

Internship Report

On

Mim General Store

Submitted to:

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United International University
QUEST FOR EXCELLENCE

Letter of Transmittal

23rd July, 2021

To
Mohammad Tohidul Islam Miya
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Sub: Submission of Internship Report on Mim General Store.

Dear Sir,

Here is my internship report on Mim General Store. I am submitting this report as the part of my internship. Whereas preparing this report, I tried my level best to follow your guidelines and also took help and suggestions from the owner of the store Mr. Samsul Alam. The entire report is based on the information given by Mr. Samsul Alam. I have tried my level best to include almost everything what I have learned during the internship program. I shall be highly encouraged and obliged if you would be kind enough to receive this report. If you have any further query concerning any additional information I would be very pleased to let you know.

Thanking you.
Sincerely yours,

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 Mim General Store for giving me the chance to finish my internship position in their regarded association.

I have prepared my report on Mim General Store. I tried my best to get ready this paper to the required standard.

I would also like to thank my father who is also the owner of Mim General Store Mr. Samsul Alom for allowing me to do the report on his entrepreneurship journey and helped me a lot while making the report. It helped me to learn many new things. I am making this project not only for marks but also increase my knowledge. Thanks again to all who helped me.

Executive summary

This report analyzes how Mr. Samsul started, operated and managed the Mim General Store as an entrepreneur, and what management strategies he has used to achieve business success. Mim General Store is a grocery store which is located on the second floor of Polashi Bazar. The store has various sections ranging from food items to household items, beauty items. These items include some items that are considered fast-moving consumer products.

Mim General Store basically has complete knowledge of everything from their target customer to loyal customer even though they don't maintain customer profile in any documented way. The store caters to individual customers and businesses. The store has two categories of items such as bachelor items include male and female items and family items include adult and children items. The store offers its customers two payment methods, cash and credit.

In addition to the Mim General Store, there are several other grocery stores in Polashi Bazaar, so the competition is fierce. There are two types of competitors that are seen when analyzing competitors such as direct competitors which includes all the stores located in the vicinity of the store and indirect competitors which include supermarkets and wholesalers.

The key strategy of the store's business management is to attract and retain customers. Always keeping customers first priority, in the long run it proves to be a competitive advantage of its business. Basically, store owner puts more emphasis on hall canteen managers and those who shop in bulk and puts comparatively less emphasis on the retail customer. During COVID19, hall canteens and small restaurants are closed, Mim General Store is facing huge losses. To overcome this crisis, it needs to retarget its market segment and reposition accordingly.

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A BUSINESS MODEL ANALYSIS OF MIM GENERAL STORE

Background:

36 years ago, in 1985, Mr. Samsul Alom first came to Dhaka to work with Saiful Haque when he was only 16 years old. Mr. Saiful Haque offered Mr. Samsul Alom to work with him. It was agreed between them that Mr. Samsul Alom would come to Dhaka and work with Mr. Saiful's stipend of 300tk which was fixed. This wage was set for the first few months until Mr. Samsul Alom Haque in his store and Saiful Haque would provide him accommodation and monthly became proficient in his work. It was agreed that his wages would be gradually increased after acquiring skills. For the first five to six months his wages are 300tk then gradually his wages increase as he becomes efficient in his job. After some time, Saiful Haque reduced his visits to the store after one to one and a half years because he was too busy to set up another business, so he could not spend much time in the store. As a result Mr. Samsul would be in charge of all the work in the store. Mr. Samsul Alom focused mainly on the buyers. This was his strategy because everyone in the market had a fairly similar product so he tried to make the buyers permanent in order to build a good relationship with the buyers. Mr. Samsul Alom used his communication skills to build good relationships with customers. At first he would lower the price of the product a little bit to get the attention of the customers and then try to convince them so that later on the customers would buy from him. After a while, it was seen that the customers who knew Mr. Samsul Alom used to come to him for shopping. It later proved to be Mr. Samsul Alom's biggest advantage and strength was that customers knew him personally and searched for him to do shopping.

