

Title page

Sales Activities of the Enterprise: The Case of Mousumi Enterprises Limited (MEL) - A trading and distribution house of Aman Group of Companies



Work to build the country



Submitted to

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Letter of Transmittal

29th May 2022

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Subject: Submission of Internship Report, “Sales Activities of the Enterprise: The Case of Mousumi Enterprises Limited (MEL) - A trading and distribution house of Aman Group of Companies”.

Dear Sir,

It was a great deal of pleasure to have been mentored under your guidance, and being able to submit a report detailing a near three-month internship experience at Aman Group of Companies’ subsidiary Mousumi Network Limited is just as gratifying given the amount of hurdles that came along the journey. This report was written to the best of my abilities in accordance to the standard guidelines provided beforehand while summarizing the fundamental activities, my position as a Query Management Intern, and the tasks that came with it. While my experience there may have been short, in those few months I was given an opportunity to see how the knowledge I’ve learned is applied pragmatically in the real world through the activities conducted at Mousumi Network.

Once again, I would like to thank you for your patience, cooperation, expertise, and support as without your clarification, empathy, and guidance this article would’ve taken a form less befitting of an official report and would’ve been further delayed.

Sincerely,

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ID: 111 163 110
Major in Marketing
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Declaration of the Student

I, Md. Iftekharul Alam, am proclaiming that this report, headlined “An Internship Report on the Sales Activities of Mousumi Network Limited, a sister concern of Aman Group of Companies” detailing activities of my temporary job at the aforementioned venture, was written by me alone with the intent of completing my internship as it is a core requirement of the BBA program I am currently enrolled in, and it serves no corporate nor financial purpose beyond what was specified.

Md. Iftekharul Alam

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Bachelor of Business Administration

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Acknowledgement

This report could never have seen the light of day without the grace of Allah, and I thank the Almighty, the Gracious, the Merciful for giving me the strength and endurance to finally complete this task. For all things happen by His will, and with His grace this report was finished.

Without the guidance, mentorship, and support of my supervisor Muhammad Rehan Masoom, Assistant Professor in the School of Business and Economics at United International University, I would have been truly lost. His advice, empathy, and supervision during the tumultuous timeline in which this report was conceived is invaluable; his help in directing me through the steps of constructing the report is priceless, and I sincerely thank him for monitoring my progression.

With immense respect I would like to thank Rehnuma Haque, Key Account Manager and Assistant Manager of the Sales Department at Mousumi Network Limited, Aman Group of Companies, as when I first started my tenure as an intern at the organization she provided me unyielding support, a level of enthusiasm at the workplace, and guidance on a level that helped me not only in my role as an intern, but also to areas beyond the office confines. I have to express a similar level of gratitude to the executives of the company for helping me in moments I was confused, for their advice during a situation where I was at my wits' end, and for passing on to me knowledge that helps in the real world, something I would not have learned from books.

Lastly I would like to thank Mousumi Network Limited, and Aman Group of Companies by extension, for creating a professional and healthy environment that willingly welcomed into their office, for guiding me through a very crucial stage in my life, and for giving me a enjoyable, helpful, productive internship experience that I will not forget.

Executive Summary

The purpose of an internship program is a professional learning experience that is meant to offer meaningful, first-hand, practical work that is meant to be a simulated reflection of the field of study or career interest of certain students. It is the medium through which academic hypothesis and the real-life world collaborate to create opportunities for career exploration and skill development. This internship report is the result of spending almost three months at Mousumi Network Limited, a sister concern of the Aman Group of Companies. This report was written with the intention of completing the Internship Program in the BBA Undergraduate at United International University by me, Md. Iftekharul Alam, with the core topic being to understand the activities and sales operations of primarily FMCGs, including primary data and secondary data.

The first section of the report contains information relating to internship programs in general as it is standard procedure to do so when constructing articles of this nature. It also contains introductory information about the office that employed me as an intern, states the background and objectives of the report as well as the scopes and limitations of the report in general.

The second section of the report goes into a broader view of Mousumi Network Limited and by proxy Aman Group of Companies as it is the parent company that the former stems from. The company's history, mission, vision, core values, strategies, products, services, industrial analysis, SWOT analysis, trends, size, and other aspects related to that field are detailed to the best of my abilities. It should be noted that some information related to the company directly cannot be mentioned in this report, as it was stated by the company hiring me as an intern that I cannot publish information regarding certain areas.

The third section of this report contains a summarized, but detailed account of my experience at Mousumi Network Limited as an intern. My job title, duties, responsibilities, contributions to departments that are functional, observations, assessments, suggestions, recommendations to the firm, skills applied, skills developed, and more minute details related to this field are recorded.

The fourth and final section of the report contains a conclusion on which I discuss about the position and projection that Mousumi Network Limited, under the Aman Group of Companies, holds and will most likely go to in the coming future. Added information after that section contains appendixes and sources from where the secondary information was obtained from.

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List of Abbreviations

UIU	United International University
BBA	Bachelor of Business Administration
BOD	Board of Directors
CRM	Customer Relationship Management
CSR	Corporate Social Responsibility
EVP	Executive Vice President
FMCG	Fast-Moving Consumer Goods
FDI	Foreign Direct Investments
GDP	Gross Domestic Product
IMC	Integrated Marketing Association
IT	Information Technology
KYC	Know Your Customer
MD	Managing Director
MNC	Multinational Companies
MNL	Mousumi Network Limited
MEL	Mousumi Enterprise Limited
HR	Human Resources
SEO	Search Engine Optimization
SME	Small and Medium Enterprises
SPO	Sales Promotional Officer
VAT	Value Added Tax

Chapter 1: Introduction

A rapidly expanding conglomerate since its inception well over 40 years ago, Aman Group of Companies is a well reputed corporation in Bangladesh. With a firm belief that great performance is the result of clear vision, effective management, skilled employees, good planning, concise opportunity analysis, Aman Group of Companies have continued to thrive with the modern times, evolving, and continuing to learn as they make plans for future developments.

Placing a high value on social progression and effective engagement on economic growth, Aman Group of Companies has established its legacy of introducing high quality brands and goods that meet the global standard. With a strong commitment to its employees developing in a secure work environment, ethical policies, deserving benefits, dedicated training methods, Aman Group of Companies established a wide network of firms under its umbrella that work in conjunction for more growth and a well expanded portfolio.

Beginning initially with consumer products, the Group now has industrial investments in textiles, stock brokerage, chemicals, media, banking, insurance, real estate, education, and fast-moving consumer goods, the latter of which falls under its sister concern Mousumi Network Limited which boasts a broad distribution channel.

As with every company, the journey was long and difficult, but having learned from the past, Aman Group of Companies stands head-and-shoulders above many of its competitors with an ever expanding portfolio, and still continues to meet consumer demands while contributing to the economy as well.

1.1 Background of the Report

Under Aman Group of Companies' sister concern, Mousumi Network Limited, I was accepted as a Query Management Intern, for which I was given a monetary stipend in exchange for my services, with the purpose of learning how a company primarily dealing with FMCGs functions, and to create this report as it is the core component of the internship project in the BBA program. Written with the initiative of gaining first-hand experience in the corporate world, and completing the final credits of graduating from the School of Business and Economics, the report was prepared with respect to guidelines of what was required in the report and with respect to privacy

of Mousumi Network Limited's confidential information during my employment there. As such, the title of the report is aptly named "An Internship Report on the Sales Activities of Mousumi Network Limited, a sister concern of Aman Group of Companies."

1.2 Objectives of the Report

- To display how a marketing strategy was developed during my tenure
- To understand how MNL plan to expand their markets
- Assessing sale department's methods
- Introducing marketing ideas for new products to be introduced
- Understanding what impacts consumer sales promotions have on the brands
- Figuring out how to create more appealing promotional tactics and enhance brand image
- Analyze implemented strategies to improve sales
- Management of the relationship between MNL and customers

1.3 Motivation of the Report

Written initially with the intent of completing the internship program to complete graduation, the report is a summarized article of proof that creates a connection between what was taught and learned in the undergraduate program and the corporate sector of the world as hypotheses made during the course of the BBA program are translated into the real-life scenario. As such, a report written within those parameters must be assembled into a proper format while gaining information and experience from a real organization.

