

# Internship Report

On

**Maisha and Raisha Trading**

## Submitted To:

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Date of Submission: October 14, 2020



**United International University**

**QUEST FOR EXCELLENCE**

# **Letter Of Transmittal**

October 14, 2020

Mohammad Tohidul Islam Miya  
Assistant Professor  
School of Business & Economics (SOBE)  
United International University (UIU)

Sub: Submission of internship report on Maisha and Raisha Trading.

Dear Sir,

Here is my internship report on Maisha and Raisha Trading. I am submitting the report as the part of my internship in Maisha and Raisha Trading. While preparing this report, I tried my level best to follow your guidelines and took help and suggestions from my organizational supervisor Miss Sanzida Afrin. The entire report is based on my practical experience in the marketing department of Maisha and Raisha Trading. I have tried my level best to include almost everything what I have experienced and learned during the internship program at Maisha and Raisha Trading. I shall be highly encouraged and obliged if you would be kind enough to receive this report. If you have any further query regarding any additional information I would be very pleased to let you know.

Thanking you.

Sincerely yours,

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Jannatul Fardous

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# Acknowledgement

At the very beginning, i would like to express my gratitude to almighty Allah for making me able to complete my internship and my graduation. Then i must express my deep gratitude to my university supervisor **Mohammad Tohidul Islam Miya** UIU for his guidance and suggestions in finishing the internship program successfully. I would like to place my gratitude to the HR of Maisha and Raisha Trading for giving me the chance to finish my internship position in their regarded association.

I would also like to thank my host organization supervisor Miss Sanzida Afrin who has helped me to learn many new things during my internship program. I would also like to thank Miss Bithi Gosh, Miss Abanti Akter, and Miss Sumaiya Islam for all their support and instructions.

During the preparation of the project work i got huge support from my co-workers, friends, my supervisor who gave their ideas and time in the process of completing the report to be true to myself i must say that without their help it would be very hard for me to go through the entire process. I am thankful to all of them.

# **Executive Summary**

The report intends to give an idea about the steel industry of Bangladesh and how M&R trading operates its business in local market. M&R Trading is a first steel company catering to a steel demand of the country and abroad for almost a decade now. The report has covered almost all the strategies of M&R Trading. It also includes a brief profile of the company. To know the strategy of the company it also includes the product and customer categories and operations and steps to meet the challenges and opportunities of the company. The objective of this report is to identify and analyze working procedure and developmental activities as well as strength and weakness of management of M&R. M&R Trading understands that the "Steel Industry" is central to the economies of modern societies and M&R is an indispensable motor of growth. A world class steel company like M&R Trading is essential to a developing country like Bangladesh, to widen its development base and meet its growing needs. In order to strengthen the steel industry of our country, M&R Trading has established the largest multi-diversified steel manufacturing unit of our country.

However, finally in this report there are some recommendations. Moreover, some recommendations have been provided so that the company can overcome the problems it is facing and run its business well.

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# Propose

The purpose of the report is to fulfill the partial requirement of the BBA program. And also to give an overview of Maisha and Raisha Trading based on my work experience. The internship program and the study have following purposes:

- To make recommendation to eliminate the problems faced by Maisha and Raisha Trading on its overall activities
- To experience the real business world,
- To get the organize detail knowledge on the job responsibility,
- To compare the real scenario with the lessons learned in united international university

# Perspective

The report aims to experience the relationship of in context of on marketing strategy and supervisory support, work climate, organizational support and employee service quality, problem solving environment in the context of M&R Trading. Perceived organizational support (POS) – the point to which employees rely on that their employer is concerned about and aware of their being and contribution – can help employee's self-esteem and so performance. POS is more likely to raise the employees expectation unto meeting organizational goals will be rewarded and do thus these expectancies enhance their efforts in service works to get the organisational goals. Getting support from supervisor is also important to employee's performance but some employees can take it for granted, considering it to be a part of the supervisors' job. I tried to know about activities of Maisha and Raisha Trading, how a steel company works.

Maisha and Raisha Trading is the first steel company catering to steel demand of the country and abroad for more or less a decade now. They recognize that the “Steel Industry” is central of the economy of modern societies and Maisha and Raisha Trading is an essential motor of development. A world class steel company like Maisha and Raisha Trading is important to a developing country like Bangladesh, to widen its development base and meet its increasing needs. In order to strengthen the steel industry of the country, Maisha and Raisha Trading has established the biggest multi diversified steel manufacturing unit of our country.

# Scope

In this report i tried to find out the real picture of Maisha and Raisha Trading. It covers not only the description of Maisha and Raisha Trading but also Bangladesh's steel secondary sources. For this purpose i collected data from primary and secondary both sources,

## **Sources of data:**

I interviewed some employees of Maisha and Raisha Trading for primary data. There are observational trials, participants / non participant observation, so my primary information is based on these experiments. My experiences on working at Maisha and Raisha Trading also help me to prepare the report. For secondary sources of information i used ERP software of Maisha and Raisha Trading and also took some assistance from text books and internet journals.