Mr. Samsul Alom worked under Saiful Haque's supervision for four years as his employee. Then Mr. Samsul Alom decided that he would no longer work as an employee and he offered Saiful Haque to rent the store. Since Mr. Samsul Alom's biggest advantage was that customers knew him personally and came to him for shopping, wherever he set up a store in the market, his customers would come to him. At that time Mr. Saiful Haque was also very busy setting up his clothing business and could not spend much time in the store so he agreed to rent the store to Mr. Samsul Alom. Otherwise it would have been very difficult for him to continue this business. At that time the store rent was between BDT 1500 to 2000 per month. And this rent has gradually increased and now stands at BDT 30,000.

Mr. Samsul Alom married in 1991 and decided to move to Italy for more income. He managed all the capital to go to Italy, but in 1993 he canceled his plans to go. Because then his first child came into this world so he couldn't move to another country. He continued his business and became more focused on business than ever.

Polashi Bazar was like a local market in the beginning but now it has become a big market. Market space was changed twice in 2016 and 2017. In 2016 the market was moved to the opposite side of the road as work began to set up the market there. Then when the market is established, the stores are switched to the market. In 2016, when the market first shifted to the opposite side of the street, Mr. Samsul Alom's store fell into a corner. Then the situation becomes very problematic because most of the customers come and does shopping from the stores which were located at the front. At that point Mr. Samsul Alom starts to lose customers and the profit margin goes down. So Mr. Samsul becomes more focused on the halls and targets those who do monthly shopping together, those who do large amounts of shopping together, rather than retail buyers. In those difficult times, mobile phones, technology worked as a very helpful tool for Mr. Samsul. Then Mr. Samsul started personally communicating with customers through mobile so that a strong relationship with customers can always be maintained. The biggest tragedy happened in 2017 after the market was created. Because after the building is built, the store is distributed to everyone through a lottery and unfortunately Mr. Samsul gets the store on the back side. Mr. Samsul was very disappointed as the store was on the back side. And again technology, good customer relationships, and good strategy, communication skills serve as facilities and Mr. Samsul is able to manage profit margins.

COMPANY INSIGHT

Organization Profile

The name of the store is Mim General Store. It's a grocery store. It is primarily engaged in retailing a general range of food items which may be packaged or fresh. Samsul started his own business in 1989 by renting the store. The store is located on the second floor of Polashi Bazar. Polashi Bazar is also known as BUET Market. It is a well-designed and disciplined market beside BUET campus. This is the only marketplace which supports the whole BUET area and also a big part of Dhaka University halls and stuff accommodation. It is a main marketing point for Eden students too.

This business has a trade license. It cost BDT 12,000 to issue this license for the first time and since then it has to be renewed every year at a cost of BDT 5,000.

Two employees work as a helping hand under the supervision of Samsul to run the store.

The rent of the store is BDT 30 thousand per month.

And the profit in this business is around BDT 50 to 60 thousand up per month.

SWOT Analysis:

We can use SWOT Analysis to do Competitive Environment Analysis. SWOT analysis helps to create a competitive marketing plan as it is a strategic planning technique that evaluates four aspects of the business. A business's strengths, weaknesses, opportunities and threats are identified through SWOT analysis. SWOT analysis allows us to determine the exact current situation of a business and determine which strategy will be most effective based on the situation. The best advantage of SWOT analysis is that the chances of strategy failure are greatly reduced.

Strengths

- Highly experienced owner. Since he has been running the same business for the last 34 years he has high experience in this field
- Has a huge range of permanent customers
- The market is located in a great place as all the big halls were located in the areas next to them.
- Enormous range of products
- Great customer service staff
- Has a great communication skill

Weaknesses

- Competitors can offer same product at a lower price
- Limited flexibility in pricing
- The store is located on the back side
- High staff cost
- High rental cost and store maintenance

Opportunities

- Ability to extend that store
- Have chances to do more B2B business
- Ability to develop online site
- Increased product offering
- High barriers to entry

Threats

- Permanent customers have a chance to swap
- Already many competitors in the market

Product Portfolio

The Mim General Store has hundreds of products. They sell everything from food products to personal care products, toiletries and many more. Food products include packaged food products as well as products in bulk. Below is a list of product categories that are available in the store.

No.	Category	Items
1	Basic Foods-	Rice, Pulses, Flour, Semolina, Potatoes, Onions, Ginger, Garlic etc.
2	Spices-	Chili Powder, Turmeric Powder, Coriander Powder, Bay Leaves, Long Cardamom, Cinnamon, Black Paper, Clove etc.