The purpose of an internship program is not just to have this report as the end product, but also to learn how a firm of this scale operates, and despite my limited time there, throughout that period of time I came to recognize a number of my strengths, as well as the glaring amount of weaknesses. The report serves as both an acclamation and a notice to me about which skills I've branched and the ones I'm lacking as I strive to overcome them.

As a major in marketing and Mousumi Network Limited's expertise in the area of FMCGs, first-hand experience along with pre-acquired knowledge led to the reasoning behind this report being written from the perspective of someone looking to seek a career prospect in areas related to effective marketing and discovering new ways of engaging customers to market more effectively. I

learned a fair amount about the workplace culture, the FMCG industry of Bangladesh, the nature of this market, and the course companies take regarding these products. Despite me having moments where I could not grasp the situation as well as I should have, I hope that my observations and conclusions made during my tenure there will help reduce misunderstandings and give clearer contexts in regards to future students.

1.4 Scope and Limitations of the Report

1.4.1 Scope of Learning:

Despite my short tenure as an intern at Mousumi Network Limited, being able to witness firsthand as to how an office dealing with fast-moving consumer goods are promoted was a fascinating experience. Learning and interacting with customers with queries helped me to understand more about consumers of FMCGs view products of that nature, and learning on how to execute the process of sale activities was an experience that I did not know how much I required.

In addition to that, I also saw how posts were structured online (primarily through Facebook) to ensure customers were made aware of what products were available and promoted to draw numbers for possible sales, and the timeline that was observed from one post to another along with the number of reaches, requests, interactions, and other metrics related to the online presence all to enhance and observe the impact it had on overall sales.

Having learned the process of checking daily sales, I would be tasked with keeping the count on daily sales; how many products had been sold against the number of products expected to be sold and in which sectors. I would then report the findings to my supervising manager with the information. Another department I often assisted MNL in would be their HoReCa channel which was concerned with the sales of Lucy Olive Oil in the edible sections of the market. As a Query Management Intern, it was only natural that I would go on to assist my KAM in the matters of e-commerce at MNL, as pitches were made

The findings during my tenure, along with retrospective analysis of the experience there, might help to develop more digital marketing methods that can be used by management to come up with better prospects, particularly when it comes to integrated marketing communication so that these findings can help reach the maximum amount of potential customers in addition to the existing ones.

1.4.2 Limitations Faced:

One of biggest drawbacks and limitations of this report came about due to me contracting SARS-CoV-2 during my tenure at Mousumi Network Limited. Having an immune system notoriously weak to sinus symptoms due to preexisting asthmatic conditions, being infected with the coronavirus led to me being quarantined in isolation for over three weeks. After testing negative and rejoining the office, I was informed that the position of Query Management Intern would be discontinued due to reasons not disclosed to me, my tenure was cut shorter than the planned three months by a total of twenty days.

One major symptom that stood out as a limitation was the aspect of digital marketing i.e. the company did not have the proper constructive morality needed to for more effective digital marketing methods, so no theoretical analysis can be drawn for digital marketing on this end.

Other limitations of the report include not enough information being displayed and detailed here due to company confidentiality, so a fair amount of information that might be present in reports concerning fields such as banking might be missing here.

MNL does not publish its annual reports publically nor was I allowed access to such reports so reports of detailed growth or loss cannot be shown in the report.

Three months is a short timeline to clearly show a more in-depth analysis of the limitations from a marketing perspective that are present in MNL.

1.5 Definition of Key Terms

Brand Development: a strategic process that consists of creating and distinguishing a company's image, products, services, and position different from its competitors. Part of this process includes making the brand meet business objectives, effectively communicating to the target market, and making necessary changes to enhance the brand.

Brand Equity: a term used to refer to the worth of a brand's value in the eyes of the customer based on their perception and experiences with the brand.

CRM: Customer relationship management is a strategic process with which organizations compile data from its interactions with its customers, analyzing the data to study them, and find the best way to meet their needs, retain old customers, and increase sales.

Digital Marketing: a component of marketing that concerns itself with the internet to promote products and services on the digital platform.

IMC: Integrated marketing communications is the process in which marketing communication aspects are combined. These may include public relations, social media, audience analytics, business development concepts, advertising and other metrics which are fused into a brand identity that remains consistent across many channels.

Marketing: The activity and procedures in a business that explore, create, and deliver value to meet the needs of a customer or market in terms of goods or services.

SEO: Search engine optimization is the method to arranging a website so that it ranks higher on search engine results so that more traffic is directed towards it, gaining more visitors and clicks. The aim of SEO is to appear at the top or near to it when searched on Google or other search engines when phrases are inserted by the target audience.

Chapter 2: Company Preview

2.1 Company Analysis

2.1.1 Overview and History

Shortly after the independence of Bangladesh, the group was started under the name of Aman Trading Corporation. Sometime during the 1980s, the company started to import and market consumer goods which resulted in a consistent steady rise in sales. During that period of time, the brains of the organization came to the conclusion that simply functioning as a trading company would be limiting to what more they can achieve, and they wanted to do more. Wanting to give back to society, the organization wanted to help and improve rural areas whose economic situations were dire with the intentions of investing and creating jobs for masses.

Initially wanting to start with agricultural based enterprises, the organization then settled to create cold storage facilities in the northern sectors of Bangladesh, and then a cement grinding industry was set up in the following footsteps at the cusp of the twenty-first century. As the socio-economic scenario changed with the times, Aman Group of Companies realized that they would need to seize more opportunities and this resulted in moving their main corporate office from Rajshahi to Dhaka so as to achieve their goals sooner of attaining mid to large scale industries, taking full advantage of government sanctioned facilities, and to correspond easier with agencies as well as gain banking facilities faster, settling to make the capital the main hub where they would focus on marketing, transportation, and production as well as their employees. Starting with a modest registered office in the Motijheel Commercial Area in 2004, in addition to the already existing regional office in Rajshahi, Aman Group of Companies would later relocate to Uttara Model Town in 2007 to oversee all of their commercial and industrial activities.

Vision: “Be a pioneer in meeting the country’s fundamental necessities via overall quality industrialization.” To this extent Aman Group of Companies would establish a subsidiary under its wing to drive the sales of the company all the while leading as a leader in the domestic market.

The core values of Aman Group of Companies emphasize on client satisfaction by offering the latest products and services, maintaining high moral standards in their dealings, aim to be a respectable organization by keeping to the administrative guidelines, and contribute to the advancement of the community.

Mission: Aman Group of Companies strives to create labor-intensive sectors that combine cutting-edge technology along with skilled employees, environmental conservation, and a commitment to the society, contributing to the domestic GDP as part of its social responsibility.

Motto: “Work to build the country.” With these words, the organization aims to bring a better economic future that aids the country.

Under its umbrella, Aman Group of Companies would set up two sister concerns in their sales department: Mousumi Enterprise Limited and Mousumi Network Limited. Mousumi Enterprise Limited boasts the product portfolio of which many are famous, including sole ownership of Lucy Olive Oil and Ambassador Olive Oil in Bangladesh. With more than two-hundred and forty employees, a hundred and sixty-seven distributors across the country, MEL is one of the most prominent fast-moving consumer goods companies in Bangladesh.

Mousumi Network Limited came to be incepted in the year 2020, with the specific intention to facilitate the distribution channel of a number of foreign organizations they are affiliated with; their key objective being to drive the sales of imported products in the country from brands such as Rohto (Japan), HRI (India) and Spanish originated olive oil with its wide distribution network spread over the country to monitor, and regulate sales and distribution.

2.1.2 Trend and Growth

As of 2015, Aman Group of Companies had the highest number of associates in the country, ranking among the top ten private employers, and operating in well over two-hundred companies due to their commitment and connections. With a great number of associates, Aman Group of Companies and its sister concern Mousumi Network Limited have been operating at a high output for a long time, to the extent that the image of olive oil being used in Bangladesh is usually held in regards to their products (Lucy and Ambassador), and with the help of further integrated marketing communication techniques they can go further.