# **CHAPTER 1: INTRODUCTION**

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## 1.1 Background:

Steel industry is conventional & rising industry in Bangladesh. Largely grounded in the Chittagong's port city, the industry has developed as a most important provider to the national economy. Rendering to the experts, the evolution of the industry in Bangladesh is generally prompted by the fast expansion of the country's shipbuilding and real estate sector, along with the major investments in several Infrastructure Projects all over the country. Bangladesh is heavily reliant on imports of semi finished and finished Steel products as well as flat products while being strategically positioned next to the top 2 Steel producers in the world. China and India the majority of imports scraps, flat products and semi finished and finished steel products making up at total of 6,992 MN MT or over 93% of all imports.

Among hundreds of Steel companies Dufarco Trading operates its steel business with the brand name "M&R" as an industrial conglomerate in Bangladesh. Starting from its journey in 1989 "M&R" has expanded its business in steel industry in 1993 as a part of intending to be importing company. During its initial stage "M&R" started manufacturing corrugated iron (CI sheet) manually with a brand named "CI Brand". Now they are operating 6 automated galvanizing lines in their factories in Dhaka and Chittagong to satisfy the customer demand. Now they export there CI sheets in about 25 countries of the world.

## 1.2 Objectives:

### **Broad Objective**

The main objective of the report is attaining an overall idea about M&R trading or how its management involves synchronizing and integrating flows both within and among companies and stakeholders.

### **Specific Objectives**

There are several specific objectives of this support and these are,

- ❖ Knowing the working procedure of M&R Trading.
- ❖ Having an overall idea about departmental activities of Maisha and Raisha Trading.

- ❖ Knowing the strength and weakness of management of Maisha and Raisha Trading.
- ❖ Recommendations.

## **1.3 Significance:**

Steel is one of the most innovative essential materials in the world. Steel is definitely recyclable and exceptionally strong. It grants an array of Sustainable benefits and conduct in every aspect of our lives. The steel industry's consequences for our wealth and welfare cannot be highlighted enough. Products of the industry also play an important role in the development of Society. (one that confirms the health and strength of human life and nature). Steel companies which are competitive generate tax revenue, employment, export in earnings and innovations.

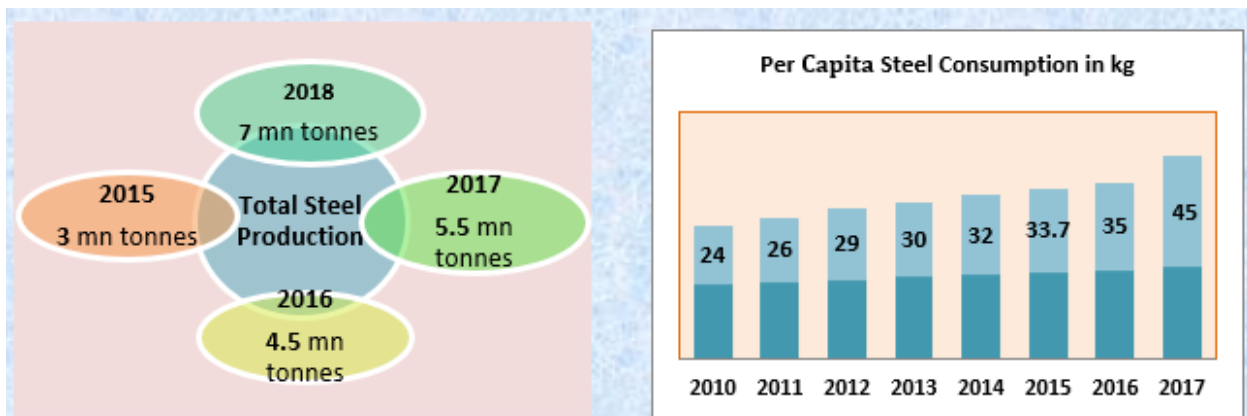
The industry generates considerable export earnings and text revenues. The export earnings contribute straight to GNP and therefore the tax revenues help in different ways to supply investments in public services. The importance of steel industry, along with other Bangladeshi export Industries, cannot be highlighted enough.

# **CHAPTER 2: ANALYSIS OF THE INDUSTRY**

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## 2.1 Specification Of The Industry:

In Asia Bangladesh is one of the most prominent developing steel markets and has a rising need for raw materials and steelmaking technologies. The GDP evolution in Bangladesh is now a days 7.68 percent, which is suggestively higher than that of any other emerging markets. The movement in the direction of a liberal national economy intensely depends on how production materials especially Steels connected Industries have progressed and search products are readily available. Currently the market size of the industry is 300 billion dollars in our nation. The industry has raised from making merge 47,000 MT in 1971 to 4.0 million Mt in 2015. The manufacture of this sector anticipated to double about 8.0 million MT on 2022 by the industrialists. In the last year, the entire production is 5.5 million MT, Last year up to October production is 7 million tones and the measurements is about 8 million MT which indicates progressively expansion of steel industry in our country.



In Bangladesh the steel business is oligopoly in nature. However there are presently over 400 active farms in the industry, three big steelmakers BSRM, Abul Khair steel and KSRM supply more than 50% of the country's annual need of Steel. The demand for Steel in Bangladesh is mainly driven by infrastructure projects in commercial, housing and public sector. The public sector can be further broken down in execution of government's annual development Strategies and Infrastructure Projects. It's expected that the sector turns over around \$3.6 billion every year. In 2016, government assignments amounted for almost 40% of total Steel consumption.