3	Oil-	Coconut Oil, Mustard Oil, Soybean Oil, Olive Oil, Almond Oil etc.
4	Dairy-	Eggs, Yoghurt, Butter, Cheese etc.
5	Dry/Baking Goods-	Pasta, Noodles, Corn Flakes, Sugar, Salt, Baking Soda etc.
6	Canned And Jarred Foods-	Sauce, Mustard And Ketchup, Powder Milk, Yogurt, Tea, Coffee, Chocolate Syrup, Peanut Butter etc.
7	Snacks-	Cookies, Biscuits, Cake, Chanachur, Muri, Chips etc.
8	Health And Beauty Personal Care-	Shampoo, Conditioner, Toothpaste, Toothbrush, Hand Soap, Shaving Cream, Soap, Vaseline, Fair & Lovely cream, Men's Fair & Lovely, Ponds tone up cream, Face Wash, Remover etc.
9	Cleanliness Cleaning Supplies-	Laundry Detergent, Dishwashing Soap/ Liquid, Floor Cleaner etc.
10	Toiletry Products-	Toilet Paper, Paper Towel, Toilet Cleanser etc.
11	Other-	Cashew Nuts, Pesto Nuts, Chickpea, Tissue, Batteries etc.

Fast Moving Consumer Good:

Fast moving consumer goods are those products that run out quickly at relatively low-cost. Fast Moving Consumer Goods that are available at a grocery store are Basic Food Items, Packaged Foods, Beverages, Cleaning Products, and Personal Care Products. FMCGs have a short shelf life due to high consumer demand. Rice, pulses, flour, oil, potatoes, onions, ginger, garlic, all kinds of spices, and all these items can be considered as fast moving consumer goods in the case of Mim General Store. These items need to be stockpiled more than the rest of the items in the store, as all of these items are needed to prepare our daily meals. So, these items are frequently purchased, prices are low and large quantities are sold.

The Mim General Store has items ranging from 1tk match to 2500tk Nestle Nido Fortigrow Full Cream Milk Powder Tin. Nestle Nido Fortigrow Full Cream Milk Powder Tin of 3500tk is also available in the market but the demand is less. The customer base of Mim General Store does not prefer to purchase items worth more than two and a half thousand tk. So the 3500tk's Nido is not stocked at the Mim General Store.

Sales Volume:

Generally, increase in customers increases the profit by encouraging repeat business and reducing the cause of operating for business and also by generating referrals. So finding new customers is very important. Mim General Store runs business in two ways, such as B2C and B2B. On average, in the case of B2B, sales volume is much higher than B2C although the number of customers in B2C is much higher than in B2B. However, at the end it can be seen that in comparison B2B sales volume is 70% whereas in B2C sales volume is only 30%.

CUSTOMER INSIGHT

Consumer Market (B2C)

Consumer market refers to when an individual or family buys products for their own personal use, not to resell them. Not all consumers have the same test, choice and buying habits. Depending on the characteristic of a consumer, his test, buying habits and preferences will be. Marketers define these consumer characteristics through market segmentation, which is a process of identifying and separating customers.

Buyer, User

In the case of grocery stores, the consumer market is where people buy products for consumption and not for further sale. And this consumer market is dominated by the products that consumers use in their daily life. Though, it is not important that the person purchasing the product will consume or use the product. There is a difference between a buyer and a user. Users are the people who are consuming or using the product on a daily basis. And those who are buying the product from the store are the buyers. It may be that the buyer is purchasing the product for someone else's use and not for his own use. In the case of grocery stores, the difference between the buyer and the user is much greater. Since food items, household items and cosmetics items are available in grocery stores, it is seen in the maximum case that one member of the family lists what is needed for the whole family and then buys everything according to the list. The person will not consume all the products that he has purchased but his whole family will consume or use those products. So in this case it is seen that the person who has purchased the products is both the buyer and the user but his family is just the user. Again, it is often seen that the caretaker, workman, driver or gatekeeper of the house goes to the market to buy the product, in that case he will be considered as the buyer only because he is buying the products for someone else's use and not for his own use. And those for whom the products have been purchased will be considered as users in this case. Also in some other situations the difference between the buyer and the user can be identified. For example, when the mother or father of a child buys a baby food item like Serelac, powdered milk for the child, the child can be considered as the user and the parent as the buyer.

