

Activities of Bengal Group of Industries & E-commerce (pick4less.com)

Md. Saifur Rahman Pronoy

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

Activities of Bengal Group of Industries & E-commerce (pick4less.com)

Submitted to:

Dr. Seyama Sultana

Associate Professor

School Of Business & Economics

United International University

Submitted by:

Md. Saifur Rahman Pronoy

111 161 318

Major: Marketing



**School of Business and Economics
United International University**

Date of submission

27 June 2022

Letter of transmittal

27 June 2022

Dr. Seyama Sultana

Associate Professor

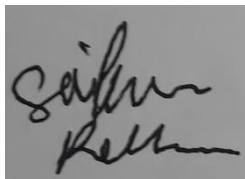
United International University's School of Business and Economics.

Subject: Internship Report Submission

Greetings, Madam.

With due respect, I am submitting my internship report on "Activities of Bengal Group of Industries & E-commerce (pick4less.com)" for the Bachelor of Business Administration degree and the INT course 4399. I combined my work experience at Bengal Group with the study of market development and strategies, as well as the content of certain secondary material from their website, to make this report comprehensive and coherent.

I hope this report meets your standards. I would be grateful if you would accept my internship report with gratitude.



Md. Saifur Rahman Pronoy

ID: 111 161 318

BBA Program, Major in Marketing

School of Business and Economics

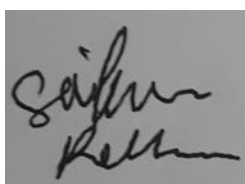
United International University

Declaration of the student

I am Md. Saifur Rahman Pronoy, a Bachelor of Business Administration student at United International University with a major in Marketing. Dr. Seyama Sultana, Associate Professor, School of Business and Economics at United International University, is supervising my internship report.

I hereby declare that the information contained in this internship report is based on three months of practical experience in the department of E-commerce Bengal Group,

- The internship report on "**Activities of Bengal Group of Industries & E-commerce (pick4less.com)**" was prepared entirely by my own efforts.
- I did not prepare the report in any unethical manner, and this report is only for academic purposes.



Md. Saifur Rahman Pronoy

ID: 111 161 318

BBA Program, Major in Marketing

School of Business and Economics

United International University

Certificate of the Supervisor

It is our pleasure to certify that Md. Saifur Rahman Pronoy, a student of Bachelor of Business Administration (BBA), ID. No. 111 161 318 of United International University has been completed in the practical Internship Program at the Bengal Group of Industries successfully with excellent performance under my supervision. I wish him every success in his life.



Md. Abul Kalam Azad

Head of E-commerce

Bengal Group of Industries

Acknowledgement

First and foremost, I'd like to thank Almighty ALLAH, The Most Gracious and Merciful, for providing me with the knowledge and patience I needed to complete my internship report.

I gained a lot of practical experience during my three-month tenure that I can now apply to my theoretical knowledge, and none of this would have been possible without the proper guidance of all of the E-commerce department team members. I am grateful to them for their patience and guidance throughout my internship program, which helped me finish this report. I'd like to thank one of my supervisors, **Dr. Seyama Sultana, Associate Professor School of Business & Economics, United International University**, for allowing me to complete my internship report on time. Without the assistance of a supervisor, no one can achieve perfection. As a result, without the assistance of a good teacher, an understudy will never be perfect. A good teacher can be a game changer for any student. The Study may wish to express my heartfelt appreciation to one of my supervisors, **Dr. Seyama Sultana, Associate Professor School of Business & Economics, United International University**, for allowing me to complete my internship report as well as his proposals and rules. They were extremely helpful to me.

I'd like to thank my boss, MD. Abul Kalam Azad, Senior Manager E-commerce Bengal Group of Industries, Bengal Square Tejgaon Dhaka, for assisting me from the first day of my internship period in learning and understanding the insights of BGI's E-commerce division. I'd like to thank Md. Abul Kalam Azad, Head of E-commerce at Bengal Group of Industries, for giving me the opportunity to work for his prestigious organization. It was difficult for me to adjust to the nature of a completely different industry; without his guidance, I would not have been able to continue and eventually land a successful internship.

I'd also like to express my heartfelt appreciation to all of the Bengal Group of Industries officials who helped me understand the industry as a whole and E-commerce practice in our country.

Finally, I'd like to express my gratitude to everyone at United International University and Bengal Group Industries who assisted me in putting this report together. The report would not have been complete and concise without their assistance.