As the pandemic of 2020 began, MNL began enlisting their products on e-commerce sites more, beginning first with establishing their own website, and creating Facebook pages dedicated to their top-shelf products.

During my tenure at Mousumi Network Limited, the growth of e-commerce wasn't constant as they focus more on their general sales, but it did grow albeit on a slower scale as it depended on brand growth eventually.

With their safe growth on general sales remaining in favorable numbers, MNL would promote and see sales of their products from sites such as Agami, Alesha Mart, Banglashoppers, Carnesia, Chaldal, Daraz, Drobboo, Ekshop, Fairmart, F-Mart, Ghorebazar, Jadroo, Let's Go Mart, Mascobazar, Othoba, Panda Shop, Panda Mart, Priyoshop, Shajgoj, Shobuy, The Mall, Waodi etc.

In that particular scenario, certain brands flourished more than others in a certain period of time (Lucy Olive Oil being sought more during peak winter times and demand decreasing as spring approached), while other brands trended at a pace far suited to their own (Sesa), while others remained in constant ebb and flow (OXY) while still being profitable.

2.1.3 Customer Mix

Initially beginning with consumer product trading, Aman Group of Companies has since expanded well into other territories and as such so to have the customers they cater to and serve. These customers include markets from sectors such as banking, textiles, chemicals, real estate, education, stock brokerage, media, insurance, and FMCGs. Striving to expand the company and its portfolio in order to meet the needs of its customers.

Claiming to have the largest market when it comes to olive oil sales in Bangladesh, Aman Group of Companies' subsidiary Mousumi Network Limited haven't limited their vision to just catering to one market as evident since their growth from the 1980s. Representing brands from Spain, India, and Japan, Mousumi Network Limited devises its customer mix based on certain derivatives of each brand and focuses on promoting it one at a time due to their large portfolio, and it can be categorized on certain factors such as economical ones (Vasmol and Sesa representing a mid level, while Lucy and Rohto can be considered mid to high level—based on prices).

Metropolitan areas are where marketing was the most focused and where most of the consumers were concentrated making it a prime target. From a more psychographic perspective, products and their respective customers are based on that of their age.

One of the largest aspects when it comes to products, more so when the nature of the products are FMCGs, is brand loyalty and this varies from product to product; Lucy's customers are loyal due to the presence it has had for a long time on the market and the same can be said for OXY consumers while brands such as Vasmol and Sesa often comprise of a customer base that switch frequently between alternative brands. However, higher prices can lead to brand switch as well with the evident case of Lucy and Ambassador not gaining the usual number of consumers due to a hike in price and a market that is segmented to a tee.

2.1.4 Products/Services Mix

Serving a wide array of customers across Bangladesh, Aman Group of Companies has been a major name in the market for quite a while and aims to provide its clients with a constantly expanding variety of products and services. Listed below are the many businesses, products and other services provided by Aman Group of Companies and its subsidiaries (MEL and MNL).



HRI Bangladesh Pvt. Ltd. has a wide range of FMCGs falling in the sector of personal care sold and distributed through Mousumi Network Ltd and these products include related to hair color, hair care etc.



Lucy is a well-renowned olive oil brand, famous in the country and inarguably the most recognizable one. In addition to olive oil, Lucy also provides products such as hand sanitizers, glycerin and hair oil. MNL also has a HoReCa channel that trades and sells olive oil for edible purposes to restaurants, cafes and hotels. Lucy's extra virgin olive oil is known well for its nutritious composition and is a welcome alternative to most cooking oil options.

NEVER SAY NEVER
ROHTO

					
Acnes Creamy Wash 50 gm 240 Tk	Acnes Creamy Wash 100 gm 380 Tk	Oxy Total Anti Acne 100 gm 395 Tk	Oxy White Complete 100 gm 395 Tk	Oxy Perfect Wash 50 gm 240 Tk	Oxy Perfect Wash 100 gm 380 Tk
					
Acnes Vitamin Cleanser 50 gm 240 Tk	Acnes Vitamin Cleanser 100 gm 380 Tk	Oxy Deep Wash 50 gm 240 Tk	Oxy Deep Wash 100 gm 380 Tk	Acnes Scar Care 12 gm 370 Tk	Acnes Sealing Gel 9 gm 240 Tk

Rohto-Mentholatum (Bangladesh) Ltd. is a multinational FMCG and pharmaceutical company based in Japan, whose products are imported into Bangladesh and distributed through MEL consists of famous brands such as OXY, Acnes, and LipIce specializing in skin-care, acnes treatment, and lip care.



Ambassador Olive Oil is solely distributed by MEL in Bangladesh, and is another prominent olive oil brand that is famous throughout the country, and is sold with the exclusive purpose of skin-care.



Vasmol is a brand specializing in hair coloring and hair dyeing containing natural components and very little chemicals. Their sub-brand, **Streak**, is a brand that has been synonymous with hair coloring dye and shampoo specifically used to cover grey hairs.



With over 35,000 spindles that can produce over 6000 MT yarn per year, **Aman Spinning Mills** makes quality expert cotton, rayon, and lyocell yarn serving a good portion of the foreign market. Having won accolades, ASML maintains high quality yarns that showcase the company's expertise and dedication to satisfy their customers as they produce sustainable fancy yarn (glitter/lurex yarn, neppy yarn, flatter yarn, shimmer yarn, mosaic yarn, eco-friendly yarn etc) and up-cycled yarn (made from pre and post-consumer textile waste as well as recycled plastic).



Ayat Network is dedicated to helping businesses and organizations develop growth strategies through programs, business initiatives, and innovative projects while specializing in contact center services, and social media marketing assistance.



Ayat Packaging Solutions Ltd. (APACK) is one of Bangladesh's largest manufacturers of safe plastic packaging materials designed to improve quality of life, and made with high-grade technology in a sanitary environment specifically used for sensitive and pharmaceutical purposes.

Arena Securities

Arena Securities Ltd is registered as a corporate house under the supervision of Bangladesh's Securities and Exchange Commission (SEC) to participate in the country's capital, the firm provides brokerage services to institutions (both domestic and foreign) and retail consumers.



DeViDane is an furniture manufacturing joint venture between Aman Group of Companies and a Danish designer with Mongla EPZ as the chosen location due to it providing solace compared to other places which have the difficulty of growing costs, tariff competitiveness, and consumers' desires for designs.



The Aman Foundation is a non-profit organization whose main objective is to empower underprivileged communities by trying to help those struck by illness and raising awareness of communities regarding health concerns and solutions. Constantly engaged in its commitments to the

wellbeing of its workers and society in general, the Aman Foundation primarily focuses on healthcare services, charitable kidney dialysis, community health initiatives, and eye treatment.



The Ayat Skill Development Center (ASDC), established in December 2013, operating with a highly experienced Board of Directors, who provide insight into many areas of country's economy, was created as a long-term solution to unemployment and training the skills of the youth. ASDC focuses on instilling in persons the required attitudes, skills, and knowledge for job success in the modern day work environment with many of the programs including Specialized Technical Training, certified by the Bangladesh Technical Education Board (BTEB), Basic English Language Training, Office Etiquette Courses, Industry-based Practical Training, Apprenticeship Program, Job Training and Placement. The prime target of this initiative are people who have dropped out of school, teenagers, and unemployed youngsters who have the potential to be more.

Apart from the products and services mentioned above, Aman Group of Companies also owns and operates a number of other businesses briefly mentioned below.



2.1.5 Operations

MEL and MNL, under the Aman Group of Companies, have similar distinct departments and operating functions, and one could say one is an extension of the other. The operations can be divided into four major sections:

- Accounts and Finance Department
- Human Resources Department
- Sales Department
- IT Department

Accounts and Finance Department: Accounts and Finance Department: Responsible for the financial management of the company, the accounting department is in charge of generating financial statements, administrating the general ledger, bill payments, client bill preparation, payroll and other responsibilities as they record and report a company's financial inward and outward movements. The Finance department's prime responsibility includes uploading transactions to the Tally software system, maintaining the compensation data, managing the books of accounts, keeping a track of the payroll, and processing monthly payouts.