Customer Profile

Customer profile includes age, location, hobbies, job title, income, purchase habits, goals or motivation of customers. Customer profiles are designed to understand who the ideal customer is, so that marketing messages can be crafted that address the ideal customer's needs. And through this message, the attention of ideal customers can be attracted towards their own store.

Mim General Store does not make a customer profile in any document, where the customer's name, age, location, purchases habit, occupation, purchase time, income etc. will be written. Although Mim General Store does not maintain customer profiles in a documentary way, they still have a thorough knowledge of customer profiles. Employees of Mim General Store have full knowledge of what age group their target customers are, what location they are entitled to, what occupation they are in, what their income is like, buying habits, time of purchase, what is the purchase amount. For example, the maximum number of customers of Mim General Store is in the young age (University students) and middle-age group. Maximum customers are entitled from Polashi Government Staff Colony, Azad Staff Quarter, Tower Bhubon Dhaka University, and Dhakeswari Road Azimpur. And most customers prefer grocery shopping on a weekly basis. Again, many people shop on a monthly basis but there are very few people who shop on a daily basis. People who buy products on a daily basis basically buy only those products when they are needed or when they run out. In many cases it is seen that a family member like father, mother, and son comes to the market and buys the product. But in many cases it is seen that after making the list, the driver or the housemaid is sent to shop in the market. In this case, the driver, the housemaids are considered customers of the store and the relationship with them is maintained, and they are the ones who are targeted as potential customers.

Business Market: (B2B)

Mr. Samsul Alom always focuses on the customer. He always tries to make customers permanent in order to build a good relationship with the customer. As the market is located in a very good location and all the big halls are located in the areas next to it. For example, the halls under Dhaka University, then the halls under BUET all are located around the market. All the monthly and weekly meals of BUET halls of Dhaka University's Halls always went from Polashi Bazar. Not only halls, it is also a main marketplace for Eden students.

- Since it is a retail business, it retails to everyone.
- Students of Eden Mohila College
- Halls Under Dhaka University
- Jagannath Hall
- Salimullah Hall
- Shamsunnahar Hall
- Rokeya Hall
- Halls Under BUET
- Ahsanullah Hall
- Titumir Hall
- Nazrul Islam Hall

Deals are made with those who are in the management of the hall's canteen. There are always a lot of problems in Hall's contract because the competition is very high. Everyone in the market tries to target the halls. So he has to have contact with them all the time so that they do not switch anywhere else.

Purchase Pattern According to Demographic Factors

Purchase Items:

We have previously analyzed what items are available at the Mim General Store. If we consider all of these items demographically, we can discover that a number of items can be divided into two categories such as, Bachelor Items and Family Items. Bachelor items can be further divided into male and female for example, shaving cream, razor, Men's Fair & lovely, men's face wash etc. All of these products are for boys only, while there are some products that are for girls only, such as Remover, Fair and Lovely Snow, Ponds tone up cream etc. Like bachelor items, family items also can be divided into two parts as Items for Kids and Items for Adults. Items for kids include Cookies, Biscuits, Cake, and Chips etc. And items for adults include basic foods, dry/baking goods, health and beauty personal care items etc. Usually the purchase decision of the kid's items is made at the end of shopping. For example, after purchasing all the essential items, the customer may ask the shopkeeper to add some junk food or chips.

Purchase Amount:

All kinds of customers come to shop at Mim General Store such as men-women, young generation, middle-aged people as well as old generation people. In their purchasing pattern, there are sometimes quantitative differences demographically. Usually men shop in bulk more than women. When the whole month or half month's grocery shopping is about to be done at once, usually men come to the bazar to do that shopping. Women are also making purchases in bulk, but men do more. The younger generation customers usually shop in small quantities instead of shopping together for a whole month. Most of the customers of the younger generation in the customer base of Mim General Store are students and bachelors from Dhaka, and bachelors purchase fewer amounts together. They do not prefer to purchase large amounts at once. Family persons purchase more amount together than bachelors.