Abstract/ Executive summary

This is my internship report from Bengal Group of Industries, Bengal Square Tejgaon, Dhaka. In this report, I have discussed all the things that have experienced during my internship period.

This report discusses the Bengal Group of Industries' history, businesses, organizational timeline, organizational structure, and other topics. In this report, I also discussed my work experience and specific job responsibilities.

Bengal Group of Industries, the country's first plastic processing company, was founded in 1969. Bengal Group has grown to become one of Bangladesh's largest plastic manufacturers. Their activities, however, are no longer limited to plastics. Over the years, they have successfully diversified the businesses into Electronics items, developer, chemicals, paper, food, metal, and renewable energy.

This report includes information about my experience at Bengal Group of Industries, detailed information about the industry in which I worked, and a thorough analysis of the activities carried out by Bengal Group of Industries' E-commerce division. The main section of the report discusses the workflow of pick4less (BGI's e-commerce division) and my overall contribution to this division.

Bengal Group shows a high priority on branding, digital marketing, and e-commerce. They always strive to create a positive image of their products in the minds of their customers. Pick4less, the Bengal Group of Industries' e-commerce division, began operations in 2018. Pick4less' daily activities and assigning duties and responsibilities required more technical skills than soft skills. That is why it corresponded to some of what I had learned in my academic courses. However, the experience I've gained has enhanced my profile, portfolio, and career path.

It concludes with my activities, contributions, and findings concerning the Bengal Group of Industries' e-commerce division.

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CHAPTER I: INTRODUCTION

I.1 Background of the Report

E-commerce is one of the fastest-growing sectors in the Bangladesh's economy. Estimates place the number of e-commerce businesses in the country at around 3,000, with representation from a diverse range of industries and other businesses. They have employed one million people. Over the last year, there has been a 15% increase in the industry. Bangladesh could become a source of e-commerce platforms if the proper rules are put in place.

Electronics companies are increasingly looking for online retail platforms that can deliver goods to customers' homes. According to reports, this will assist manufacturers in generating at least enough revenue to weather the effects of Covid 19. Bangladesh's growing middle class is a key market for e-commerce. Over the last decade, the sector has grown at a 15 percent annual rate on average. The Bengal Group, Daraz, Monac Mart and the Alehsa Mart, Piccabo are all major players in the domestic consumer market.

I.2 Objectives of the Report

General Objective:

- Find out how an E-commerce works.

Specific Objectives:

- ❖ To be aware of the issues concerning e-commerce activity.
- ❖ Learn about the Bengal Group's work and how it operates.
- ❖ Understand how to design a marketing campaign and how to create content for a brand, as well as the thought process involved in establishing it.
- ❖ To recommend my knowledge of the E-commerce department's activities.
- ❖ To make some suggestions for possible E-commerce recommendations.

I.3 Methodology of the Report

Two sources are used in data collection method:

Primary Sources:

Primary data can also be gathered through:

- ❖ Conversations and discussions with Bengal Group employees.
- ❖ Complete examination of the growth of promotion and business at the Bengal Group Corporate Office.

Secondary Sources:

The report was created using the secondary data sources listed below:

- ❖ Books and journals about the Bangladesh e-commerce activity concept.
- ❖ Bengal Group's webpage and brochures

I.4 Scope and limitations of the Report

- ❖ The departments work is so varying a three-month experience would not provide the full idea about the department. This short period of time not enough for conducting a full analysis. Despite many restrictions, I gave full effort to make this report complete.
- ❖ Due to the organization's constraints and limitations, it was difficult to obtain comprehensive information.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history

Bengal Group feels proud in helping to develop country like Bangladesh economical development by establishing diverse sectors. This known as one of the Bangladesh's top trending and moving fast sectors, with diverse range of activities in plastics, adhesives, metal, paper, real estate, e-commerce, agro, food, banking, insurance, and energy.

Bengal Group Limited is the country's leading plastic processor, having begun operations in 1969. Over time, the company has come a long way and entered the export market. The company has won the 'National Export Trophy.'

This group was founded in 1969 and is involved in the plastic and food processing industries. The company's main products are hangers for the export market, oven sack bags for cement packaging, plastic furniture, and biscuits.

The company employs a proactive marketing strategy, in which they identify customer needs, translate those needs into high quality and deliver it into the very reliable source.

