



Internship Report On
BENGAL LPG LIMITED'S SALES ACTIVITIES OF
BENGAL GROUP OF INDUSTRIES

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelors of Business Administration

Internship Report On
**“Bengal LPG Limited’s Sales Activities Of
Bengal Group of Industries”**

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Date of submission: 8th June 2022

Letter of transmittal

8th June, 2022

Dr. Seyama Sultana

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Subject: Submission of internship report on “Bengal LPG Limited’s Sales Activities of Bengal Group of Industries”

Dear Sir,

I am glad to share my internship report, which details my three-month internship with the Bengal Group of Companies (Bengal LPG). Within the time constraints, I did my best to apply all of my knowledge to extract meaningful information. This research enabled me to put my academic and marketing expertise to use in the real world. I have obtained helpful information and am familiar with the basic activities of the Bengal Group. I did my best to gather as much information as possible in order to fill this report with numbers, data, and acceptable recommendations. I prepared this report using the criteria you gave, as well as principles and approaches I learned during my undergraduate studies.

Working under your leadership had been a wonderful pleasure. I am confident that it will fulfill the internship's goal as well as all of the requirements.

Yours sincerely,

Mashrufa Rahman Samita

ID: 111 171 200

Certification of similarity index

This is to certify that this internship report on “Bengal LPG Limited’s Sales Activities Of Bengal Group Of Industries” is done by Mashrufa Rahman Samita,

ID: 111 171 200 , for the requirement of the degree fulfillment of Bachelor of Business Administration from United International University (UIU).

This report has fully been prepared under my direction and is record of the work done by carried out successfully.

.....

Signature of the Supervisor

Dr. Seyama Sultana

Associate Professor, SoBE

United International University

Declaration of the student

This is to confirm that I am the author of this report. There is not a single sentence in the report that has been lifted directly from other sources. All additional sources of information have been properly credited. I am aware that I will be held accountable if any element of the report is discovered. I will take full responsibility if I have been plagiarized.

Acknowledgement

I would want to convey my heartfelt gratitude to Name of the supervisor, Assistant Professor at School of Business and Economics, who has always been there for me and has always found solutions to my concerns despite all the obstacles.

I would like to convey my gratitude to Bengal LPG Ltd.'s Engr. Hosney Mobarak Radin (Head of Operations) for his invaluable assistance and supervision during the project.

I'd like to express my gratitude to Bengal LPG Ltd.'s Engr. Md. Sabbir Hossain (Senior Operations Executive) for granting me permission to collect important data, offering administrative support, collaboration, and assisting me in obtaining the necessary facilities for my task.

Executive Summary

I participated in an internship program at School of Business and Economics as part of my degree requirements, where I was able to apply my academic principles in the real world. While at work, studying, researching, and producing this paper, I learned about numerous facets of the LPG industry's importance.

The influence of LPG on the national energy system is examined in this report, as well as the contribution of Bengal LPG Ltd. My main responsibilities were operational activities, which allowed me to interact with distributors on a daily basis and acquire useful and fascinating information for my report.

Bengal LPG Limited sees a business that thrives, ensures economic progress, and ultimately serves people with high-quality LP Gas Cylinder service. The report's first chapter contains an introduction that explains the report's main components. The second chapter examines a number of important research publications on the organization and its various operations and approaches. The final chapter, which covers my entire internship experience and learnings, provides necessary information about the organization. The report's last section contains an analysis, conclusions, and recommendations for LPG in terms of service quality and customer perception.

Without a question, the impact of LPG has become a key criterion for evaluating the performance of the energy sector. I believe that the insights gained from this study will be beneficial to LPG startup companies, and that they will take measures to increase Bengal LPG Ltd.'s contribution to the national energy grid.

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CHAPTER I: INTRODUCTION

The Bengal Group of Industries owns Bengal LPG Ltd. As a result, the Bengal Group of Industries is involved in all of Bengal LPG Ltd.'s commercial operations and activities. Bengal is a subsidiary of the Bengal Group of Industries, which was founded in 1969. Bengal Plastics is Bangladesh's largest plastics manufacturer, processing around 3,000 metric tons of raw materials every month. Over the course of their operation, 27 concerns have been enlisted. In 2017, Bengal Group of Industries took on this project for Bengal LPG Ltd., which began operations in May 2021.

I.1 Background of the Report

Students pursuing a B.B.A. degree must work for a certain amount of time. Throughout my internship, I worked under the affiliation title "Bengal LPG Ltd, Bengal Group of Companies," and this report was written after I finished. This report was made on my behalf for a regular financial project, academic knowledge enhancement, under the supervision of my internal assistant and approved manager. "The Impact of LPG to the National Energy Grid and Contribution of Bengal LPG Ltd." is the title of the report.

I.2 Objectives of the Report

The major objective of this report is to provide an overview of Bengal LPG Ltd.'s impact on the LPG business and economy. The primary goal of this study is to demonstrate Bengal LPG Ltd.'s positive impact on the LPG sector of the economy through outstanding services and results.

The aim of this report is to conduct a strategic analysis of the entire organization in order to gain insights into the company while also getting a sense of the policies and practices of key departments.

I.3 Motivation of the Report

The completion of an internship program is a requirement for graduates. It ties an academic topic to the corporate world by allowing hypothetical material to be linked to business situations. Gathering knowledge and creating an internship report that assembles professional boundaries is critical for a successful graduating class.

The situation was staged with the goal of giving undergraduate students real-world experience, and this report is based on information provided by Bengal LPG Ltd (Bengal Group of Companies).

Finally, this report has had a huge impact on my life. In addition to my academic pursuits, this report is a practical experience for me. I was able to recognize my benefits and drawbacks. This will be a report of my exploits. It will be utilized as a plan or strategy in the future to assist me in overcoming my shortcomings by urging me to make the necessary improvements. It will help me grow as a person, allowing me to give more to the industry.

While writing this paper, I learned a lot about the LPG industry and how it operates. In addition, I am familiar with the evolution of Bangladesh's LPG industry, particularly the Bengal LPG Ltd. Throughout my internship, I learned a lot about fast moving consumer items, company culture, and the job market. During my stay at Bengal LPG Ltd, I compiled this report based on my observations of corporate principles. It will also benefit students by giving them a greater understanding of the real-world business setting and avoiding misunderstandings. As an intern, it was difficult for me to fully appreciate LPG operations. However, I worked hard during my internship to obtain a deeper grasp of the corporate environment.