Figure 1: Functioning of the Accounts and Finance Department

Human Resources Department: Overseen by a panel of administrators who are responsible for all human resource activity, MNL's team of professional HR personnel seek employees who are suitable for the roles they want, and the duties of this department include recruiting, choosing,

training, and developing talent, as well as evaluating their progress, keeping personnel information in the database, and establishing pay and bonuses.

In MNL, the HR team takes great care in choosing which people are suited best for the roles they want to be filled, aligning the organizational needs with person(s) skills and qualifications. The recruitment process in MNL follows a process similar to the figure below:

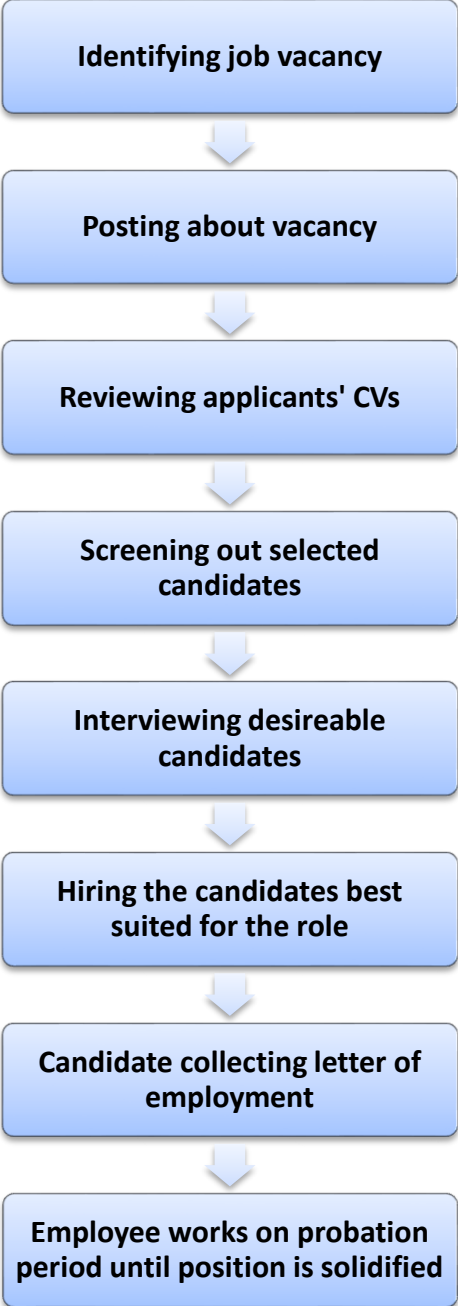


Figure 2: The Human Resource Department’s Recruiting Process

Sales Department: Due to the nature of FMCGs, the sales department is primarily the main focal point of MNL, and the goals of the organization depend the most in this department, and the sales team devotes itself to assuring the success of the company by maintain and sustaining customer relationships as they search for customers, consult their needs, establish a positive connection to keep revenue steady/grow, negotiate at a price that works out best for both sides, and take the steps necessary to make the sale(s).

The process takes place following one of two routes:

- Advertisements or other forms of communication used to attract customers. Should the customer engage with MNL and establish dialogue, different types of offers and promotions will be used to attract similar-minded customers, and this in turn gives feedback to the company regarding their customers.
- If the advertisements do not work as well as intended, customers are called as a part of the mobile marketing method or met in a physical space, a price negotiation will be settled upon, and discussions about what can be done to sell to them in a more enticing way.

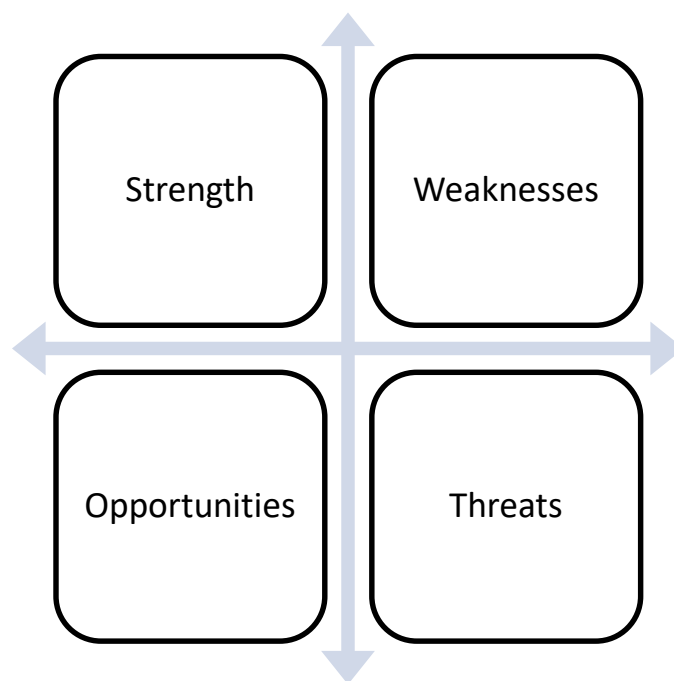
Information-Technology Department: In MNL, the IT department is tasked with providing support to the other departments whether it be a concern in hardware or software, network assistance, and further procurement IT related assets that may aid and enhance the department to meet organizational goals. The IT department is constantly tasked with keeping a track of orders, capturing information, setting objectives, tracking the on-field sales personnel and their activities and sales numbers, real-time data analysis against forecasting, inventory track management among many other metrics they keep a track of.

The overall operational goal of the company with FMCG as its primary initiatives is simple and effective: ensure sales of FMCGs, expand to territories not yet fully realized yet, and effectively developed an integrated marketing communication system with people who may become potential customers. This feeds back into research and analysis teams who, depending on the results, will decide what other future developments need to be considered and added into the existing set of operations to ensure better marketing, sales, and profits.

The area I was involved heavily in as a Query Management Intern, apart from interacting, answering, and engaging online customers making queries, would be seeing firsthand how

Mousumi Network Limited planned its marketing campaign. Like other FMCGs organizations, Mousumi Network Limited segments customers based on information from their analysis teams, content for their products' details were created while keeping the durability of the campaign being created in mind, and the actual reach the products themselves had beyond an online scope. Statistics of the campaign were measured and contested against the actual net yield to see how effective the overall campaign was as Mousumi Network Limited was also collaborating with other e-commerce websites, promoting the products, and boosting on online sites.

2.1.6 SWOT Analysis



Strengths:

- **Strong workforce:** With a team of strong personnel, Mousumi Network Limited have a workforce of employees who are determined, motivated, honest and they work towards achieving the goals of the company efficiently. Much like FMCGs, the workforce employed at Mousumi Network Limited work just as fast, however, they do not do so to compromise efficiency. Boasting a healthy working environment, similar-minded workers, and an ethic to do everything by the book in sync as work is done through cross-communicated departments effectively.

- **Brand Equity:** Mousumi Network Limited have a strong hoard of brands under their label and they enhance the image of the company, thus ensuring that if new products are launched from under their umbrella, chances are customers and potential customers will react positively to it.
- **High quality products:** Boasting a strong portfolio of high quality products, Mousumi Network Limited is also listed as a sister concern of Aman Group of Companies with whom many other businesses are affiliated. With products such as OXY, Acnes, Lucy, and others under their banner, MNL remains often times above its competition simply by having superior products.
- **Customer Management:** Establishing a strong relationship with the customers and maintaining it is every firm's goal, and MNL focuses with a workforce based on maintaining just this leading to strong customer management. Always working diligently to provide the best possible service to customers, the management team is always trying to find ways to keep customers satisfied by fulfilling their needs.