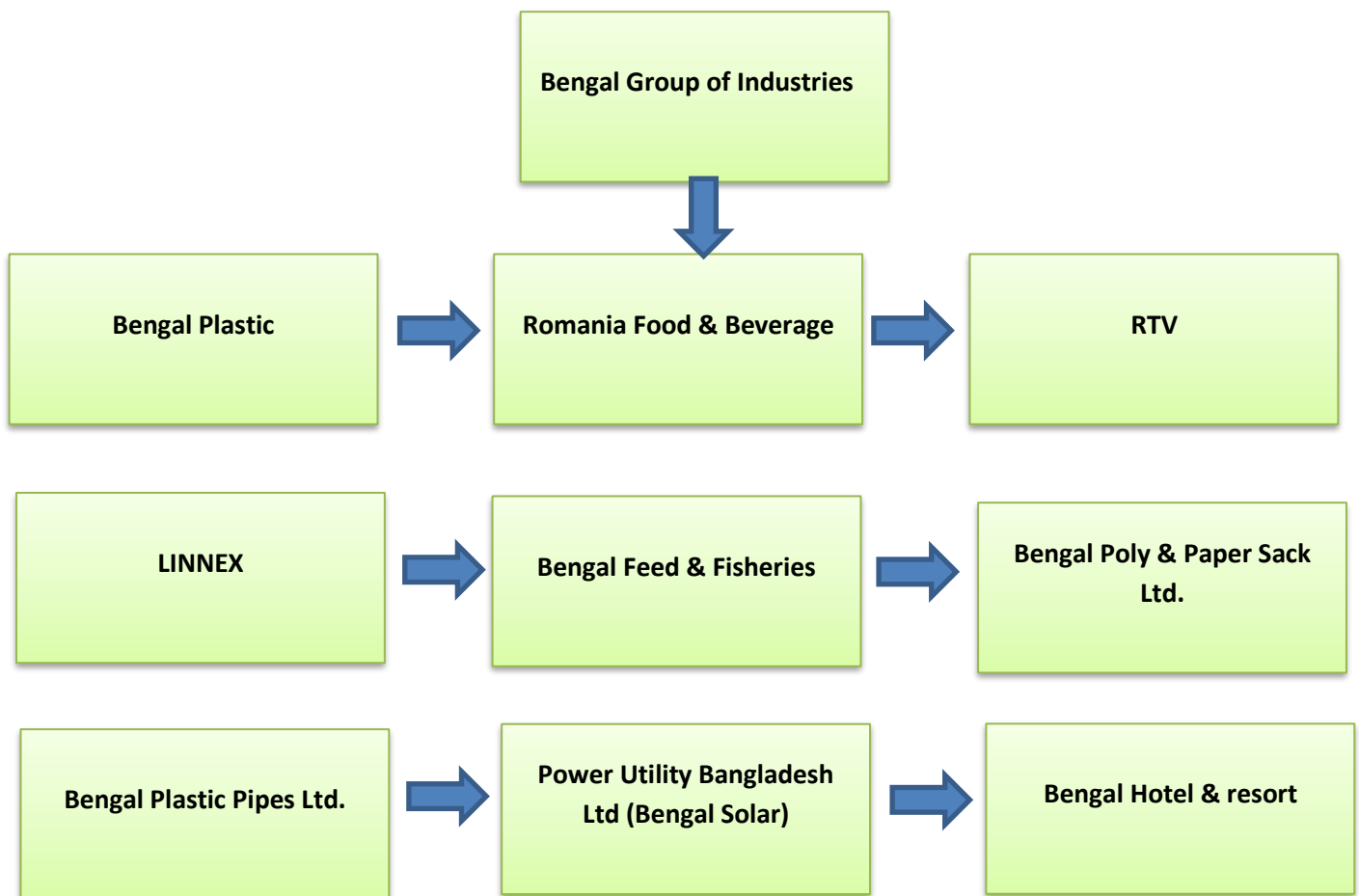
Bengal as a whole generates the most from plastic processing & selling nearly thirty million tires in one day.

The company's main business will face loss if garment sector suffers downturn, Bengal plans move in to the exporting market, so that it can help to earn revenue.

2.1.2 Trend and growth

Bengal Group Ltd. is constantly rising and offering complete solutions to their customers. There are currently 32000 employees working in 28 factories. They have 8 industries and 26 SBUs. They export to 60 different countries.

2.1.3 Product/service mix



Bengal Plastic

Bengal Plastics' new brand is Happy Mart. Bengal Group's production mix includes furniture, houseware, industrial organizers, productive equipment, and industrial ware, with Happy Mart serving as the production line. Happy Mart was founded in 1969. Quality and innovation are two of our greatest assets, and they are backed up by a highly qualified team of professionals. We are an ISO 9001:2008 and ISO 14001:2004 certified company for quality management systems (QMS) and environmental management systems (EMS). We are constantly adding new products to our diverse mix in order to exceed our customers' quality expectations.