I.4 Scope and limitations of the Report

Scope of learning:

As an intern, I was responsible for the following tasks:

- Communicating with distributors and developing positive business relationships.
- Creating an excel spreadsheet with distributor data based on Bangladesh divisions.
- Examine the papers that the distributorship requires.
- Verify the legitimacy of the distributorship documents' license.
- Arrange meetings with distributors with the help of COOs.
- Assist the Senior Executive of Operations in the preparation of official correspondence.
- Keep in touch with the satellite plant and filling stations to learn about their needs.
- Using phone calls to collect data on current filling station equipment status. For instance, storage tank capacity, MT usage per month, and whether or not a discharge pump is present.
- Conducted a market survey on the competitor's price and policy issues.
- Completed SO/DO on the cylinders and kept track of them using their distributorship code.
- Have the Managing Directors and General Manager sign off on the papers of the selected wholesalers.
- Verifying the present status of the distributor's truck as it approaches the Mongla plant.

Limitations of learning:

- The organization maintains strict confidentiality and refuses to share information with the general public. As a result, the study is severely lacking in data and information.

- This business hasn't released any annual reports in the last two years. As a result, providing a graphical depiction proved difficult for me.
- The concerned staff may not be able to dedicate adequate time due to hectic office hours.
- Because the corporation had any positive digital marketing strategy for their items, in terms of digital marketing, the company did not conduct any theoretical research.
- In terms of digital marketing, the company did not conduct any theoretical research.
- Because it was unable to gather all forms of information, it was cumbersome to access and summarize it. Despite the fact that I received support from various executives, it was insufficient for me due to their excessive workload at work.
- The three-month internship program was way too short for me, so I worked hard to maximize my learning potential.

1.5 Definition of Key terms

Marketing: It is the activity, collection of organizations, and procedures for creating, conveying, providing, and exchanging useful offers for consumers, clients, partners, and society at large.

Brand development: It is the process of creating and differentiating your company's image, goods, and services from those of your competitors.

Customer Relationship Management (CRM): A company must maintain a positive relationship with its customers by soliciting feedback and providing information about its products and services. Because of strong external communication, a company can differentiate itself from its competitors.

Integrated Marketing Communication (IMC): It is the practice of uniting marketing communication elements such as public relations, social media, audience analytics,

business growth concepts, and advertising into a cohesive brand identity across many media platforms.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history

The Bengal Group is proud of its contribution to the development of Bangladesh's economy by establishing diverse industries. The Group is one of Bangladesh's leading and fastest-growing sectors, with a diverse range of operations in plastics, adhesives, metal, paper & packaging, real estate, agriculture, food, banking & financial institutions, and power & renewable energy. In Bangladesh, the Group employs almost 32,000 employees, all of whom share a strong dedication to excellence. It is one of Bangladesh's most reputable, well-organized, leading, and largest corporate companies. The company was started in 1969 and currently it has 28 factories in 8 sectors. The most fascinating aspect about the company is it usually exports most of its products in more than 60 countries.

The vision, mission, and values of the Bengal Group of Industries are aligned with such goals that drive the endeavor to enhance Bangladesh's LPG business, that might have a long-term impact upon the country's economy.

Mission: Bengal Group of Industries' aim is to consistently exceed customers' expectations by providing higher value to our customers than our competitors in order to achieve endless perfection.

Vision: Bengal Group of Industries' aim is to be the best-in-class leader in our business, providing overall quality goods and services to all of our clients.

Goals: The Bengal Group of Industries aspires to be the top firm in the industry, and it is our policy to provide total quality goods and services to all of our clients. We achieve this by enforcing a set of quality policies across the board.

Core Values: The Bengal Group of Industries' strong pillars are two essential ideals. They are:

- Maintain the product and service quality standard.
- Constantly seeking new methods to enhance through innovation

2.1.2 Trend and growth

Trends adopted by Bengal LPG Ltd

The global epidemic in 2020 provided an opportunity for many businesses to gain new customers by listing their products on various E-Commerce platforms or by launching their own website. However, Bengal LPG Ltd, which was more reliant on general sales, failed to keep up with such trends, causing their sales to decline. As a result, Bengal LPG Ltd made every effort to have their products listed on well-known e-commerce platforms. They had also used their product's specialized Facebook page to sell their product to buyers.

Growth of Bengal LPG Ltd

Bengal LPG Ltd's sales of general merchandise have traditionally been a source of growth. Their sales team works tirelessly to promote the purchase of their items. Agami, Ekshop, Ghorebazar, Jadroo, Let's Go Mart, Mascobazar, Othoba, Sindabad, and Waodi, to mention a few.

2.1.3 Customer mix

Bengal Group of Industries is one of Bangladesh's fastest expanding private companies, with a broad vision and boundless dependability that includes high client duties, qualified and experienced workers, and more. The Bengal Group is dedicated to the development of the country's social and economic infrastructure. Beginning with consumer goods, the company has expanded its distribution network to encompass textiles, chemicals, real estate, education, banking, stock trading, media, insurance, and fast moving consumer goods. They are working hard to build our company and service portfolio in order to meet the different needs of consumers and make a substantial contribution to the national economy. In the Bangladesh market for LPG items, a trade and distribution business (Bengal LPG Ltd.) functions as a sole agent. It has its own sales and distribution network that spans the United States. The sales team is equipped with cutting-edge IT devices to monitor and oversee sales and distribution activities. Because of the nature of the LPG industry, which is characterized by low margins and high sales volumes, it is most likely to benefit from extending its customer base, which will result in increased sales. In this way, the Bengal group of firms is a gold mine.

2.1.4 Product/service mix

The Bengal group of industries has made it a goal to give a choice of assistance options to its clients in order to maximize their benefit and happiness. For its significant clients, the organization is gradually extending its item line. The Bengal group of companies has grown in prominence, and the organization has been successful in enabling shop and several advance administrations. Through its dynamic and large management system, as well as the presentation of customer friendly credit and store administrations, the Bengal group of enterprises is making significant progress in a short period of time. They have succeeded in maintaining its reputation for high-quality products and a wide range of services.

Product Description

Bengal Group of Industries contributes enormously in the electronics, power and energy sectors. Linnes Electronics and Technology are the biggest companies of the sector. However, Bengal LPG Ltd. which is situated in Khulna is a newer company comparatively. But since its start, the company has seen gigantic growth. Hopefully it will become Bengal's one of the biggest and most important company very soon.