## 2.2 Size, Trend & Maturity Of The Industry:

Steel industries play a vital role is in not only leading economic growth, but also other balancing Industries such as transportation, energy, heavy construction and engineering. The Global steel industry second in size manufactured 1,665 million tonnes of Steel and had a predictable turnover of 900 billion USD in 2014. In spite of, dynamic shapes in the Global scenario, as the industry continue to be a foundation of employment for over 50 million people.

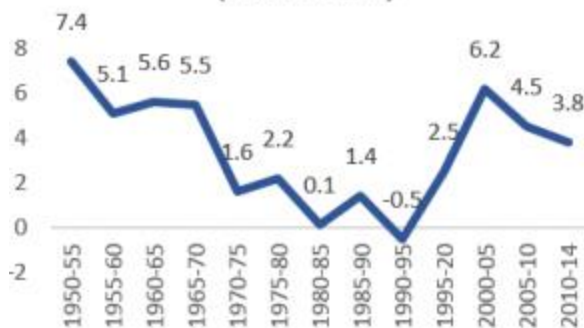
### The Changing Global Scenario

WORLD STEEL PRODUCTION, 1950-2014 (IN MILLION TONNES)



SOURCE: WORLD STEEL

AVERAGE GROWTH IN STEEL PRODUCTION, 1950-2014 (PER ANNUM)



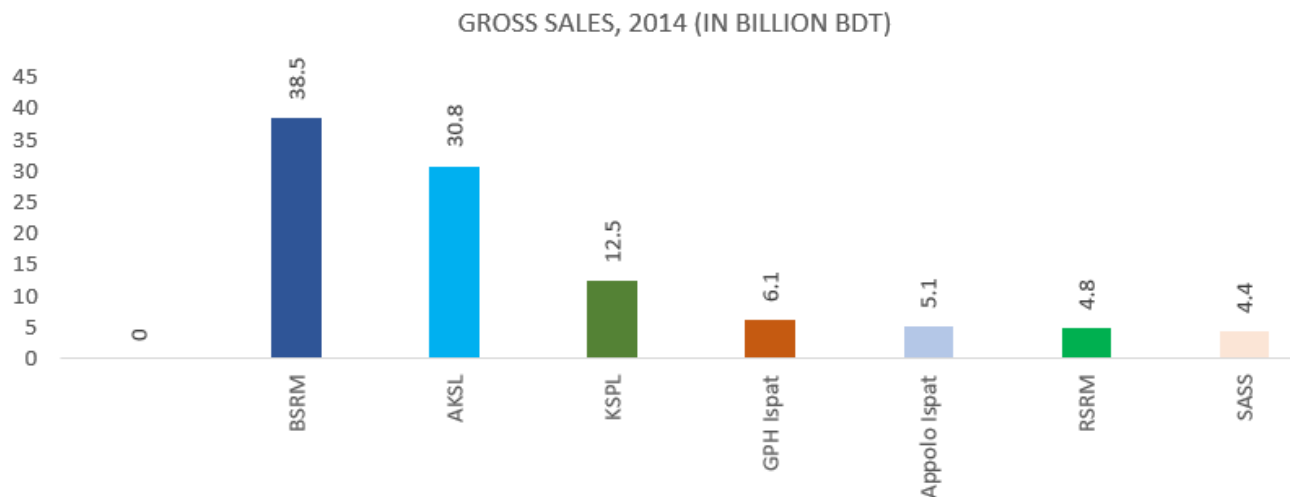
SOURCE: WORLD STEEL

Now a day a transition is undertaken by the Global steel industry. The majority of both Global consumption and production of steel was determined by China's growth all over the 2000s. The evolution rate of the Global steel industry hopped from 2.5% in 1995–2000 to 6.2% in 2000–05. In fact seven of the most top fifteen companies functioning today are based in China.

## The Growing Local Industry

With an appraised market size of 300 billion BDT, the industry within Bangladesh is currently facing an upsurge in demand. This progress is typically driven by government spending on infrastructure assignments, which accounts for 40% of Steel consumption in Bangladesh. As per the Global market, there is also a resource access in the local steel industry: the present demand is about 4 million tonnes, while the entire capacity is around 8 million tonnes.