We see some influence of social class in the amount of purchase. Usually some families send a household, maid, and drivers to the bazar to do grocery shopping. But when they do shopping in bulk, someone from the family prefers to do shopping instead of sending the household or driver. Mostly male members do and sometimes many bring the household or driver with them.

Purchase Timing:

Usually there are customers throughout the day. Analyzing the demographic way, customers come to the market to shop both time day and night. But female customers prefer to shop mostly during the day time. Young Generation customers mostly shop in the afternoon and evening.

Since Polashi is a popular place that is surrounded by the two biggest universities of Bangladesh. And in Polashi Bazar there are grocery stores, raw markets as well as juice corner and fast food item stores. So the students hang out there from afternoon to night and they prefer to shop during that time. Mim General Store also has some customers who always come to shop when the store is about to close. Such as Mr. Rabby, Rubel, Shoikot there are few more like them who always come to shop mostly between 9pm and 10pm, when it's time to close the store.

Type/ Mode of Payment:

Grocery stores usually offer both cash and credit payments. Mim General Store is no exception. Since Mim General Store mainly supplies more groceries to the halls, they have separate accounts. Hall managers often purchase products on credit first, and then close accounts together. Many of the customers who are permanent also purchase on credit. And when a large amount is accumulated, they pay together. Basically the tendency to buy on credit is more prevalent among men. There are also some women who purchase on credit, but there are more men than women who purchase on credit. As, 25 out of 50 male customers prefer to purchase on credit, while 15 out of 50 female customers prefer to purchase on credit.

COMPETITOR INSIGHT

Competitive Environment Analysis

Competitive analysis is performed on those who do business with the same product and services. The more competitive a market environment is, the more the same products and services will be traded in that market because they are competitors of each other. The business strategy is to always consider the environment around it. All opportunities and threats in that environment need to be analyzed. This analysis determines the strength of the competition and the attractiveness and profitability of a market. The competition in the market is very high as there is more than one grocery store on one floor in Polashi Bazar. So it is very important to evaluate the strategy of the competitors to determine the strength and weakness of the business. There can be two types of competitors like

- Direct Competitors and
- Indirect Competitors

Direct Competitors:

Direct competitors are those who sell the same or substitute product in the same place and in the same format. When multiple sellers sell similar products in a market, customers evaluate all similar products before making a purchase decision. Multiple grocery stores are located on one floor in Polashi Bazar. They all are considered as direct competitors of each other.

Competitor Profile Matrix

Criteria	Mim General Store	Chadpur General Store	Babul (Momotaj) Store	M/S Sumon Store
Assortment	4*3=12	4*3=12	1*3=3	3*3=9
Location	3*2=6	3*2=6	3*2=6	3*2=6
Pricing	3*1=3	3*1=3	3*1=3	3*1=3
Customer Service	4*3=12	3*3=9	2*3=6	4*3=12
Customer Relationship	4*3=12	3*3=9	2*3=6	3*3=9

Fairness	4*3=12	3*3=9	2*3=6	4*3=12
Total	57	48	30	51

Criteria wise performance evaluation:

1. Major weakness
2. Minor weakness
3. Minor strength
4. Major strength

Importance of criteria

1. Average
2. Very important
3. Very very important

Criteria that determine the competitive advantage:

Assortment: Assortment is a very important criterion in the case of grocery stores. Assortment refers to how many types of products or the range of product lines and how many variations of each product are displayed for customers to purchase in the store. The higher the number of brands of customers' choice in a store's assortment, the more customers will like that store for shopping.

Grocery stores have hundreds of types of items. MIM GENERAL STORE is no different. Mim General Store offers a product line ranging from food items to cosmetic and household items. There are many types of products in Mim General Store which also have many variations like noodles have some variations such as Kokola Noodles, Maggie Noodles, and Mr. Noodles etc. There are variations in the maximum type of items. Assortment is one of the Major strengths of MIM GENERAL STORE. Because according to the demand of MIM GENERAL STORE's customer base, almost all the products and all the brands of customers' choice are in MIM GENERAL STORE's assortment.

The assortment can be considered as a major strength in the case of CHADPUR GENERAL STORE. This is because CHADPUR GENERAL STORE's stock contains a sufficient amount of products. Rarely have they been short of supply according to customer demand. Most of the time, they are able to fulfill customer demand through their stocked products. So assortment can be considered as their major strength.