Figure 1: Product of Bengal LPG Limited

LPG Manufacturing Process:

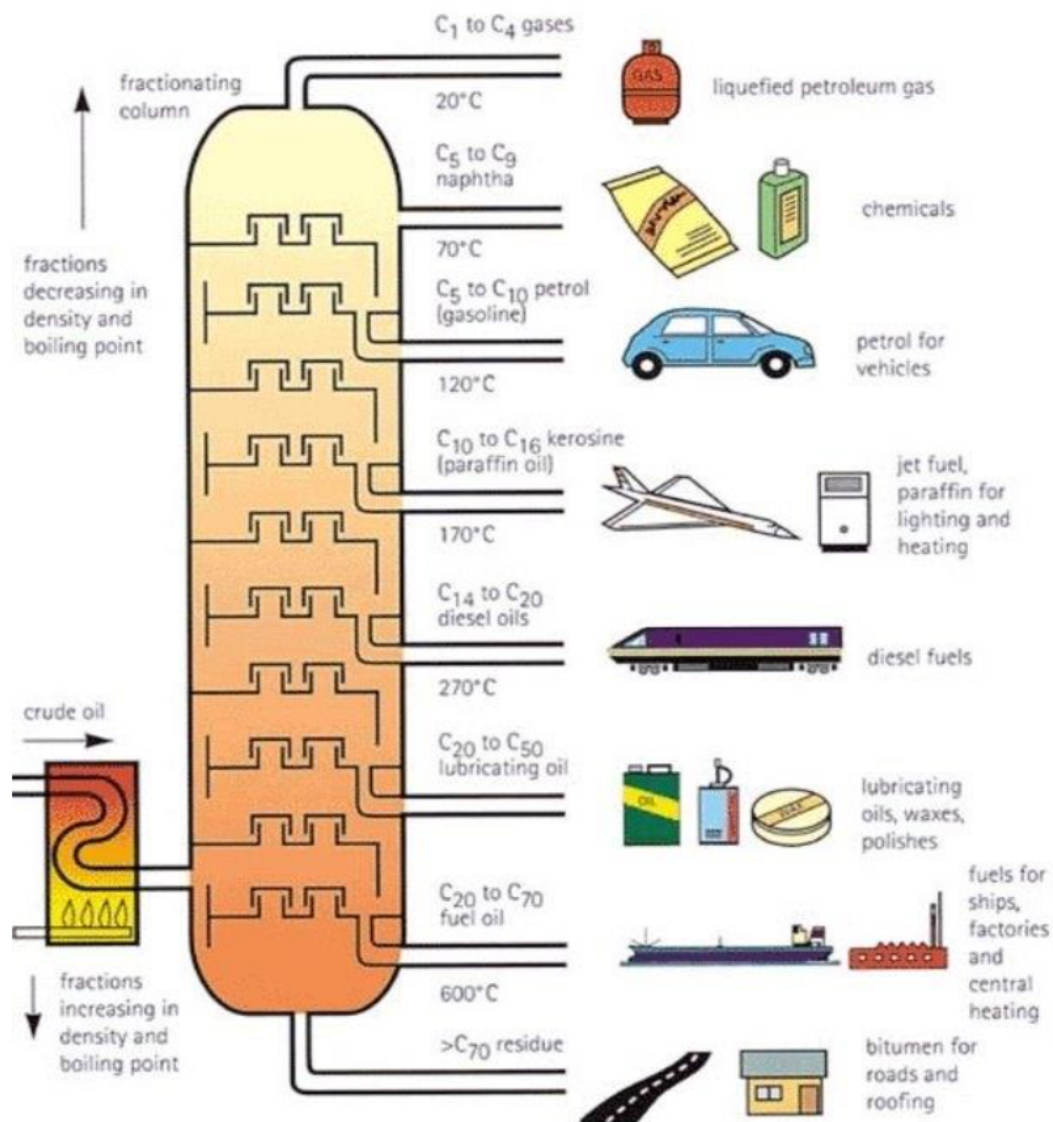


Figure 2: LPG Manufacturing Process

Raw natural gas and crude oil refining are the first steps in the LPG production process. During the natural gas processing and crude petroleum refining, liquefied petroleum gas (LPG) is extracted from the raw natural gas stream. The principal LPG ingredients are

propane and butane, with trace amounts of other natural gas liquids. Once liquefied via pressurization, LPG is simpler to store and distribute.