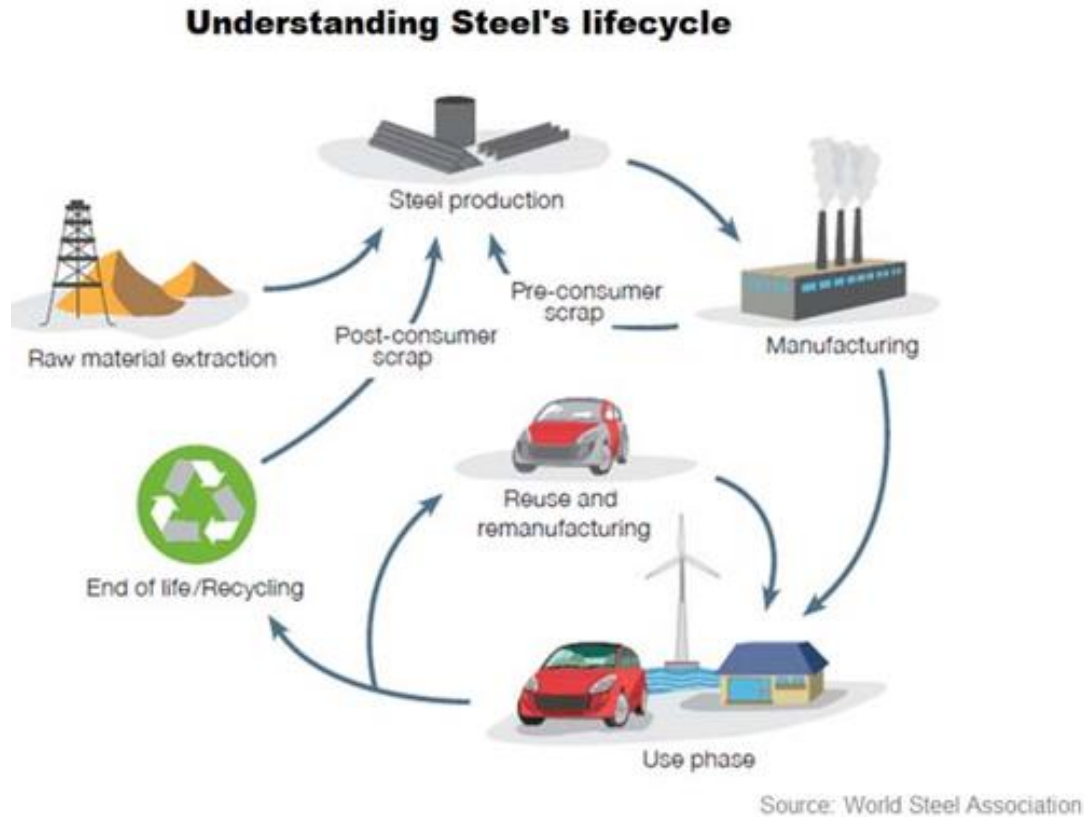
In Bangladesh the steel industry produces primarily two classes of products: the long Steel (MS rod / TMT bar) flat Steel (mainly CI sheet and CR coil). Even though there're currently over 400 active firms within the industry, the top most 20 companies' service more than half of the demand.



The market leader BSRM presently produces about 0.6 million tonnes of Steel per year, per plans to scale up manufacture capacity by 0.3 to 0.4 million tones a year. BSRM and other topmost firms such as AKS, GPH and Bashundhara Steel grow their capacity and advanced their technological competences; the Steel is becoming progressively more monopolistic.

The necessity for stronger backward integration of the above 400 Steel re rolling mills operating in Bangladesh, about 350 mills primary resource their raw ingredients for ship-breaking.

Conversely, latest regulatory crackdown by the EU has put the shipbreaking industry in terrible straits. New EU rules necessitate that EU registered ships to be reprocessed only at maintainable facilities is accepted by the EU. It's unlikely that ship breaking facilities in South Asia containing those in Bangladesh, which of it practice work related accidents will receive this approval.



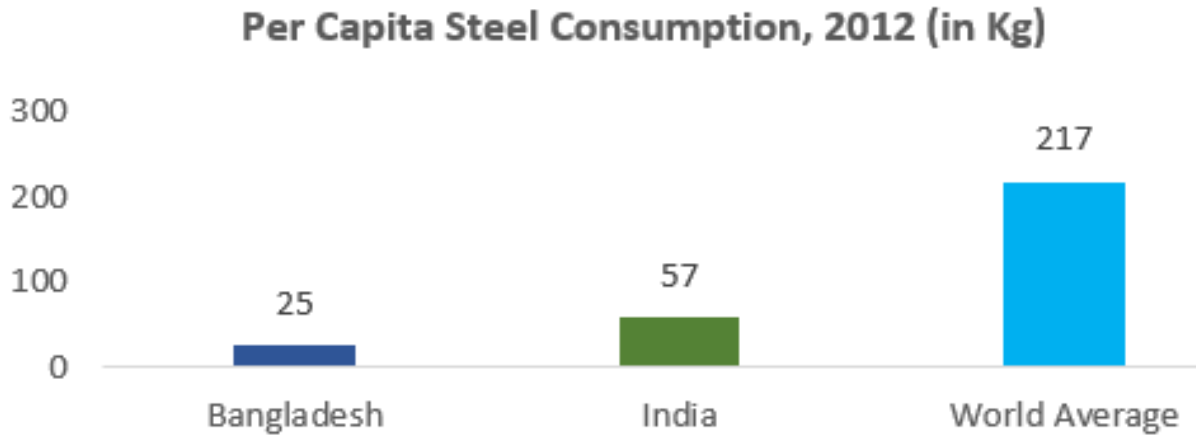
Moreover, sourcing from ship breaking makes the construction more expensive associated to the cheap Chinese Steel currently overflowing the Global market. Therefore there is a supply driving force on the local steel industry to shift away from ship breaking as a raw material foundation in order to restructure its production.

Subsequently, top most players such as RSRM, GPH, BSRM, Rahim steel and Bashundhara Steel are already generating the main raw materials, billets. Though the country recently imports 1.2 million tons of billets every year, the yearly demand for billets stands at 4 million tonnes. By the correct strategies local players could feel this large demand gap.



## The Case for Growth

Following to the Steel Mint Group, production capacity of Bangladesh Steel industry more than triple during FY 14–15. Definite production is anticipated to double by 2022.

