



## **Chapter 3**

# **Job Responsibility**

### 3.0 Job responsibility

I joined as an intern in International Distribution Company Bangladesh (Pvt.) limited in the department of sales and Marketing. For this internship purpose, I was assigned a project on the “Talcum Powder” market of Bangladesh. The main objective of the project is calculating upcoming two years market growth of the Talcum Powder market in Bangladesh. To complete this job I need to survey five hundred shops in Dhaka City.

To complete this job I have conducted the following tasks:

- Prepared a questionnaire for both retailers and customers.
- Visited the different areas of Dhaka city.
- Consulted with the retailer to identify the following product information from the market.
- Consulted with the customer to identify their preferences.
- Analyzed findings.
- Written reports based on findings.
- Presented result.

## **Chapter 4**

# **Important Issues**

## **Important Issues**

We already knew that International Distribution Company Bangladesh (Pvt.) Limited is a distribution company of Bangladesh which distributes several international brand products. There have several important issues to run the organization. International Distribution Company Bangladesh (Pvt.) Limited has classified with several departments to handle the issues.

The following departments are:

- ❖ Administration
- ❖ Accounts & Finance
- ❖ Sales & Marketing
- ❖ Supply Chain
- ❖ Distribution logistics
- ❖ Human Resource Management
- ❖ Customer Service

## **Chapter 5**

# **Conclusion and Recommendation**

## 5.1 Conclusion

As a part of the academic requirement and completion of the BBA program, I have been assigned to complete my internship program under “International Distribution Company Bangladesh (Pvt.) Limited and under supervision of Dr. Seyama Sultana, assistant professor, school of business and economics, United International University.

This report starts with a general introduction on “International Distribution Company Bangladesh (Pvt.) Limited”. It is a distribution company which distributes several international Brands in Bangladeshi Market.

I try to explain the overall scenario of International Distribution Company Bangladesh (Pvt.) Limited. This report contains a lot of important information about International Distribution Company Bangladesh (Pvt.) Limited. I made this report based on my experience. From this report, people can easily understand IDC. This report also contains how IDC works and contains information about the employee also.

IDC is not a manufacturing company. IDC is a third party of several International brands. IDC is authentic distribution channel of international brand products. People get easily international products by the IDC which make the way of living easy and enjoyable for the people. IDC already achieved huge success through customer satisfaction. There was no doubt that IDC achieved huge success in the future and become the number one distribution company in Bangladesh.

## 5.2 Recommendation

International Distribution Company Bangladesh (Pvt.) Limited is already achieved huge success within six years by their work and strategy. The overall strategy of IDC is mind-blowing. To keep hold this success and achieve something new I think IDC needs to follow some specific and exclusive strategy.

### **The following strategies are:**

- To build up an enormous website. Through this website people easily can understand about IDC and product category also which helps to create good image on customer's mind about IDC.
- Active use of social media. People who have no knowledge about IDC can easily connect with them by active use of social media. Using Facebook, LinkedIn, Instagram IDC can provide several information to the people and can connect with different customer classes.
- Need to follow the trend. IDC need to follow trend like Eid, Puja, Pohela Boishakh etc different religious and cultural festival of Bangladesh. IDC can share this on social media which create a good image on the customer mind.
- Need to conduct more CSR activities. By conducting more CSR activities IDC can solve more social problem which helps to create good image on customer mind and by which IDC can earn more profit by selling their products to much customers.
- Use TVC and billboard for advertising. IDC can use both TVC and billboard to advertise their product. By this advertising people can understand their product category and benefit.
- Arrange different events. IDC can arrange different events where people participate who are not involved with IDC. Through this event people get pleasure which helps to increase belief on IDC.

## **Reference**

<https://www.qandqbd.com/index.html>

<http://shaheenfood.com.bd/>

<http://www.meeminternational.com/index.html>

<https://www.crystal-bd.com/>