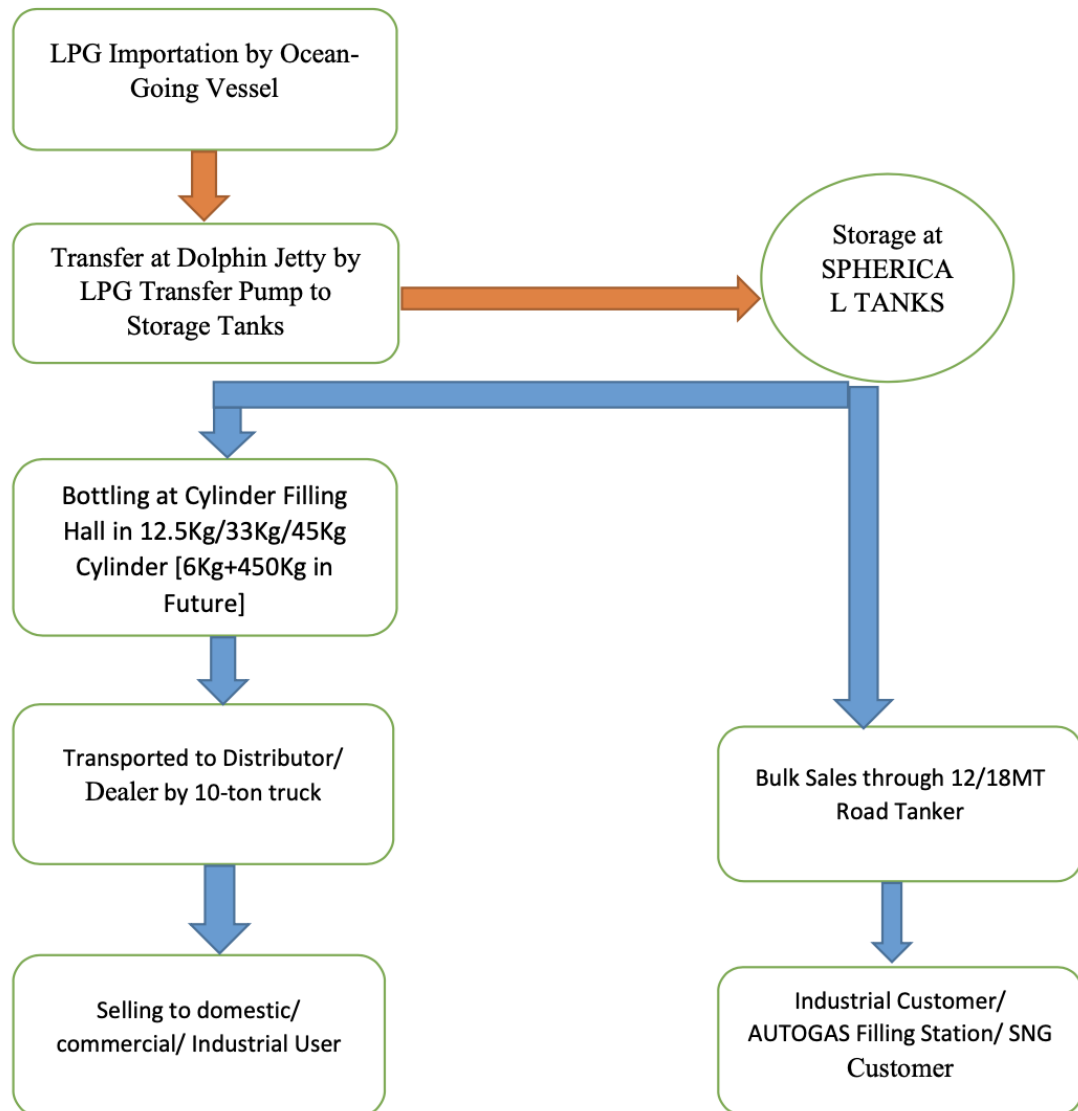


Figure 3: LPG Process Flowchart

2.1.5 Operations

Accounts & Finance, Human Resource, Operations, Sales, and Information Technology are the operations of Bengal LPG Ltd.

Human Resource Department:

Bengal LPG Ltd. is a subsidiary of Bengal Group of Industries, hence Bengal Group of Industries maintains or controls Bengal LPG Ltd. recruitment and policies. The Bengal Group of Industries has a few major HR strategies. They are mentioned below:

1. Diversifying the workforce to boost innovation and creativity.
2. Foster a culture of lifelong learning through job rotation and training.
3. Team building can aid in the development of corporate values in personnel.
4. Focus on talent acquisition and succession planning to ensure long-term survival.

Outcomes of Human Resource:

Because of its current HR policy, the Bengal Group of Industries has a relatively low employee turnover rate. They aim to give their staff a sense of belonging by holding numerous training sessions and casual activities. They have had a lot of success with their strategy throughout the years.

Marketing Department Practices:

As Bengal LPG Ltd. is a new entrant to the market, with operations beginning in May 2021, marketing techniques and approaches have yet to be created, particularly for each sector. Bengal LPG Ltd.'s recently appointed head of sales and marketing is attempting to incorporate and build effective policies that will provide solutions to the

organization's important marketing demands, with an emphasis on current marketing tactics.

Marketing Approaches:

Few key marketing approaches of Bengal LPG Ltd. are given below:

1. Concentrating on direct customer communication, which is low-cost but yields higher results.
2. Visualizing modern technology and imported cylinders directly to customers and distributors to promote them.
3. Recruiting creative and inventive employees who can add to and enhance the market approaches' worth.
4. Creating customer-centric business solutions for the LPG industry by establishing customer relationships and gathering business intelligence.

Segmentation: Bengal LPG Ltd. has separated the people in rural and urban areas who have limited access to gas supplies. The southern and northern parts of the country require cylinder gas goods on a regular basis to make their food.

Targeting: Bengal LPG Ltd. has targeted consumers in the mid-income bracket who can afford to buy and use this product on a regular basis. Because Bengal LPG Ltd. is a newcomer to the LPG industry, it has maintained its prices as low as possible. Bengal LPG Ltd. is receiving half of the cylinder price from the client, despite the fact that the cylinder production cost is doubled in reality. As a newcomer to the market, it is critical to offer a premium price in order to attract and retain new customers.

Promotion: Initially, Bengal LPG Ltd. relied on Facebook marketing via a Facebook page and group. It is presenting the production and plant films to make customers understand the authenticity and engage more customers through participation and replying to their questions in order to increase and reach more customers. Bengal LPG Ltd., on the other hand, might carry out its promotional operations through its other businesses. For example, Bengal LPG Ltd. could sponsor an X-banner or a hanging

card in the stores of Bengal Plastic Ltd., attracting the attention of other customers who will be enticed to try or buy the product just because it is a Bengal Group of Industries product. Meanwhile, RTV is a company of the Bengal group of industries, therefore Bengal LPG Ltd. can supply specific TVC videos to be aired only on this channel.

Positioning: Bengal LPG Ltd. places an emphasis on unique characteristics that will differentiate the cylinder goods from other rivals in order to position itself in the market. It can show, for example, that it uses high-quality imported raw materials that are either unavailable on the market or used sparingly by competitors. Furthermore, it will not melt at specific temperatures. Consumers and distributors will automatically consume the unique product rather than stealing it from competitors if they become aware of it.

SI No.	Description	Total (In Lac Taka)
1	Land & Land Development	1556.94
2	Civil Construction with Jetty & Pipeline	2962
3	Machinery and Equipment	8994.55
4	Transport, Manpower and Others	582.45
5	Contingency	422.88
6	Interest	1233.86
	Grand Total Project Cost	15752.68

Table 1: Financial Performance of Bengal LPG Limited

Investment worth of the Project in terms of:

Description	Total (In Lac Taka)
i) Benefit Cost Ratio (Fin.) @ 15% d.f.	1.059948
ii) Benefit Cost Ratio (Eco.) @ 15% d.f.	1 .081065
iii) Net Present Value (Fin.)	9326.65
iv) Net Present Value (Eco.)	12,365.67
v) Internal Rate of Return (Fin.)	22.93%
vi) Internal Rate of Return (Eco.)	25.70%
vii) Payback period	4.01 Yrs: = 5 Yrs. (approximately)

Table 2: Investment Worth Of Various Projects

Accounting Practices of Bengal LPG Ltd:

Bengal LPG Ltd's allocated accounts department determines the budget for each project and allocates and distributes funds based on their analysis. They were also expected to prepare the voucher on a regular basis, as well as the VAT and TAX job they had completed. As a result, they must create an entry in the notebook based on daily expenditures in order to modify and accumulate everything. At the end of the day, they must report the actions of the accounts to higher authorities in order for them to understand which criteria management should focus on in order to reduce risk and budget more efficiently in the LPG industry.