Weaknesses:

- **Digital Marketing:** Perhaps one of the weakest aspects of Mousumi Network Limited would its less than stellar planning based around its digital marketing operations. Whilst the situation concerning that particular department is about as good as it can be given the time, there is much left to be desired. If improved, not only can Mousumi Network Limited only overcome one of their weaknesses, but also convert it into a strength.
- **Stagnant Growth:** Fast-moving consumer goods are on any day a great way base what a business runs on. However, simply sticking to one particular kind of product leads to lack of growth into other sections that have not been considered yet. Diversifying the range of products one company has, especially as reputed as Mousumi Network Limited, always lead to more customers.
- **Insufficient Workforce:** The dedication and efficiency of the workforce at Mousumi Network Limited cannot be denied nor disputed, however, it should be said that the amount of people in the workforce leaves more to be desired. Perhaps hiring more personnel of skill and dedication will lead to the work pressure being exerted on the existing team less, and inject new enthusiasm into the workspace.

- **Generalized Marketing Approach:** The generalized marketing of FMCGs done by Mousumi Network Limited is well abut as it can be, however, one of the biggest drawbacks to said generalized marketing leads to particular segments of customers who may or not be interested in one particular aspect of the goods provided by the company might not be targeted with this method.

Opportunities:

- **Developing Marketing Strategies:** Having a well-designed integrated marketing system that is working across several channels, promoting products in a more diverse way , engaging with customers, and creates value along the way is an opportunity that Mousumi Network Limited should seize. This should also lead to increase in overall income especially given today's market of mass consumption.
- **Brand Expansion:** Mousumi Network Limited, given its reputation, marketing skills, and network should bring in more brands that operate under the FMCG label to expand its customers. The variation of products brings more eyes to MNL, bringing in more potential customers, and possibly bring competitive advantage.

Threats:

- **Seasonal Changes:** One of the biggest threats that some prominent brands (Lucy Olive Oil, Ambassador Olive Oil etc) at Mousumi Network Limited face would how trends of changing seasons affect sales and demands during the transitional periods.
- **Industry competition:** Alternative products, while not completely similar, do offer customers the ability to switch to other products, and given the nature of customers' in the sector of FMCG, consumers going for other options from other brands is not uncommon, and serves as an active threat to the number of sales Mousumi Network Limited might have.
- **Copycat Products:** One of the biggest problems that Mousumi Network Limited face like other brands is the threat of its name being tarnished due to inferior quality products, and the existence of fake, falsified, plagiarized products that harm the reputation of the FMCGs which might lead to lower sales in particular areas should something controversial arise.

- **Tax and Interest Rate Fluctuations:** Interest and tax rates always impact prime rates, the lowest rate at which banks lend money, and if the costs increase so too will the interest rate. As the charge and credit rates rise, obtaining assets for businesses become difficult. For MNL, this means they will have to pay more than intended. As the tax rates rise, bringing in imported goods becomes more expensive, effectively raising the products' prices and possibly losing traditional customers.
- **Government Policies:** Government regulations, budgeting, and policies may result in expenses getting higher and influence businesses such as MNL operate. The governing body may possibly impose taxes and tariffs on certain products.

2.2 Industry Analysis

2.2.1 Specifications of the Industry

As stated before Aman Group of Companies has a wide number of businesses operating under its helm, but their subsidiary Mousumi Network Limited was concerned directly with FMCGs, more importantly focusing on driving sales.

Fast-moving consumer goods (FMCG) are used to refer to products/services that are used for consumption, whether they be household or corporate. Sold quickly at prices that are low on comparison, and not completely falling under the production system like many other goods/services, these products usually have a small-shelf life, high turnover, and operate with a huge potential for profit due to the high-volume/low-margin nature of the business with packaging being a major feature for nearly all products in this industry.

In a nation with over 160 million people residing in it, it is no surprise that FMCGs have such a huge market here; private consumption of FMCGs has grown with GDP growing to 7.28% in 2016-17 once compared to the 7.11% in 2015-16, with personal consumption growth changing from 9.1% to 10.3%. Examples of this include: packaged foods, beverages, cosmetics, over-the-counter drugs, among other consumable items. The market for this industry ranges from rural sites to metropolitan cities, and over the last ten years has seen a growth in online markets as well, despite the slow rate.

In Bangladesh, the FMCG industry's products/services can be classified into three major categories:

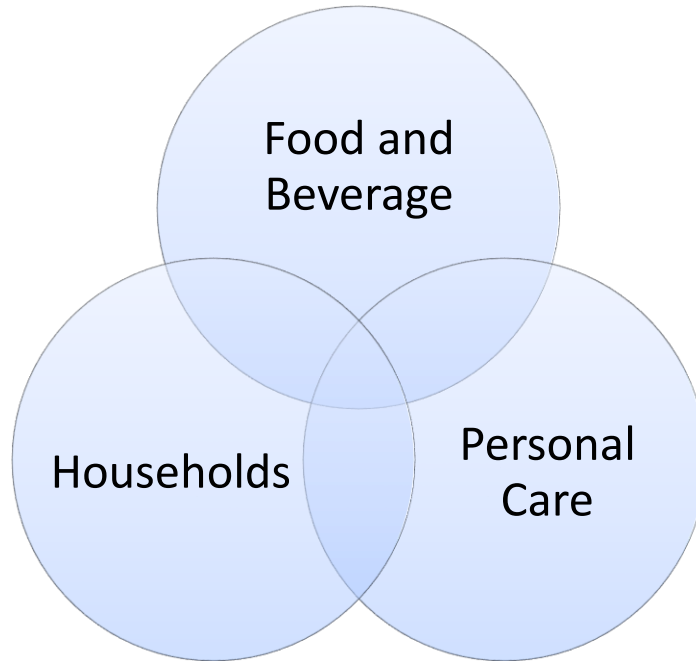


Figure 4: Type of the Prominent FMCG Businesses in Bangladesh

Foods and Beverage: This section includes edible products consumed at a fast-rate i.e. packaged foods which should be consumed quickly once they've been unsealed. These range from biscuits, dairy products, ice-cream to tea leaves and soft drinks. One particular type of FMCG that finds itself here in Bangladesh's aspect and not usually mentioned in more Western contemporaries would be tobacco as cigarette consumption has reached large levels in Bangladesh, and despite prices hiking with each consecutive year cigarettes continue to sell strongly. Giant corporations in this sector involve names such as Milk Vita and BRAC's Aarong. British American Tobacco, the single biggest multinational corporation in Bangladesh, is perhaps the biggest international name among these types of companies in the industry.

If we were to categorize within this sector then we can see particular brands ruling specific divisions within the food and beverage class: Fresh (Meghna Group of Industries), Teer (City Group), Pusti (TK Group), ACI Pure (ACI), Sajeeb (Sajeeb Group), and Ifad (Ifad Group) lead in the flour category; ACI holds the largest share in the salt market with Molla and Fresh coming as close competitors; Radhuni, Pran, BD, and Arku are the most prominent spice brands in the country with Radhuni being popular overseas in countries such as Malaysia and Saudi Arabia;

Mum, Fresh, Aquafina, Kinley, ACME, Shanti and Jibon are large names in the bottled water industry; Partex Beverages, Globe Beverage Company, International Beverages Private, Pran RFL, Akij Food & Beverages, Transcom Beverages, and Globe Soft Drinks Limited are the companies that have the biggest shares in the soft drink and beverage market in Bangladesh.

Personal Care: Products in this section include goods related to enhance beauty and/or treat the body to enhance its image. Perfume, cosmetics, hair oil, toiletries usually fall in this category. Local companies in the industry tend to cater to a niche segment of the market, while juggernauts such as Unilever Bangladesh Ltd, Keya Cosmetics, Square Toiletries, and Kohinoor Chemical Company rule market having a wide number of consumers across the map.

Unilever rules 43% of the market when it comes to soaps with Keya Cosmetics and Kohinoor taking up the next largest slots in the market. In the toothpaste sector, Pepsodent, Colgate, Close-Up, Oral B, Dabur, Magic, White Plus, Sensodyne, and Mediplus are the most prominent brands. Names such as Sunsilk, Head and Shoulders, Clinic Plus, Clear, Revive, Dove, Kumarika, Loreal, Tresseme, and Garnier are the most sought after products when it comes to shampoo.