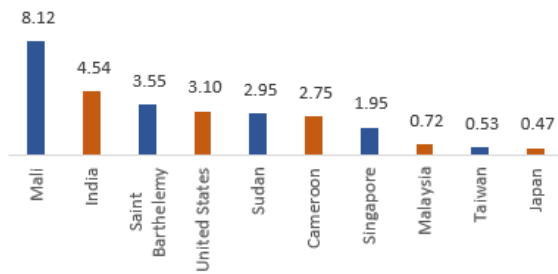


SOURCE: STEELMINT

The Steel industry is still mostly dependent on domestic growth drivers in Bangladesh such as govt infrastructure assignments and their real estate industry. At present in Bangladesh per capita steel rebar consumption is only 25 kg, compare to 57 kg in India and the world average is 217 kg in 2012. This is anticipated to grow to 50 kg by 2022.

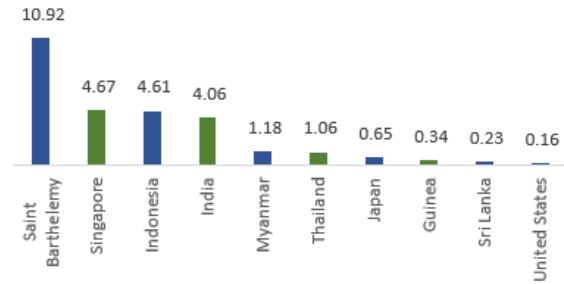
Even though there is a lot of area for growth in the domestic market, concentrating on steel exports is key to future development of the industry. By now the production excess is more than 50% of the entire domestic demand.

**TOP 10 EXPORT DESTINATIONS FOR BANGLADESH'S IRON AND STEEL PRODUCTS, FY 14-15 (IN MILLION USD)**



SOURCE: EPB

**TOP 10 EXPORT DESTINATIONS FOR BANGLADESH'S IRON AND STEEL, FY 14-15 (IN MILLION USD)**



SOURCE:

Bangladesh presently exports 57.9 million USD of iron, the steel products and raw materials. Even though big markets for example India presently feature among Bangladesh's top most export destinations for the Steel products, concentrating more on other rising Asian markets as well may be main to future exports growth. As per the Global steel industry continuous to alternation to a new phase, the local sector has the key opportunity to develop to satisfy the domestic demand as well as protecting position in the emerging export markets of tomorrow.

## 2.3 External Economic Factors:

External economic factors refer outside influences that can impact a business. Several external factors can influence the ability of a business or investment to accomplish its strategic goals and objective. The External factors might contain competition; technological, social and legal changes and the political and economic environment.

## 2.4 Technological Factors:

Technologies used by a company may offer competitive advantage over the competitors. Failure to compete with the Supplementary market players in terms of technology would result in adversarial effect on the company's profitability as well as productivity. Being a capital-intensive entity in the industry, it would need technological edge over its competitors in order to form and maintain its position within the market place(s) in the years to come.

## 2.5 Political, Legal And Regulatory Factors:

All the companies in the industry need to operate under Companies Act, Income Tax Ordinance, Value Added Tax (VAT) Act, Income Tax rules, and Value Added Tax (VAT) rules. Any impulsive changes of the policies made by the regulatory authority may unfavorably affect the company of the industry.

## 2.6 Barriers To Entry:

The threat of potential of new entrance within the industry is low because of the high entry barriers that are present.

**Capital requirement:** Industry necessitates heavy investment during a plant: furnace, rudimentary oxygen converters, rolling mills, transportation, and infrastructure to deliver extraordinary volume of raw materials and so on.

**Govt policy:** Industry could be profoundly secure industry and also the government features a favourable policy for steel producers. Government can use a range of strategies like tariff, subsidies loan, and import restrictions to certify the competitiveness of the domestic market. As a result of government regulations and securities, it is often allowed the domestic Steel market to continue operations even better, low-cost quality Steel can be imported from another country. Similarly the Steel market face environment regulations and industries are legally guaranteed to develop more efficient technologies. Regulation authorization and other issues are particular other major concerns of recent entrants.

**Economics of scale:** Economics of scale are the cost advantages a business has because of development. The common cost of construction of the firm decreases as per the output increases. As long as steel sector is concerned, economics of scale reduce the costs; R&D expenses the industries with economies of scale have better bargaining power while sourcing raw materials.

## **2.7 Supplier Power:**

The significant inputs for the industry are metallurgical and coal iron ore. The prices of the commodities are usually determined by large scale market forces which are over the control of individual steel making companies. Therefore so as to cut back supplier's power, and number of the Steel Making companies go for backward integration. The strategy requires significance capital but it should be advantageous within the end of the day because the company needn't rely on third party suppliers and it'd offer the corporate a supplementary source of revenue if it cancels its raw material to other companies. Several market players too tend to enter into long run contracts with their suppliers so as to mend price and protect against fluctuations.

The bargaining power of suppliers is low for entirely integrated Steel plants have their own mines of main raw materials like Iron Ore. However non-integrated or semi integrated Steel plants like SAIL, which import cooking coal has got to rely on suppliers.

## **2.8 Buyer Power:**

The buyers within the industry are quite large like a number of the most important Steel consumption sectors like oil and gas, automobiles, customer goods, power generation which delight in high bargaining power and acquire better deals for themselves. This supposed to strengthen the customer power somewhat. However steel is widely employed in a good style of applications and Steel companies can suppose relatively a sizable amount of customers overall which decreases the buyers power. There's not an excessive amount of to distinguish between the products of companies within the market also some companies attempt to differentiate themselves by that specialize in added value speciality products. Shortage of product differentiation tends to increase buyer power. However particular companies enjoy a premium on their products owing to its quality and its brand value. The buyers supposed to enjoy a moderate level of power due to the relatively high number of players, lower product differentiation and straightforward access to global markets.