2.1.6 SWOT analysis

<p>Strengths:</p> <ul style="list-style-type: none"> • Large Capacity Storage Tanks • A strong dealer base. • An extensive distribution network. • A transportation route along the river. • Have a large number of investors on hand. 	<p>Weakness:</p> <ul style="list-style-type: none"> • Not focused on demand in rural and urban areas. • Management's willingness to sell products is lower. • Inability to use technology • In the targeted areas, the population density of LPG consumers is low.
<p>Opportunities:</p> <ul style="list-style-type: none"> • Identify projects that will demonstrate the potential of rural markets in development. • Natural Gas Replacement • Displacement of wood and diesel is reduced. • Electricity generating. 	<p>Threats:</p> <ul style="list-style-type: none"> • Rural communities have limited access to the LPG distribution network. • Strong competition • Possibility of finding less expensive alternatives • Ineffective enforcement of regulations and a lack of a safety culture

2.2 Industry analysis

2.2.1 Specification of the industry

Bangladesh's LPG industry is expanding at a rapid pace. Despite this, the industry is still heavily reliant on imports. LPG is imported from other countries for over 95% of Bangladesh's total supply.

Last year, the total supply of LPG was likewise 1 million. There is now no shortage in the market; instead, we are experiencing an oversupply issue.

The industry is difficult to govern because it is mostly import-oriented. Due to high international pricing, market instability is common.

Almost every company has a plant for importing, bottling, and distributing LPG. LPG, on the other hand, cannot be manufactured in such large quantities in Bangladesh. As a result, the market is forced to rely on imported LPG. However, when it comes to cylinder production in Bangladesh, only a few enterprises have the capability.

2.2.2 Size, trend, and maturity of the industry

In Bangladesh, the LPG business is rapidly expanding. It has seven big enterprises in this potential area, including Bengal LPG Ltd. Because of the widespread conversion of gasoline-powered automotive engines to CNG and the rising need for energy by growing companies and families, the gap between demand and availability of natural gas is widening by the day. The government of Bangladesh has recognized this and is taking steps to save gas. One of the programs is to promote the use of LPG as a residential, commercial, and industrial alternative to natural gas. As a result, additional investments are needed in the sector to serve more households and industries as demand grows. Foreign LPG technology from a variety of sources are used and will continue to look into newer technologies in the future.

In 2016, the LPG market in Bangladesh was anticipated to be around 350,000 tonnes, compared to a demand of around 500,000 tonnes in 2017. Bangladesh's LPG market is expected to reach 1.0 million tonnes by 2020, according to the estimates. The global LPG market is currently over 300 million tonnes, with 110 million tonnes in the Asia Pacific region.

2.2.3 External economic factors

The demand for LPG in Bangladesh is likely to skyrocket in the next years. In Bangladesh, LPG is mostly used for cooking in both rural and urban settings. As a result, the impacts of using LPG differ depending on where you are in the country. Traditional biomass-based cooking fuels, for example, are widely used in rural regions. Combustion of these fuels, on the other hand, emits hazardous gases that not only hurt the health of women who cook and heat, but also release greenhouse gases into the planet. As a result, using biomass to fuel stoves in rural regions has negative externalities at both the family and society levels, which could stymie Bangladesh's socioeconomic progress. This is where LPG comes as a viable solution to these rural issues, owing to the fact that it produces low combustion emissions and does not emit black smoke. Furthermore, moving to LPG from traditional biomass-based fuels improves efficiency, which is helpful for energy conservation to some extent.

The economic benefits of LPG use are not limited to rural areas; they also influence urban areas where natural gas is used as a source of cooking fuel. As a result, introducing LPG on a big scale would reduce the natural gas demand pressures. Due to a natural gas scarcity in Bangladesh, the government halted distributing new gas connections in residential areas in 2009, with the goal of increasing LPG usage. In addition, the government decided to eliminate all duties and taxes on LPG imports in order to encourage more people to adopt LPG as an alternative to natural gas. It should be noted that the government was particularly interested in fostering extensive use of LPG in the economy because, unlike LNG, LPG market expansion can be facilitated utilizing the country's existing energy infrastructure.

Another conceivable application of LPG in Bangladesh is in the transportation industry, where it would supplement LNG and replace existing CNG and liquid petroleum fuels. The government plans to convert 2.3 million natural gas household end users and 0.18 million existing CNG-powered automobiles to LPG by the end of 2025. This might be a fantastic initiative in improving Bangladesh's transportation sector, as LPG is believed to be beneficial for engines and reduces vehicle maintenance costs.

The fact that about 80% of the whole LPG market in Bangladesh is import dependent, with only 20% held by state-owned enterprises manufacturing LPG locally, is a worrying truth. As a result, the private sector has a role to play in creating LPG domestically, which would not only keep LPG costs low, but also reduce reliance on imported LPG. The expansion of the LPG market using indigenous energy inputs can also result in job opportunities within the country, which can then be translated into improved social welfare for the country's citizens. More importantly, local LPG market development can be extremely effective in managing rural energy demand while also contributing to poverty reduction in those areas. Following the government's measures aimed at decreasing natural gas shortages and conserving it for future usage, demand for LPG is likely to increase. As a result, the LPG sector is seen as a profitable avenue for private investors to contribute in the growth of Bangladesh's total energy sector.