Household Care: FMCGs under this headline usually refer to products that used for cleaning households, and items related to said household or office spaces. These may also include products used to enhance aesthetics too. Aerosol, hand sanitizer, detergent powder, antiseptics are very common in this subheading. Since the pandemic started, the market has seen a spike in the sales of hand sanitizers, disinfectants, and antibacterial soap. Massive companies such as Unilever Bangladesh Ltd, Reckitt-Benckiser often rule the markets with brands such as Surf Excel, Harpic, Dettol, Mortein, Savlon, Xpel, Wheel etc.

2.2.2 Size, Trend and Maturity of the Industry

According to the Financial Express in 2017, the FMCG industry in Bangladesh had a worth of \$3.4 billion, and remains one of the biggest industries of the country. The middle-class strata continue to grow with time and this leads to the expansion of the FMCG market once paired with increased per capita income.

Since the Covid-19 pandemic started, demands for products such as hand sanitizers, antibacterial soap, and other cleansing products have gone up, and despite the fact that the rate of infection

has now slowed down (comparatively) usage of said products still remains high. This is without factoring in the usual amounts of several kinds of FMCGs being sold every day. As online markets grow, FMCG companies have come to realize that a major part of their customers are also located in rural areas who at times do not get the proper access to a wider range of FMCGs due to lack of proper distribution channels in those particular side.

FMCGs sell fast and in large amounts, so while the growth of FMCGs might not be exponentially expanding as many other industries are, it remains integral in its role, and will most likely continue to grow at its own pace.

2.2.3 External Economic Factors

The current nature of worldwide markets are connected, so it is no surprise that one of the largest external economic factors that affect FMCG companies here, and Mousumi Network Limited, like many other firms in the world, is globalization.

While this particular area may seem short and lacking compared to the rest of the report, summarizing the effects and reach of globalization would be understating the massive severity of it. Due to the nature of the FMCGs, inflation/deflation can affect the prices of the products within this industry and as such the CPI is affected. Depending on the economy of the import/export market, Bangladesh's position provides a rich opportunity for several FMCGs to export resources to other countries while strengthening local businesses.

Going back to the impact of globalization, this had a phenomenon had on Mousumi Network Limited, as there was a sharp 18.7% increase in price, which caused the selling prices to be raised higher, and this in effect cost the brands a lot, perhaps not immediately, but the effects were realized. The issues behind price sensitivity affects FMCGs more than it would with products of other nature as they function on a high-volume/low margin principle, especially ones that are actively sold and sought through e-commerce platforms.

2.2.4 Technological Factors

Organizations involved in the FMCG industry usually come well-equipped with advanced technology used by people well-coordinated in blockchain, artificial intelligence, digital assistants, and robots in order to optimize operations and increase consumer experience and happiness. Dig-

itization has led to everyday people starting their own startups of FMCG based businesses and the emergence of several e-commerce businesses in the last decade. An example of this includes Chaldal, an e-commerce site that helps people save time by shopping sampling through their clicks, and the company secured \$5.5 million to develop nano-warehouse technology, making it a significant e-grocery business, this reflects Bangladesh's rise on e-commerce in general.

Working in coordination with the marketing, IT, and analysis team, Mousumi Network Limited has developed a niche, but well-rounded system that helps them keep up with modern times, and their competition to varying degrees of success much like many other FMCG dealing companies. Through its online pages, website, and other collaborating e-commerce platforms, the organization has managed to find its own segmented base of customers, achieved through a mix of boosting during particular periods of time for certain products, geographically selecting where said posts would be concentrated the most, and which genders to appeal to more through the use of social media's mass marketing options, and this is without taking into consideration that FMCGs already have a high demand in the offline markets as well.

Due to the digital transformation most businesses have gone over the last ten years, FMCGs are a hot commodity, and people in general are far more likely to order online than they are to physically show up at a store selling aforementioned products of such nature, Mousumi Network Limited with its collaborating partners is well-versed with the existing technology.

2.2.5 Barriers to Entry

While the following statement seem unconventional and biased in favor of the company, but Mousumi Network Limited and other FMCG companies face no hurdling barriers to entry as the economies of scale tend to favor businesses which boast higher number of products with low costs. Product differentiation with the aim to make similar products from different brands contrast their appeal also helps to lower the already non-threatening barriers, and in Bangladesh's industry, such an appeal is high given the sheer number of brands.

Because of its distinct brands, effective marketing campaigns, and its understanding of the general customer base, Mousumi Network Limited finds itself at an advantage in this field. With well established brands such as Lucy and Ambassador olive oil dating back decades, the popularity of its line of products from Rohto (example: OXY) due to a well-executed marketing cam-

paign, Mousumi Network Limited has rarely, if ever any, come against a situation where things did not bode well for them, unless it involved a scenario where a larger existing brand was already leading from beforehand—an example of this could include how 5 years ago Garnier had managed to take a large segment of the market, and Rohto was just beginning to launch its operations in Bangladesh.

2.2.6 Supplier Power

As with most FMCGs firms, suppliers' tendency to get more profit always ensues, however, given the sheer number of eager suppliers, FMCG companies do not face a great deal of problem with getting proper suppliers who also meet the companies halfway to make profit that benefits both sides. High input cost inflations also play a part in giving FMCG companies the upper hand when it comes to choosing their suppliers, and the widespread availability of substitute suppliers makes it more convenient for FMCG organizations to pick which supplier suits them best. Due to the low-margin/high-volume business ratio with regards to the nature of fast-moving consumer goods, companies with the right kind of advertising, repute, production value, and brand features, companies will find themselves with plenty of suppliers to pick from, and conduct business with.

Given the reputation of Mousumi Network Limited, and its well-trained, skilled employees responsible for finding the dealers who fit best for business, supplier power is moderate and negotiable in order to make the ideal kinds of deals.

2.2.7 Buyer Power

FMCGs are by definition fast-moving, and with each day general consumerism on the internet increases more only benefiting companies in this industry which provide incentive for buyers to buy these products. Given the sheer number of people in the country, it is no surprise that FMCGs finds itself in high demand who more than often are willing to try out products from several different brands to see which suits the customer best.

Realizing that the most number of customers are gained on the best types of deals readily available on accessible outlets, Mousumi Network Limited, like many of its FMCG competitors, has branched out most of its products on e-commerce platforms such as Chalda, Daraz, Shajgoj, Drobboo etc, and this resulted in customers who often move between goods of different brands to switch to products from the organization.

2.2.8 Threat of Substitutes

Due to the way how FMCGs operate and sell, customers often tend to switch between brands. This serves as both an advantage to get new customers, and disadvantage as old customers might switch to other brands. Consumers often tend to switch when seeing the costs for one specific brand gets high.

Mousumi Network Limited are aware that the availability of close substitutes often times make swings in customer demands which is why they tend to tag their prices at reasonable prices while not sacrificing profits to keep existing customers, and attract new ones through their already well-established, and reputed brands.

2.2.9 Industrial Rivalry

As with any firm of any sectors, rivalry between firms and organizations exist. However, one of the biggest threats that Mousumi Network Limited faces are the imitated, fake, copycat products.

During my tenure as the Query Management Intern, often times customers requested messages with images of products belonging to Mousumi Network Limited from various sides, and more than often it was found that the product was a fake. This verifies the theory that copycat products are being sold at offline markets, and while it may not directly affect the reputation, it does contribute its fair share of pushing customers away due to inferior products or switching to alternative brands.

Mousumi Network Limited also faces rivalry from brands, who may not directly offer complete substitutes given the specifications of products, such as Parachute, Swan, Olitalia, Clarisse, Jhul, Garnier, Himalaya, St. Ivy's etc. Due to the diversification of brands, be it product appearance or added features, customers are always on the fence on the possibility of switching brands.

The number of competitors in the industry is high and at times seems excessive for one industry, but once the population and difference in social classes are considered this makes more sense. Organizations such as MNL do operate with a hint of risk as high strategic stakes have an influence on an organization's long-term profit potential, so it can be concluded that surplus capacity is high and investor and stakeholder contributions are also substantial in this thought.