In BABUL (MOMOTAJ) STORE's case, the stock is considered a major weakness. Because BABUL (MOMOTAJ) STORE cooperatively is small store. As the store is small, it is possible to store limited products in their stores. Although all types of food items are in stock, the variation between the items is much less than the rest of the stores.

In the case of M/S SUMON STORE, assortment can be considered as a minor strength. Because the size of M/S SUMON STORE is much larger, so they can store a much larger amount of product. They stock a wide range of variations not only on food items but also on cosmetics items and household items according to customer demand.

Location: Location is very important for the success of a business. Because the number of customers they can reach depends on the location of the business. A lot of times a business fails only for the wrong location so the business should be set up in a location where the demand for the product or service of that business is good and it is easy to reach the customer. Mim General Store is located on the second floor of Polashi Bazar and Polashi Bazar is a popular business place. It supports BUET and Dhaka University halls alone and also supplies goods to the surrounding areas like Azimpur, Lalbagh, Dhakeswari and Many More.

Location is a very important criterion. Since MIM GENERAL STORE and CHADPUR GENERAL STORE, BABUL (MOMOTAJ) STORE, M/S SUMON STORE are all located in the same place, the location can be considered as a minor strength for all the stores. All the stores are located on the second floor of Polashi Bazar but the shops are located on the back side. So despite the fact that Polashi Bazar is the main marketplace, the location of the stores cannot be considered as a major strength. But the location of the shops can be considered as a minor strength as there is a Staircase on the back side.

Pricing: In the case of grocery stores, pricing can be considered as the average criteria. This is because the price of the maximum product is fixed, such as packet products, cosmetic products and brand's food item's Maximum Retail Price (MRP) are set by the store owner. So every store sells at the same price. Items that are sold openly, such as rice and pulses, can be reduced or increased, but also within a limit.

Pricing can be considered as Major Strength in almost all stores including MIM GENERAL STORE. Since the price of the maximum product is fixed, but there are some products whose prices are not always fixed such as rice, pulses, potatoes, onions etc. And there are different types of these items which are sold in bulk on a per kg or gram basis. The price of these products can be increased or decreased. In order to attract or retain customers, MIM GENERAL STORE often sells at a lower price and also tries to maintain a good relationship with the customer so that the customer prefers to purchase from MIM

GENERAL STORE at a later time. Even CHADPUR GENERAL STORE, BABUL (MOMOTAJ) STORE, M/S SUMON STORE also increases or decrease the price of their products, based on time, season and customer demand in the same way.

Customer Service: Customer service is a very very important factor in this business field. Similar products are available in almost all grocery stores so there is no scope for product differentiation. In this case, customer service is the only way to attract customers' attention. When customers are treated well, calmly & Kindly talk to them or deal with them, then customers prefer to purchase from that store. Not only for that time but also in the future and customers prefer to buy from that store. Good service makes customers feel at ease in their minds. With good service, potential customers can be converted into loyal and regular customers. If employees of a grocery store treat customers badly, then the business can be affected badly. Because there are multiple grocery stores in the same market and the same products are available in all stores. So if the customer service is bad then the customers prefer to switch to another store.

In the case of MIM GENERAL STORE, customer service is considered as Major Strength. Because The Owner of MIM GENERAL STORE Mr. Samsul Alom's main focus is to satisfy and retain customers. The behavior of all employees, including the owner, is always polite to the customer. They always deal with customers with Well Manner. Having worked in this field for many years, they understand very well how to deal with any customers. So they are always able to give good service to the customers.

In the case of CHADPUR GENERAL STORE, customer service can be considered as Minor Strength. They also try their best to provide good customer service but it is not always possible to deal well with everyone. There are many customers with whom you have to deal technically. Sometimes there are some customers who behave very badly; it becomes difficult to deal with them. In this case, CHADPUR GENERAL STORE's employees are not always able to provide good customer service. So in the case of CHADPUR GENERAL STORE, customer service can be considered a minor strength.

In the case of BABUL (MOMOTAJ) STORE, customer service can be considered as a minor weakness. Because they are focus more on retail customers than retaining customers. They want to attract more than one customer at a time. As a result, they cannot provide good service. They can't convince customers well so there is no scope to retain. Customers come and ask for the product, then take the product and leave. Which is why customers don't think it's important to buy from that store later.