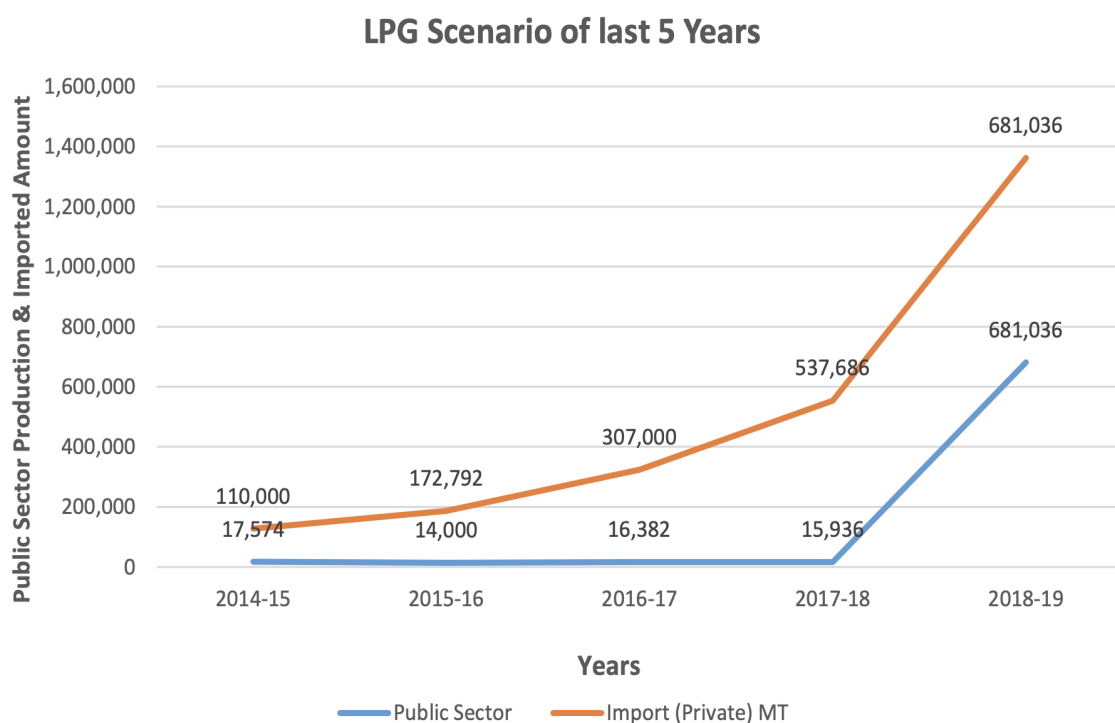


Figure 4: LPG Scenerio of Last 5 Years

2.2.4 Technological factors

Companies in Bangladesh's LPG industry are already implementing cutting-edge technology such as blockchain, artificial intelligence, digital assistants, and robotics to improve operations and improve customer satisfaction.

Digital transformation entails much more than simply utilizing new technological capabilities to increase efficiency. It is a cultural transformation and a shift toward putting digital at the center of the business. To compete in a market dominated by more nimble direct-to-consumer start-ups, several established LPG manufacturers in Bangladesh are taking this route. Smartphone usage has risen in lockstep with the country's rising wages and living conditions. Smartphone usage stood at 31% in 2017 and is anticipated to surpass 75% by 2025.

Cylinderwala is a significant e-commerce player in the region. Bangladesh's growing reliance on e-commerce is reflected in its climb to prominence. Cylinderwala does not only save time, but also offers lower prices than the local market to attract more people to shop online. After Cylinderwala, more e-commerce such as Daraz and Pickaboo joined the list. Furthermore, the secular drop in average commute speed over the previous 10 years has encouraged and attracted more people to shop from home.

The simplicity of shopping from home against the backdrop of Dhaka City's awful traffic may explain some of E-commerce's rise in recent years. With a low but increasing internet penetration rate, the importance of e-commerce and digitalization will be a critical factor in determining the pay-offs of operating in the LPG industry. This trend will become increasingly crucial in defining the LPG industry's future as the MAC grows in size. While e-commerce has the potential to be the next big thing in Bangladesh's LPG industry, the elephant in the room: customer trust, must be addressed.

2.2.5 Barriers to entry

The impediments to the development of the LPG market are less severe than those preventing the development of the LNG industry in Bangladesh. One of the most significant disadvantages of using LPG is that it is a more expensive energy source. The price of non-subsidized LPG is currently roughly 1400 taka per 12.5kg, plus 1500 taka for the LPG cylinder. When particularly in comparison to its alternatives, local natural gas at USD 2-3 per million British thermal units and high-speed diesel at USD 24 per million British thermal units, the potential of using LPG often gives consumers second thoughts, which has a negative effect on its widespread adoption throughout the economy. However, taking into account the accompanying benefits of LPG use, it is debatable whether or not to accept this high price-trade-off in the greater interest of Bangladesh's energy resource diversity.

Furthermore, Bangladesh's weak energy infrastructure is not a major impediment to the growth of the LPG industry, as a robust infrastructure is not a requirement for LPG adoption in the energy sector. It does, however, act as a barrier in meeting the country's ever-increasing need for LPG. Because all of the existing LPG import ports are located around port areas, equitable LPG distribution across the country appears to be restricted. As a result, LPG coverage in Bangladesh is limited and inconsistent, hampering the country's rural growth in particular. For example, the Rangpur division in the country has less access to LPG than the other divisions, owing to the lack of waterways, which forces the use of expensive road transportation. As a result, LPG has come to be seen as a less reliable source of energy due to the risk of supply outages due to transportation restrictions.

Another element to be concerned about in Bangladesh's LPG market is the lack of operational efficiency. This has been the case, owing to a lack of competition within the industry. There are just six private enterprises operating in the country at the moment, implying a lack of competition. Furthermore, private enterprises are limited to simply importing LPG and have no involvement in local LPG production. In Bangladesh, a couple of state-owned firms handle the local supply of indigenous LPG. As a result, the

absence of private investment in the domestic LPG market has hampered the sector's development and contributed to reliance on high-cost imported LPG. The high costs of LPG generation and distribution have inhibited commercial institutions from entering the local LPG market in the absence of any public aid or funding. As a result, the lack of public-private partnerships in the country has slowed the growth of the LPG industry significantly.

2.2.6 Supplier Power

As suppliers to the sector strive to capture as much profit as possible throughout the value chain, most Bangladeshi LPG enterprises are price takers. International commodity markets are a major driver of prices. Due to long-term relationships with suppliers and other variables, Bangladeshi LPG manufacturers are able to negotiate cheaper rates during periods of high input cost inflation. If a middleman is making excessive profits, suppliers will hike prices to obtain a larger share of the profit.

The bargaining powers that suppliers have are given below:

Number of Suppliers: The negotiation power of raw material and intermediate goods providers is reduced in this industry due to the abundance of replacement sources.

Availability of Alternatives: All firms must recognize that they are in competition with companies that produce replacement products, which are items that can match similar customer wants but are manufactured outside of the industry and hence have unique characteristics. As a consequence, replacements are readily available in the Bangladeshi LPG industry.

Contribution to Cost: Fast-moving commodities firm with low margins and large volume. The cost contribution is moderate due to the participation of advertising, production, and packaging, and the provider's relevance is moderate as well.

2.2.7 Buyer Power

The bargaining powers of buyers depends on several aspects. Few of them are mentioned below:

Number of Buyers: Customers desire the best deal on a product, while businesses want to get the most return on their investment. Customers bargain for better quality or greater levels of service at the lowest attainable price to cut costs or maximize value by incentivizing industry participants to compete. There are a lot of buyers in this sector.

Cost of Switching: Customers who have strong brand loyalty to a product are less inclined to swap brands. Low switching costs and aggressive marketing tactics, combined with fierce competition among LPG companies, stimulate consumers to switch between products, resulting in better value for money.