Chapter 3: Internship Experience

3.1 Positions, Duties, Responsibilities

3.1.1 Position

At Mousumi Network Limited, I was hired as a Query Management Intern. My duties and responsibilities mostly consisted of answering queries asked by customers and potential customers primarily through their Facebook site where I was tasked with handling four pages by myself (Lucy Olive Oil, Ambassador Olive Oil, OXY, and Acnes). Query requests came daily almost at an alarming rate (especially for OXY and Acnes), and often times I would find myself answering questions that didn't just related to the nature of the existing products, but also those of products that do exist in the line of the brand, but not currently available in the market. Questions that seemed outlandish for query management were dismissed after screened through with the Key Account Manager. In addition to that, I would assist my supervisor Ms. Rehnuma Haque, Assistant Sales Manager and Key Account Manager, in her duties.

Attending the office from 10 AM to 6 PM, I tried my best to reach in time and leave at the designated hour during which work officially ends. Any and all instances of me arriving late to office or leaving early were purely due to unforeseen circumstances arising during those times, with the exception of when I contracted the coronavirus which cost me nearly three weeks of office-time, but I continued to do my role in isolation from home despite my ailing situation.

3.1.2 Duties

Tasked with answering any and all queries made by existing and potential customers, I was also responsible for making posts with content approved by higher-ups engaging enough to incite positive reactions from customers so as to increase the buzz around the page, leading to more engagements, gauging what kind of responses were being garnered by the customers, relaying it for feedback, and waiting to know if more posts like these would be made.

Monitoring daily sales became a part of my duty as more time went on and I would keep a track of how many products would be sold, how many were projected to be sold, and in which sectors products were sold, then report the summarized activities to my Key Account Manager. This also

included keeping note of the corporate sales being sold at superstores. I would also be tasked on some days to call on-field SPOs to query them regarding why sales did not match expectations.

In addition to my duties as a Query Management Intern, I was also tasked with researching by my Key Account Manager, and other senior members of the staff to find out which e-commerce platforms were displaying products from Mousumi Network Limited, which products were being promoted more than others, which products were not available, and if there were any counterfeit products that were being circulated online.

Being a Query Management Intern didn't apply strictly one-sidedly to just customers, but other businesses as well as they became our clients. Existing e-commerce partners, when looking to have a sit-down or virtual meeting with Mousumi Network Limited managers regarding issues, would contact me, and relay information which I would in turn report to my Key Account Manager, make notes of important details, and keep track of when said meeting was due to take place. Whenever an existing e-commerce partner would like to make changes, additions, or report something in regards to the purchase order, they would contact me and I would convey that information to my line manager so that the information gets up the chain of command. In addition to that, I would also assist the Key Account Manager in making pitches for more e-commerce acquisitions with particular focus to Lucy Olive Oil, Rohto's products, and Sesa.

There was also another aspect I was involved in; Mousumi Network Limited sold edible Lucy Olive Oil in large sizes to hotels, restaurants, cafes (abbreviated to HoReCa under operational terms), and I would sometimes get calls from those clients with regards to how many products they would need, then in turn report this to my Key Account Manager.

Managing these activities while difficult at times ultimately helped me to find a better way to manage all my duties in a way that did not hamper with the flow of my work at MNL.

3.1.3 Responsibilities

As a Query Management Intern, I was not expecting to be completely responsible for handling any and all queries made by customers and potential customers with regards to the products of Mousumi Network Limited given the temporary nature of my employment contract there, so it was a bit surprising at first when I realized that level of responsibility being placed upon me.

However, with determination and moral support from the senior members of the firm who were there every step of the way to clear out my confusions, I found myself accustomed to the role quickly and furthermore, I did not expect to be a part of the HoReCa channel, but I did my duties to the best of my abilities and kept an active track of sales ordered, payments pending and other tasks that came with that job.

There were times where I assisted in creating Excel spreadsheets containing quarterly reports of product units being bought by e-commerce platforms, payments due on their part, products returned, and products Mousumi Network Limited was going to sell as part of the next batch of purchase orders. In one particular scenario, I also assisted the sales force team make a report from the sales promotion officers on the field regarding how many units of one of Mousumi Network Limited's products (Lucy Hand Sanitizer) were available in particular regions of the country, and how many units had been sold in total.

3.2 Training

Formally speaking there was no training session provided for interns nor were there any special requisites required to perform the duties of the Query Management Intern, however, having had no real experience prior to the internship at Mousumi Network Limited, I did not know what it was like to work in a corporate office, and from day one I was introduced to how the pace worked in such a setting as I was flooded with calls, queries, and no tangible time to take a breath.

Early on, my Key Account Manager trained me to keep up with the speed of the office as being an FMCG dealing firm, products being sold and unsold per day helped me to understand how an operation of this scale functions, and the necessary requirements to keep the machine running. While my position as Query Management Intern may seem simple from a surface level view, it was the added tasks, attending meetings with my Key Account Manager, talking with representatives of other firms looking to collaborate, assisting in creating spreadsheets that were sent to the higher-ups as they made decisions. I was also trained to learn and become familiar to terms related to sales force teams as Mousumi Network Limited dealt with FMCGs, and learned how certain corporate cultures work at certain firms (who shall remain unnamed due to confidential rea-

sons), so I could speak, communicate, and effectively deal better with representatives of those companies when they'd contact us for certain needs.

Indirectly, through experience, I came to learn on how to look for potential clients, maintaining a professional and healthy relationship with the existing clients, persuading those clients to sell and push for particular products; I would assist in making ads and share my fair bit of knowledge on where sharing these ads would bring in more attention to the products.

One particular incident of me learning of how marketing translates from the books to real life involved learning that certain marketing tools employed (product placement, banner promotional tools, point of sales materials, sticker, dangler, shelf topper, shelf sticker etc) were never considered losses, even if it didn't yield in the desired result, and I was taught, "As long as money is not leaving the consumer's wallet, all of this is still considered marketing."

I also saw instances of ATL, BTL, and TTL marketing being employed by Mousumi Network Limited during my tenure. Overall, while there was no actual training session conducted, it was the everyday activities and situations that rose from circumstances that helped me to prepare for such scenarios should they arise in my future career.

3.3 Contribution to Departmental Functions

While my tenure at Mousumi Network Limited was short, it was not uneventful, as I was a part of a marketing plan being built from the ground up, assisting with the digital marketing aspects. Prior to my employment, there was a lack of engaging content which lead to customers not frequenting the page, and lowering the potential number of clients that would've been interested.

Creating content that elicited reactions from customers was one of the first of many contributions I made under the guidance of my Key Account Manager, leading to an influx of queries, engagements, and contact on the official Facebook pages to creating a viable communication channel, thus leading to better customer relationships.

As stated before, I was also in contact with various e-commerce partners of Mousumi Network Limited and doing my best to create and sustain cross communication, thus acting as a bridge not only between the e-commerce platforms and Mousumi Network Limited, but also between the brands brought up at the moment, and new engaging customers or potential customers. Doing so

led to the reach of the pages I was working on going up, enlarging the number of interactions that occurred daily, and the statistics of the page showed credible proof of this fact.

A tangible example of this includes the reach of the Ambassador Olive Oil page on Facebook having a reach of 200 to 300 people before the content creation and customer engagement, to later having a growth almost tenfold as the reach increased to 2000 to 3000.

3.4 Evaluation

Working at Mousumi Network Limited was positively eventful. Having been a marketing major, it was always a necessary requirement on my part to see how effective marketing lead to the process of creating bonds with customers who would buy products or services related to its brands. Mousumi Network Limited not only provided a perspective of how a FMCG of that scale operates, but also gave me a deeper understanding into the corporate world and its processes, even if only I got a surface level view given my limited time there.

My Key Account Manager was there every step of the way, guiding me, and teaching me valuable lessons that aren't generally found in books, and said Key Account Manager did not hold back when pointing out my mistakes, albeit they were pointed out often times in a humorous way due to moments of me being clumsy.

The rest of the senior staff member were also courteous, and the environment of Mousumi Network Limited was one that never made one feel uncomfortable. Overall, there weren't any vocal complaints with regards to my performance as I did my duty properly, and did not hamper with the flow of the work in any way, shape, or form.