In the case of M/S SUMON STORE, customer service can be considered as Major Strength. Because like MIM GENERAL STORE, they are also more focus on retaining customers. So they try to provide the best customer service all the time.

Customer Relationship: Customer relationships are very very important for the success of a business. When a business builds a strong powerful relationship with customers, those customers become loyal customers. It increases the sales of the business that helps to increase the overall profit. Good customer relationships reduce customer attrition and establish customer's trust as well as boost customer morale. The major part of the business's profits come from loyal customers. So maintaining a good relationship with customers and turning them into loyal customers and retaining customers is much more important for the business. In short, customer relationships are important to increase the customer loyalty and the number of customers which also helps to increase the amount of money each customer spends in the business. Good customer relationships are also important to generate positive word of mouth about the business and positive word of mouth is one of the best tools for promotion which is also free of cost and most effective.

In the case of MIM GENERAL STORE, customer relationships can be considered as Major Strength. MIM GENERAL STORE's main focus or strategy is to retain customers. For which it is a must to build a good relationship with the customers and maintain that relationship. MIM GENERAL STORE's main customer base is the halls of BUET and Dhaka University. That's why they always try to maintain a strong relationship with the canteen's managers.

In the case of CHADPUR GENERAL STORE, the customer relationship can be considered as Minor Strength. Because they are also always try to build a good relationship with the customers and maintain that relationship. But if CHADPUR GENERAL STORE's employees are more efficient, they will be able to maintain better relationships with customers. CHADPUR GENERAL STORE's employees are not able to deal with all types of customers. So in the case of Customer Relationship CHADPUR GENERAL STORE can be thought of as Minor Strength.

In the case of BABUL (MOMOTAJ) STORE, the customer relationship can be considered as a minor weakness. As mentioned earlier, they are mainly focused on retail customers, not customer retention. So they don't try hard to build a good relationship with the customers and maintain that relationship.

In the case of M/S SUMON STORE, the customer relationship can be considered as Minor Strength. Because like MIM GENERAL STORE, M/S Sumon Store is more focused on customer retention so they always try to build good relationships with customers and maintain that relationship but in some cases the relationship with the hall's manager is not very good. So customer relationships can be considered as a minor strength in the perspective of their current situation.

Fairness: Fairness is very very important in the case of grocery stores. Many times customers prefer to buy from another store, in the second time despite having good customer service and also low price. Not only this, many times loyal customers switch to other stores only because of unfairness. Fairness is not only making sure that every customer is treated the same but also every customer is getting the fair value for their money. Fairness can avoid negative publicity and unfairness can spread negative word of mouth. Grocery stores have a variety of unfairness such as giving products underweight, charging high prices, selling expired products and much more. For these reasons, customers lose faith. As a result, they stopped purchasing from that store. And spread negative word of mouth which can lead a business to failure. As a Result Loyal Customer Decreases as Well as the Number of Customer Decreases, Sale Drops and Profit also Decreases. So it is very important to be fair in business all the time.

In the case of MIM GENERAL STORE, fairness can be considered as Major Strength. Mr. Samsul Alom, the owner of MIM GENERAL STORE, is a believer in halal earnings. He always tries to run the business in a halal way. And believe that cheating customers does not bless the business. So he is never unfair with customers. Always try to give fair value according to the price. Never store expired products in the assortment.

In the case of CHADPUR GENERAL STORE, fairness can be considered as Minor Strength. Employees of Chadpur General Store are often seen to keep the prices of seasonal food items higher according to the season and demand. When the demand for an item is high and the supply is low, it sells to the customers at a higher price than the actual price of that item.

In the case of BABUL (MOMOTAJ) STORE, fairness can be considered as a minor weakness. Like CHADPUR GENERAL STORE, they also increase the price of things according to demand and season. For example, during Ramadan, they raise the price of more demanding things. It is also seen that sometimes trying to give less weight.

In the case of M/S SUMON STORE, fairness can be considered as Major Strength. Because they are always try to retain customers. So they always try to be fair with the customers. Since the competition is in many high markets, they do not want to lose a single customer. So they are always fair with the customers and try to give fair value.