## **2.9 Threat Of Substitutes:**

Threat of substitute is medium to low though uses of steel has been rising constantly within the automobile and customer durable sectors, it's still doesn't cause any significant threat to steel because the letter cannot be substituted completely and also the cost differential is additionally very high.

## **2.10 Industry Rivalry:**

Accessibility of raw materials, transportation, port facilities and tariff rationalization are the fundamental challenges for the development of industry. Steel demand is causing from supplementary sectors like construction roads, building, consumer good and infrastructure, its fortune depends on the expansion of this user industries. Instead, organisation of Padma Bridge construction, acceleration of government's big Infrastructure Project under Annual Development Programme (ADP) and revival of the local real estate industry will unquestionable boost up the Steel consumption locally.

Uneven finishing point from big players, price fall in international Steel market, Reliance on imported raw materials and decline in domestic demand for production material due to bearish vibe within the real estate sector are forcing the small mills owners out of the market.

# **CHAPTER 3: ANALYSIS OF THE ORGANISATION**

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## 3.1 Overview and History:

Maisha and Raisha Trading is the name that is a first emerging name in Global Steel market today. It's being recognised as leading Steel distributors in "Flat Steel" section. It's located in the heart of the Dhaka Steel market.

The Maisha and Raisha Trading (M&R) has been started its journey since 1989. From humble beginning as trivial, Maisha and Raisha Trading Company boarded in on a journey embued with humbleness constant effort and the one that never cooperated on upholding greater human morals and preferring development orientation over mere profit generation. Maisha and Raisha Trading company has been redefining strength in a credible way and have altered the dimensions through which steel is manufactured, thus contributing a lot to the national economy and modernization of Steel market in Bangladesh.

In recent years, in face of complex changes and severe risks in domestic and international economic environment, as well as the white-heat rivalry in Steel industry, Maisha and Raisha Trading has executed the systematic outlook on improvement and national policies on Steel industry; taken advantages to forge ahead; steadily propelled its third campaign of business pioneering; prepared great effort to carry out the progress of Steel market in Bangladesh; effectively responded to the International Financial crisis by relying on its employees and by implementing innovative concepts and measures; made history changes to its corporate image. Impressive contribution in international Steel market; fastly and correctly handle all type of overseas documents. Making connection Overseas suppliers with local market's buyer; providing technical support through call centre.

Right from the beginning, the goals where intertwined with the progress of homeland; the pride resides in refining the national exchequer and uplifting industrial growth. The Maisha and Raisha Trading company has recognised itself as a trendsetter in the steel industry of Bangladesh to bring forth Steel, which resonates and glazes to acquire acknowledgement for example Steel that persists, endures and continuous to support the generations nor progenies, but dynasties'. It is handling various Steel sheet items like hot-rolled, cold rolled, galvanized, electro galvanized, galvalume, checker plate, pre-painted/color coated, galvaneal, electrolytic tinfoil, tin free Steel, tin mill black plate coils, stainless steel, crngo, (master, regular, pup / baby), slit calls / narrow width coils and strips.

It concentrates mainly on stock-lot / ex-stock offers in secondary and over-rolled grade in the aforesaid materials. Its products are source from reputed suppliers and service centres based in Japan, Korea, China, Europe and USA who maintain a supply of quality materials with strict and prompt shipment schedule.

With the experience and knowledge gained from the past few years managing its business. Now it would like to take a step ahead approach leading Mills / suppliers (as yours) directly to market their products to our strong clientele developed in Bangladesh who are not only leading distributors but also end user of steel utilizing the same for various applications. Maisha and Raisha Trading recognised longer and nearer working relationships with our clients and suppliers not only provide immediate and reliable service but to continually exceed expectations and goals.

### **Vision and Mission of M&R Trading:**

M&R make sure the quality, service and value they offer are the best available today and tomorrow. They intense to stay competitive, means analyzing, innovating, taking risks, responding to change and using it weather in markets, variation in products internal cost effective program for technology adoption. They dream to be multinational companies someday.

Maisha and Raisha Trading believes that committed people are the key to achieving this. Maisha and Raisha Trading believes in keeping the organisation systematic in arranging their commanding hierarchy. They have skilled and dedicated manpower in key points.

There are some specific missions that M&R is running behind. Those are as follows:

- ❖ Setting up new two galvanizing lines.
- ❖ Sourcing own power supply
- ❖ Minimizing cost in any position of supply chain
- ❖ Producing main raw material HR Coil (Backward Linkage)
- ❖ Establishing a multinational image
- ❖ More contribution in GDP



## 3.2 Customer Mix:



It shows that retailers form largest customer for Maisha and Raisha Trading at 66% of sales. Next is real estate sector which contributes to 13% of sales. Property developers form 7% of sales while contractors form 6% of sales of Maisha and Raisha Trading. 2% comes from ship building companies. Customer mix says what all customer segments are being serviced by the business. It indicates which customer segment is the most important in driving the sales and which segment is lagging behind.