Contribution to Quality and Cost: Brand loyalty helped a product achieve high quality and pricing.

2.2.8 Threat of Substitutes

By regulating price levels, the availability of replacement items in the LPG industry boosts the industry's appeal and profitability. The following elements determine the threat of alternative products:

Similar alternative availability: Consumer products are in great demand since they are an essential item. The product offers of certain brands set them apart. Companies who are new to a category or trying to gain market share compete on price, resulting in increasing product substitution. As a result, there is a substantial risk of substitutability in the LPG industry. Alternatives to Milk Vita, for example, are available on the market.

Cost of switching: If the switching cost is low, switching from one supplier's product to another is simple, but if the switching cost is high, it is difficult for purchasers. Because commodities are widely available, the cost of switching in the LPG industry is minimal.

Profitability of substitutes producers: In this field, the relative price and quality of substitutes are closely linked, and makers' profitability is based on the substitute's effectiveness.

2.2.9 Industry rivalry

Because Bengal LPG Limited is a new entrant into the market, it faces a slew of competitors eager to compete and establish a foothold in the LPG market. Bashundhara LP Gas Ltd, Jamuna Spacetech, Totalgaz, Navana LPG, Orion, Omera, and others are among Bengal LPG Ltd.'s major competitors. All of these rivals have the market's largest storage capacity, efficient storage, bottling, importing, and marketing and distribution capabilities. To position oneself in the market against other competitors, Bengal LPG Ltd. will need to compete with all variables and make itself more remarkable and differentiable.

- While other LPG firms are mostly focused on B2B customers, Bengal LPG Ltd. is primarily focused on industrial sectors.
- Bengal LPG Ltd kept the pricing of cylinders substantially lower than the competition.
- Bengal LPG Ltd. began operations with a storage capacity of 5000 MT, which is extremely large for a starting company in the LPG industry. While the other company began with a tiny distribution channel and a storage capacity of 2650 to 4000 MT.
- Bengal LPG Ltd. manufactures cylinders in-house, although the majority of enterprises still rely on imports.
- In the beginning, Bengal LPG Ltd. had two road tankers and a 600 MT LPG barge to provide smooth distributional channel networks.

As a newcomer to the LPG market, Bengal LPG Ltd. has the following key competitive characteristics or advantages to position itself.

CHAPTER III: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

For three months, I interned at the Bengal LPG Ltd, which is part of the Bengal Group of Industries. Gaining real-world experience in the business world was a completely new experience for me. During my internship, I participated in a variety of activities to help me get diverse concepts that I could not get from text books. In such a short period of time, it is challenging for an intern to stay on top of all of the sales activity. However, I did my best to manage and execute these obligations in order to complete my internship program on time.

Ms. Jannatul Ahsan Sugandha, the Department's Admin Officer of Sales, and other Bengal LPG Ltd. executives were my key responsibilities.

The following were my key responsibilities at work:

1. On behalf of the corporation, providing a 24-hour hotline service to distributors:

As a Bengal LPG Ltd. hotline service provider, I had to offer critical information over the phone. For instance, the contents of the required papers, our most recent news, plant-related information, and so forth. Whatever situation I'm in, I'm meant to respond to these queries promptly and courteously. In addition, following each phone call to the distributors, I must deliver the message of required paper details. The list of essential document details for obtaining a distributorship from Bengal LPG Ltd is as follows:-

- a. The applicant's business profile.
- b. Letterhead pad application to GM, Sales & Marketing.
- c. Photographs in passport size (Two copies).
- d. A photocopy of the business license (Valid copy).
- e. A photocopy of the explosives license is required (Valid copy).
- f. Photocopy of the applicant's NID or passport.
- g. TIN Certificate photocopy (Valid copy).

- h. VAT Registration No.
- i. Bank statement from the previous six months, showing a healthy deposit level.
- j. Location map, layout, and images of the warehouse and showroom (if any) and deed (The same as submitted to explosive department for license).
- k. Copies of Electric Bills (Godown/Showroom).
- l. Business Card

2. Conducting a telephone study of competitors' price and benefit issues:

As a newcomer to the LPG business, Bengal LPG Ltd. needs to do a lot of phone interviews to learn about the rivals' pricing and payment policies, as well as the perks they provide to their distributors. To determine the most cheap pricing, I needed to conduct research into the costs of cylinders, refills, and commissions. Bengal LPG Ltd. keep their pricing as low as feasible in comparison to the LPG market based on these statistics.

3. Meeting with 4-5 distributors at a time:

Many distributors are expected to physically visit our office to learn about the terms and conditions of the price. I need to meet with all of the distributors to provide them with the necessary information about our pricing policies and concerns.

4. Make a link between the operations and marketing teams:

After three months of conducting my internship in the operations team, the Bengal LPG Ltd. management team moved me to the sales team. As a result, I have an excellent working relationship with both the sales and operations teams. The sales team is responsible for developing cylinder delivery plans and programs, while the process and operations teams are responsible for carrying out the strategy. So, by giving them crucial information about the sales team's plan, I was able to build a bridge between operations and sales, and the operations team was able to construct support and personnel backup based on my knowledge.

5. Keeping track of distributorship information and double-checking papers on a regular basis:

Throughout the day, a large number of distributors call for distributorship information and send us the necessary paperwork via courier, email, or office. I need to process and enter all distributor data into an excel spreadsheet. When the validity date expires, I'll need to double-check the distributorship paperwork to see if they've been amended. Based on the revised status of the document, I need to call them and tell them to submit the corrected paper as soon as possible.

4.2 Training

Despite the fact that the internship program is designed to be a 'task learning program,' the company does not provide traditional training for entry-level employment, all of the company's leaders were courteous enough to promptly advise me on how to do the various responsibilities. One of the most clear organizations is Mousumi Network. I have a temporary job there, which I am really grateful for. From the beginning of my three-month entry-level job, I was given a few instructions and brochures to learn the business's core functions. They usually answered all of my queries and cleared up any ambiguities I had.

The sales and marketing department's responsibilities include:

- Look for a potential client as part of the sales and marketing department's activities.
- Maintaining a working connection with an existing client.
- Persuade the target client to buy the products on a technical level.
- Creating engaging adverts and arranging for their publication in newspapers and on the internet.
- Attend every trade exhibition that takes place in Bangladesh.
- Provide the client with the information that he or she requires.
- Make every effort to honor the client's promise.