Indirect Competitors:

Indirect competitors are those who do business of similar products but in different formats such as supermarkets, wholesalers. Supermarkets offer a wide variety of food, beverages and household products, and most importantly everything is organized. Many people now prefer to shop from the supermarket. There are also some supermarkets in the vicinity of

Polashi Bazar such as Meena Bazar, Shwapno. They are indirect competitors though they run business in different formats. Another indirect competitor is the wholesaler. Mr. Samsul Alom focuses mainly on BUET and Dhaka University halls and since the halls purchase goods of very large amounts together they can decide to purchase from wholesalers so wholesalers can be considered as indirect competitors.

INTERNSHIP INSIGHT

Mim General Store is a grocery store that Mr. Samsul has been running successfully for over 34 years. He is the owner and director of this store. Although his name is Mr. Samsul Alom, his name is Samsul Haque written in all the papers of the store. He is very experienced in his work. Undoubtedly he is running his store successfully. An employee is now working under him. He focuses more on customers when it comes to running a business. But among the customers, his priority customer base is the halls of Dhaka University and BUET. Second priority customers are those customers who make a full month or half month of shopping together. The main thing is that Mr. Samsul focuses more on those who shop for large amounts together and always tries to retain customers in this category. Mr. Samsul takes various steps to convert his target customers into permanent customers, such as always being in touch, building a good customer relationship, always maintaining good customer service, always being fair and doing fair pricing. The location of the store is also the biggest factor behind the success of Mim General Store. Being in the BUET area and in the vicinity of Dhaka University, it has been relatively easy to reach the target customer and it has been possible to achieve success.

Due to the above mentioned factors Mr. Samsul has been able to run the business successfully for the last 34 years and he has been running the business in the same way from the beginning till now. But over time, business methods and techniques need to be upgraded. The focus should have been on retail customers as well as on halls and customers who have purchased large amounts all the time. For example, in the current situation, all the halls have been closed for the last two years due to the Covid-19 pandemic, which is causing a lot of losses in business. If Mr. Samsul had focused more on retail customers and made equal efforts to retain them, the amount of loss would have been comparatively less.

Recommendations

- Mr. Samsul should have targeted more retail customers.
- Customer service needs to be better.
- The store can be arranged in a better way to make it easier to attract customers.
- More efforts are needed to retain retail customers.
- Online service can be started. Or those who are providing online services nowadays should be considered as target customers. And they should be attracted and then retained as most people now prefer online shopping for the situation of covid-19.

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Appendix



২৫/৬/২১



প্রোপাইটর : মোঃ সামছুলহক

তারিখঃ

আজকেরমূল্য তালিকা

ক্রম. নং	পণ্যেরনাম	প্রতি কেজি ক্রয় মূল্য	প্রতি কেজি বিক্রয়মূল্য
০১	দেশী মুসুরী ডাল	২২০	২০৫
০২	ভোল্ডার মুসুরী ডাল	২১০	১৯০
০৩	দেশী মুগ ডাল	২৩০	২১০
০৪	মোটা মুগ ডাল	২২০	২০০
০৫	ছোলা বুট	১৬৫	১৫৫
০৬	খেশারী ডাল	১১০	১০০
০৭	বাছা বুটের ডাল	১৬০	১৫০
০৮	এ্যাংকার ডাল	১৪৫	১৩৫
০৯	ডাবলী ডাল	১৪০	১৩৫
১০	মটর ডাল	২০০	১৯০
১১	মাস কলাই ডাল	২৩০	২১৫
১২	এ্যাংকরের ভেসন	১৫০	১৬০
১৩	বুটের ভেসন	১৫০	১৬০
১৪	খোলা চিনি	১৬৬	১৫০
১৫	পোলাউর চাউল	১৬৬	১৫০
১৬	আলু	২৫.৩০	২৫
১৭	দেশী পিয়াজ	১৬৬	১৫০
১৮	ইন্ডিয়ান পিয়াজ	১৬৬	১৫৫
১৯	দেশী আদা	২০০	২২০
২০	চায়না আদা	২২০	২১০
২১	চায়না রসুন	২০২	২২০
২২	দেশী রসুন	১৬০	১৫০