## 3.3 Product Mix:

Maisha and Raisha Trading concentrates mainly on stock-lot / ex-stock offers in secondary and over-rolled grade in the aforesaid materials. Its products are source from reputed suppliers and service centres based in Japan, Korea, China, Europe and USA who maintain a supply of quality materials with strict and prompt shipment schedule.

M&R Steel products (flat) has diversify and product lines. M&R has their aim to be an integrated company in steel industry. For that they intend to extend their business by backward and forward linkage. So they always try to extend their product line and bring new kind of products variation in the market. Their current products are as follows.

The major item of M&R trading steel (Flat) are as follows

<b>Products of M&amp;R Trading</b>			
<b>HR=</b>	Hot Rolled Coils/ Sheet	<b>HDG=</b>	Hot Dipped Galvanized
<b>CR=</b>	Cold Rolled Coils/ Sheet	<b>CRNGO=</b>	Silicon Slit Coils
<b>EG=</b>	Electro Galvanized	<b>PPGI=</b>	Pre-Painted Galvanized
<b>GI=</b>	Galvanized	<b>PPGL=</b>	Pre-Painted Galvalium
<b>GL=</b>	Galvalium	<b>ETP=</b>	Electrolytic Tinplate
<b>SS=</b>	Stainless Steel	<b>GA/GN=</b>	Galvanneal

### 3.4 Trend And Growth:

During its initial stage Maisha and Raisha Trading started manufacturing corrugated iron (CI sheet) manually with a brand named "CI brand". Now they are operating 7 automobile galvanizing lines at their factories in Dhaka and Chittagong to satisfy the customer demand. Now they export their CI sheets in about 25 countries of the world.

Maisha and Raisha Trading has been running its business since 1993 in steel industry. Then they started producing only corrugated Iron. It had only one manual galvanizing line and which was oxydental furnace. That time it could produce only one ton of finished product in a month in their factory situated in Chittagong. But now they are running 7 numbers of galvanizing line in their 2 factories in Dhaka and Chittagong. And all of them are with NOF (Non Oxide Furnace) technology. And they are now thinking about their 8th and 9th production line. They are also producing colour sheet. On their way to rapid growth they are now producing more than 10,00,000 (one million) tons of corrugated iron every year. And they are successfully distributing their products in almost 25 countries in the world. They are hoping to reach in the market of

Europe also. To satisfy their big market they need to maintain a huge and complicated supply chain. And they are doing that with a great success in a rapid speed.

## **3.5 Operations:**

There is a structured departmental segregation in Maisha and Raisha Trading. The departments that exist in Maisha and Raisha Trading are as follows

- Marketing Department
- Document Department
- Accounts Department

### **In Marketing Department:**

Employees are communicating with suppliers through mail. First they sent all the suppliers introduction mail and an enquiry mail about the requirements of products mentioning the origin and shipment month. Then based on the requirements, suppliers offer us the stocks with their best price. After receiving the offer they give a bid price to supplier with mentioning our commission amount which might be sometimes USD \$5 per ton or 2% to 5% of total amount. If suppliers accept the offer then they ask for the packing list of the product which includes the product they are offering us and details about the products such as the size, quantity, origin and so on.

After receiving the detailed packing list from suppliers they edit the packing list as they follow specific format for editing packing list and then they sent the packing list to the local market's buyers and offer them with bid price. If buyer accept the offer at the bid price then they sell the product to them.

When the offer confirmed suppliers send us the sales contract and asked us to sign back the sales contract.

### **In Document Department:**

After sign back the sales contract employees of document department make PI (Proforma Invoice) first on behalf of the buyers. They show the PI (Proforma Invoice) to buyer's bank for opening the LC (Letter of Credit). Buyers make the LC (Letter of Credit) based on the PI(Proforma Invoice) then send us the LC (Letter of Credit) draft to check before making payment. They check the LC (Letter of Credit) draft if any correction needed and also ask to supplier if they want to include

anything in the LC (Letter of Credit) or exclude anything from the LC (letter of credit). If any correction needed then they do the correction and send the LC (Letter of Credit) copy to buyers. Then buyer's Bank dispatches the LC (Letter of Credit). Buyer's Bank Swift the LC (Letter of Credit) to supplier's Bank.

After few days of swift LC (Letter of Credit) suppliers send a set of documents to buyer's bank. Suppliers send the documents to check as Maisha and Raisha Trading are intender. When they received the documents they inform buyers that the document has been sent to their bank and they ask them to receive the document from their bank.

### **In accounts department:**

Employee of accounts department uses Tally software ERP 9 version to maintain accounts. They make balance sheet, bills and invoice through the software. They entry every single data of every payment and transaction in excel and keep updating it in a regular basis.

They make graph to maintain the data of Assets and liabilities in yearly basis by using Tally software.

## **3.6 SWOT Analysis:**



SWOT stands for strength, weakness, opportunity, and threat and each of the four areas making up one quadrant. This visual preparation provides a quick overview of the company's position. Even though all the points under a specific heading may not be of equal importance, they all

should represent main insights into the balance of opportunities and threats, advantages and disadvantages. And so forth.