3.5 Skills Applied

During the period of the internship at Mousumi Network Limited, I didn't just use the knowledge I was taught during my academic course to help me on this particular journey. A fair amount of skills outside that realm were employed there to make me perform at my job efficiently.

- Microsoft Office Suite: While there was no 'deeper' understanding of Microsoft Office Suite required at the office, my usage and current set of skills with dabbling that range of software quickly came into play during my employment period at Mousumi Network

Limited, I realized that I was actively applying what I was taught at various phases during my BBA course and in my life in general.

- **Effective Communication Skills:** Information relayed by me to the line manager, to the e-commerce platforms, and to customers/potential customers while acting as a conduit between them without misplacing the information helped me realize that effective cross communication between channels lead to higher productivity, and a clearer understanding of what the customers wanted, along with our clients, and the smaller everyday goals of Mousumi Network Limited became that much more reachable from.
- **Teamwork Skill:** Completing my duties while cross communicating with other members of the staff for when I was given a task, I came to understand the true meaning of how teamwork actually reduces stress on the entire workforce, if only even by margins. There were several instances of me assisting others in departments not strictly related to my own when such an opportunity appeared.

3.6 New Skills Developed

During my tenure, I received a firsthand view of how brand equity functions, and can be achieved as I understood the individual values behind the brands under Mousumi Network Limited, how they worked, what the brands represent to a large segment of the customers, establishing a semblance of brand loyalty, and the value of the brands to the company itself as certain lines were pushed more than others.

The importance of effective cross-communication and the benefits it reaps for the companies was staggering to see, and through the daily practices, learning from practical examples, I came to understand just how important this holds in any organization.

I learned how to create content that sat well with the customers lead to higher number of engagements, leading to a larger reach, resulting in customers being potentially interested, while the posts themselves were approved by my Key Account Manager and those above my rank after a few trial-and-error attempts; not every attempt at creating content went smoothly, as I learned there was a fair bit of standards that the contents being created had to follow.

Above all, I think the experience of being employed in an entry-level job, internship though it may be, has given me a clear picture of how organizations function, the importance of arriving

on time which led to many instances of me gaining information about situations in the 11th hour, and in general I gained a view of the FMCG industry, learning how it operates.

3.7 Application of Academic Knowledge

Despite not being remotely close to being an expert in sales, being a major of marketing transitioning the core concepts of that thought process into what drives sales and MNL with its personnel helped me realize how closely connected the two functions were.

Realizing that what I'd learned over the course of four years at United International University effectively translating into the workplace was something I did not notice immediately. Self-admittedly, I'm a bit slow on the take when things are said and situations are presented, but I found myself pondering during moments of self-reflection of several instances of how what I was taught during in the BBA program came into play.

As a marketing major, watching how sustainability and good analysis gave input to a 360 degree marketing system was mesmerizing once I realized what was happening. Examples of products from Mousumi Network Limited being applied to the BCG Matrix was also made evident during working hours. As I created content that lead to customers engaging in healthy conversation, showing interest, and eventually getting feedback that sales had increased led me to realize how Keller's Brand Equity Model did indeed work in real-life scenarios.

Knowledge going back all the way to the principles of marketing regarding brand equity were also in the mind of the employees as they would enlarge the mindset going into the corporate sector as I retroactively realized. Effectively coordinating marketing efforts by Mousumi Network Limited's brands across multiple channels was a prime example of integrated marketing communications as they created a smooth experience for consumers across many aspects of the marketing mix.

While there was no Digital Marketing course during academic journey, I did take my time to read Marketing 4.0 by Philip Kotler which delved into digital marketing, and part of my job requiring to understand the perception of Mousumi Network Limited's products online.

I came to realize people not only want products that satisfy their needs, wants, desires, but also want to interact with the product i.e. to be able to participate in a conversation with the people

who are providing them the products/services they are looking to procure, interact, and given the accessibility provided by the modern age of information, share their experience to check if said product does indeed satisfy them.

Chapter 4: Key Facts and Conclusion

4.1 Recommendations for Improving Departmental Functions

Aman Group of Companies is one of the largest companies in the country and for an intern to suggest improvements to the company seems bizarre on surface level. However, having worked at Mousumi Network Limited and getting a close view at the inner workings of the business as I collaborated with several different departments, there are areas in which MNL can make improvements, and these recommendations are, to be very clear, my opinions based off of the amount of time I spent at the organization stemming from my experience. These observations include:

- **MNL Presence:** Mousumi Network Limited was established in 2020, and due to the unit being young, most people are not aware of MNL to the extent they should given the fact that the organization is responsible for promoting and driving the sales of some of the country's most prominent FMCGs (Lucy, OXY etc). The parent company of MNL, Aman Group of Companies, is more prominent and the awareness in general public of this company should be made more aware, drawing new potential clients.
- **Lack of Implemented IT:** IT, while being present, is not implemented on the level it should be. resulting in performance not considered optimal, and as more time passes the need for advanced technology will only serve to enhance overall efficiency.
- **Generalized Marketing Strategy:** The marketing tactics used at MNL are not precise i.e. marketing is done in a general way without segmenting certain bases. Marketing like this results in one large basket yielding in an unbalanced amount of clients and customers. E-commerce sites such as Alesha Mart, Evaly, Chaldal, Ekshop, Panda Mart, Panda Shop, Shobuy, F-Mart, Fairmart, Daraz, Shajgoj, Drobboo, AjkerDeal, Priyoshop, Waodi, and others were all pitched by MNL in general; no consideration was taken on which products to specifically be pitched for to which sites, and this ultimately resulted in a mixed bag of results. Some sites held benefits, some of them did not generate proper traffic for products.
- **Insufficient Workforce:** As mentioned before, despite having an effective workforce, MNL suffers from the lack of more, much needed personnel who can with more hands on

deck improve the rate of work, get more tasks done, and create situations where MNL can make future plans for improvements.

- **Edible Olive Oil Diversity:** Certain competing brands such as Olitalia provide flavors for their edible brands of olive oil, and MNL has not caught up to this trend yet. If they want their HoReCa channel to benefit, gain more traction, diversifying their current crop of olive oil flavors is certainly the way to go.
- **Training Programs:** Training programs should be set up, especially in the IT sector, and skills development sector as this will aid incoming employees to get up to speed regarding the workings and culture of MNL which would result in more effective work done from day one.
- **Social Awareness:** As mentioned before, MNL is still considered a relatively new company, as such they should take more active initiatives that shows they are socially aware and responsible to the community they operate in.

4.2 Key Understanding

Having gained experience and spending time at MNL as an intern, I came to understand the how businesses that are set up long ago leaves scope for that company to grow and flourish in the future, making subsidiaries under it, and more importantly how imperative it is to keep up with the competition.

My Key Account Manager, also Assistant Sales Manager, served as a model for how the employees in the business keep the place running, and this is applied to those above in the company hierarchy. A lot of effort and dedication is placed into their initiatives. At times these managers represent the company, and their core values.

For a business that was set up as a unit to support the sales and drive the numbers up, MNL did not apply any out-of-the-box marketing that could've helped the company flourish. The lack of core content that comes with this approach leaves a vague message about the products, with target customers in the FMCG market asking questions related to the vision of the brand, the goals, and leaves no constructive image. A wider, 360 degree view of marketing could've helped broaden the horizons especially when it comes to certain products that see demands decrease with change of seasons (Lucy Olive Oil for example). More marketing tools could've been im-

plemented, leading to more customer engagements to creating a well-functioning integrated marketing communication.

4.3 Conclusion

Upon reflection of the duties I did, the activities I saw, and analysis of the time I spent at Mousumi Network Limited, I can conclude that Aman Group of Companies can maintain the amount of equity they have in the industry. Whilst it cannot be graphically shown due to workplace confidentiality, I have it on good account that MNL has shown the upward trend in their financial aspects, and have shown profits larger than expected.

With their profits rising, I believe that Mousumi Network Limited, subsidiary of the Aman Group of Companies, can go higher, enhancing their brand image, sell more products of their well-renowned brands, and retain its position as a market leader in the FMCG industry, and overcome what difficulties may lie ahead if they divert some of their attention to the departments that need more work.

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