- Increasing the number of customers.
- Identifying a reliable customer.
- Every customer wants a high-quality product, thus this component ensures that their customers' requirements are met.
- The marketing department builds a positive relationship with competitors in order to study their plans more easily. On special occasions, this company provides gifts to its illustrious competitors.

4.3 Contribution to departmental functions

My responsibilities as an intern employee in the Mousumi Network department, where I completed my internship term:

- I spent the majority of my time taking calls from current employees who wanted me to document their grievance which I need to show Jannatul Ahsan, my supervisor.
- On a daily basis, I monitor the stock market performance of other LPG companies, as well as gather and record their updated profiles. My supervisor, Jannatul Ahsan, was also aware of this.
- I answer new client phone calls and try to give factual information about this company based on my research.
- Negotiated with consumers over challenging product prices, although my bosses were generally supportive.
- I also collected data on the activity of other departments during my internship, which helped me understand more about the operations of an Enterprise.
- With my supervisor, I also attended specific training meetings.
- I also think about the product's quality, because customers demand a high-quality product.

4.4 Evaluation

Working at Bengal LPG Ltd. was a dream come true. Everyone was quite pleasant and helpful to me. I learned a lot throughout my three-month internship at Bengal LPG Limited. My supervisor was continually trying to teach me how to do things. She was always willing to give me advice and supply me with the information I needed. She used to provide me more information about other departments as well.

It was fun to learn new things from them. She was sweet and would gently correct me if I made an error. Because this was my learning session, she tried to be as accommodating as possible. The employees were friendly and never made a big deal out of my mistake. Rather, they tried to supply me with clear, comprehensive information so that I could do my work more precisely. They were completely taken aback by my performance. Because I was the only intern working there, they were my seniors, and I carefully followed all of their commands. As a result, I believe my overall performance was satisfied, and I believe they were as well. Regardless, the Bengal LPG, the Bengal Group of Industries, and branch specialists have all applauded me for my honesty, basic knowledge of LPG and the board, and my ability to learn quickly.

4.5 Skills applied

The skills I learned during my internship at the Mousumi Network, part of the Bengal Group of Companies.

Communication: I am an excellent communicator. I was a member of a club at university, so I knew how to speak with others. This ability enabled me to send and receive correct communications without causing misconceptions. It allowed me to immediately interact with and get to know everyone in the office. I was in constant communication with both employees and customers. Dealing with customers and keeping my executives up to date, on the other hand, has improved my communication skills. As a consequence, my ability to communicate has improved.

Teamwork: Because I was a member of a group at university, I had good cooperation skills. As a result, I've worked in both leadership and team roles. Because I was able to collaborate with other colleagues, it was advantageous to use these skills. When there was a high workload, I had to assist them by following many directions.

Technical Skills: I was familiar with Microsoft Office programs such as Word, PowerPoint, and Excel. As a result, it was much easier for me to enter data into excel sheets and to create meeting minutes in Microsoft Word.

Problem Solving Skills: I attempted a lot of case solving during my academic years. If an issue arose, I did my best to solve it using those talents. Because I had to deal with a lot of business customers, I required these skills to wrap up any tense situations.

4.6 New skills developed

- I have amassed a solid set of abilities. Consider how managers accomplish tasks efficiently and correctly, for example. The following is a list of some of the new talents I gained while working at Bengal LPG Ltd, a subsidiary of the Bengal Group of Companies:
- I advocated for the eight-hour workday, which is now the standard in every company culture. As a result, I learned how to run a partnership on schedule, as well as how to establish long-term connections with both managers and customers. This is a critical part of every company's operations that must be addressed.
- I have learned to think more clearly as a result of this temporary job. I needed to give it my all attention because I had a deadline to meet. observed how different sections within a company contribute considerably to the LPG sector as a whole.
- I developed the ability to assist my teammates during my internship at Bengal LPG Ltd, Bengal Group of Companies.

- Working as an intern at Bengal Group of Industries, Bengal LPG Ltd. has given me the courage to accomplish any task on time.

4.7 Application of academic knowledge

I did not have the chance to integrate as much academic knowledge to my job because the majority of my responsibilities were sales-related. In a few occasions, though, I have sought to demonstrate my academic comprehension. I gained understanding of marketing, management, sales activities, human resources, and other sectors during my BBA study, which helped me work practically during my internship term. The most important thing I learned was that public speaking are an educational talent that I employed during my internship at Bengal LPG Ltd. Each trimester comes to a close with a presentation of what I have learned. My capacity to deliver knowledge has proven to be really valuable to me. Presentation is the most important skill in the marketing and sales divisions. It is the goal of Bengal LPG Ltd. Marketing to bring their goods and services to as many users as possible. I have successfully applied my academic knowledge.

CHAPTER IV: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

Following a strategic examination of the organization, I have the following recommendations:

Allocate and Create The work of each department is organized: Working areas are not supposed to be planned and structured in this way as a starting firm in the LPG market. Due to a major lack of manpower, a member of one department is required to work for another department. Because the branding and corporate sales departments have yet to be formed, members of the coordinators must work in the sales department or involve himself in branding projects for Bengal LPG Ltd.

Increased presence outside of the country: Because cylinder goods are generally used in rural or urban areas, Bengal LPG Ltd. should concentrate on reaching out to potential clients who would buy the product if they were aware of its existence. Bengal LPG Ltd. can use mass marketing to make people aware of the product.

5.2 Key understanding

During my three-month internship at the Bengal LPG Ltd, Bengal Group of Industries, I observed the following positives and negatives aspects:

- The marketing section of the organization has a competent workforce. The team is in charge of all the creative work that needs to be done in order to boost sales.
- The company's etiquettes and business demeanor are absolutely exceptional and professional.
- Despite the fact that the company is new, it has well-thought-out plans for the future. Bengal LPG Ltd. will be one of the most well-known LPG firms if everything goes according to plan.

- The women empowerment program of the company should be expanded. The company employed only two women, including myself. This is an area where the business can work.

5.3 Conclusion

LPG is one of the most environmentally friendly fuels available to residential, commercial, and industrial users. Bangladesh's public utilities in the energy sector are in a grave financial crisis, owing in part to an inefficient tariff structure, maintenance issues, system failure, and low collection rates. In the coming years, Bengal LPG Ltd. will play a significant role in the LPG sector. Its objective is to provide high-quality LP Gas and service at a reasonable cost. Bengal LPG Ltd., on the other hand, has designed and implemented its entire system of operations with the consumer in mind. Bengal LPG Limited, on the other hand, will continue to innovate, execute, and produce in the LPG business in Bangladesh in the next years.

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