### **Strengths-**

- Low labour cost
- Efficient labor force
- Loyal customer base
- Maintaining strong balance sheet

### **Weakness-**

- Employees are not that motivated with the current HR policy
- Higher duty and Taxes
- High cost of capital
- High cost of energy
- Quality of cooking oil
- Dependence on imports for steel manufacturing equipments and Technology
- Labour laws

### **Opportunity-**

- Rapid urbanization
- Increasing demand for customer durables
- Huge infrastructure demand
- Increasing interest of foreign Steel producers in Bangladesh

### **Threat-**

- Slow industry growth
- For R&D and breadth of technological of obsolescence in a large part of the market
- Recession in other countries resulting in dumping of materials

## **3.7 Steps/Strategies To Meet The Challenges And Opportunities:**

M&R uses the strategies to meet the challenges and opportunities are following-

### **Pricing Strategy:**

M&R flat steel has sophisticated ERP software named Oracle. Through this software the company set the prices of its products with a great skill. And they have also numbers of professional Chartered Accountant do the work of pricing flawless. Sometimes M&R do aggressive marketing for that they fix their price at a minimum level. And sometime they minimise the cost according to the requirement of the buyer. But it is an established truth that M&R tries to offer the least price in the market maintaining their quality. They are price sensitive company we can say.

### **The Information Advantage:**

To maintain a flawless information system it has a huge networking of its own with regular video conferencing, data transfer, and direct verbal talking etc. are done with a swift speed. M&R has its own radio link and own domain name in internet to operate websites and other online activities. And its ERP softwares also helps in its information system. And the IT team also supports the information system a lot. M&R has a strong IT teams comprising and numbers of engineers from BUET and other prominent engineering colleges from the country and abroad. It has some foreign IT experts also.

# **CHAPTER 4: INTERNSHIP EXPERIENCE**

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## **4.1 Position, Duties, And Responsibilities:**

### **Position-**

- Intern on marketing department

### **Duties and Responsibilities-**

- Communicate with suppliers two males
- Following supervisor instruction

## **4.2 Training:**

- I have trained about
- How to modify packing list
- How to do FBR (Federal Board of Revenue)
- How to do auction online

## **4.3 Contribution To Departmental Functions:**

- Replying mails
- Editing packing list
- Update the supplier list in a weekly basis
- Finding information from FBR (Federal Board of Revenue)
- Making list of suppliers from FBR (Federal Board of Revenue)
- Participating in auction by editing list and bidding
- Offering our local market customers
- Taking bid from the local market customers



## **4.4 Skills Applied:**

- Self confidence
- Communication skill
- Knowledge of Microsoft Word
- Knowledge of Microsoft Excel
- Strong work Ethic
- Time management abilities
- Positive attitude
- Effective reading and concentration techniques
- Problem solving skills
- Efficient note taking skill
- Ability to accept and learn from criticism

## **4.5 New Skills Developed:**

- Ability to accept and learn from criticism
- Positive attitude
- Self confidence
- Strong work ethic
- Problem solving skills

## **4.6 Application Of Academic Knowledge:**

- Communication skill
- Knowledge of Microsoft Word
- Knowledge of Microsoft Excel
- Time management abilities
- Effective reading and concentration techniques
- Efficient note taking skill

# **CHAPTER 5: RECOMMENDATION**

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## **5.1 Recommendations For Improving Departmental Operations:**

HR policy development: HR policy of M&R is to improve so that employees can be satisfied and feel secure in doing job in the company. Job security, satisfaction, motivations increase the productivity and lessen the accidental loss.

Marketing strategy change: M&R trading should do more market analysis by changing their marketing plan. M&R trading should renovate themselves with new trends. The number of retail stores should be increased so that they could hire more qualified persons. They should know what International companies are doing. They should do more marketing to let people know about them. They can train more employees in this regard.

IT division establish: They should do more market analysis by changing their marketing so that they should develop a good IT division which will upkeep them in all fields. They should open online store as well as increasing physical store in Dhaka and outside Dhaka.

## **5.2 Recommendations For Improving Self-Performance:**

- ✓ Conflict resolution
- ✓ Interpersonal communication
- ✓ Accepting feedback and constructive criticism as painless as possible

# CHAPTER 6: CONCLUSION

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The demand for steel is anticipated to continue to rise at a greater rate in the future in the line with the country's economic growth and requirement for infrastructure, in spite of a bit slow down in recent months in the real estate sector. However Maisha and Raisha Trading continuous to be a dominant player in the market and market share remains above 35%.

The experience of preparing the report is a lifetime experience for me. Through this I got to learn the real business scenario. I have learned how a company like Maisha and Raisha Trading manages and run the business to achieve the company goal.

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# APPENDICES:



**M & R**

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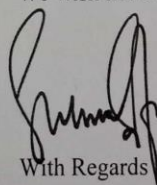
Date: 08/08/2019

*TO WHOM IT MAY CONCERN*

This is to certify that *Ms. Jannatul Fardous Daughter of Mr. Samsul Alom* is a student of *BBA (Marketing & HR, Summer 2019)* in *United International University* has successfully completed her internship program of *4 months* with M&R Trading. Her internship tenure was from *4th April, 2019 to 4th August, 2019*. She was working with *Marketing & Accounts Department* and was actively & diligently involved in the projects and tasks assigned to her.

During the working period, we found her punctual and hardworking person. Her learning powers are good and she picks up swiftly. Her feedback and evaluation proved that she learned keenly. Moreover, her interpersonal and communication skills are brilliant.

We wish her a bright future.

  
With Regards

Sheikh Sarfuddin Ali

M & R Trading

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