Romania Food & Beverage

Romania Food & Beverage Ltd., has been producing high-quality biscuits and snacks in Bangladesh for more than a decade. Bengal Group's production mix includes Lexus, Orange Biscuit, Choco Chips, Horlicks cookies, and Egg noodles, with Romania Food & Beverage serving as the production line.

Romania Biscuit & Bread Factory Ltd. was acquired by the company in 2004. With three fully automated hybrid oven lines in the production fleet, Romania is now the most valued and quality biscuit brand. Our product line includes 25 different types of biscuits, as well as crackers, bakery, snacks, and confectionery. Romania's greatest strengths are quality and innovation. We only use the highest quality food ingredients from reputable companies that have been ISO 9000 certified. We are constantly adding new products to our diverse mix in order to exceed our customers' quality expectations.

RTV

RTV is a Bangladesh-based satellite television channel. It debuted on December 26, 2005. It primarily broadcasts Bengali programming. This TV channel's headquarters are in Kawran Bazar, Dhaka. Bengal Media Corporation Ltd. is the owner of this satellite. Bengal Group's production mix includes News & Current Affairs, Drama, Music Show, Reality Show, Fashion & Lifestyle Show, and Talk Show, and RTV is the production line.

LINNEX

LINNIX is a premium brand of electronics and home appliances. The products are designed in the United States and made in China. They offer international shipping. Bengal Group's product mix includes mobile phones, televisions, air conditioners, refrigerators, cookware, blenders, irons, ovens, rice cookers, and rotis.

Bengal Feed & Fisheries

This is the brainchild of the group with extensive industrial experience. Poultry Feed are the Bengal Group's product mix, and Bengal Feed & Fisheries is the production line.

They recognized the insufficiency of feed in the country hence the need for a well-managed feed manufacturing industry. Bangladesh's social and economic existence is dependent on feed (poultry and fish feeds). It accounts for more than 5% of the country's GDP and employs approximately 1.2 million full-time workers. In addition, many people work in subsistence feed processing and poultry-related activities. In the poultry and fish feed sectors, feed accounts for 80 percent of Bangladesh's feed demand. Because Bangladesh is primarily an agricultural economy, the fishing and poultry sectors appeared to be the most appealing, despite the fact that there are very few organized support industries in this sector.

Bengal Poly & Paper Sack

Bengal Poly & Paper Sack is the country's largest PP woven bag manufacturer. Bengal Group's product mix includes Standard Bag, Circular Bag, Baffle Bag, U Panel Bag, Full Loop Bag, Conductive Bag, Dissipative Bag, and so on.

They design for well-known and high-end cement manufacturers such as Scan, Holcim, Lafarge, and Emirates. They also meet the packaging needs of various local businesses, such as poultry feed, fish feed, fertilizer, and various commodity packaging.

Power Utility Bangladesh Ltd. (Bengal Solar)

It began its journey in early 1998 by generating more than 3 MW of power to meet the energy needs of the Bengal Group of Industries. The production mix of Bengal Group and Power Utility Bangladesh Limited is Poly crystalline, Mono crystalline, On grid, Off grid, MPPT (Maximum Power Point Tracking).

The company then concentrated on mitigating the country's current energy crisis and expanding its operations in the renewable energy sector. The company is making significant efforts to provide electricity to underprivileged people in remote areas while also meeting industrial demands. With its revolutionary growth, it has established itself as a well-established entity in the solar energy sector, leading the country's transition to green energy. Since its inception, Power Utility Bangladesh Limited, under the brand name "Bengal Solar," has solely promoted the use of solar energy and raised awareness about the need to reduce environmental pollution caused by electricity generation. Since 2000, our slogan has been "Green Energy Made Here," emphasizing our commitment to preserving the environment for future generations. Power Utility Bangladesh Limited focuses on commercial, residential, and public sector off-grid and grid-connected solar electric systems. We have over 14 years of experience and a portfolio of numerous large, medium, and small solar photovoltaic projects. Power Utility Bangladesh Limited is affiliated with the world's leading manufacturers of PV modules and power conditioning devices.

Bengal Hotel & Resort

Bengal Group of Industry owns and operates Hotel Bengal Blueberry. Hotel Bengal Blueberry is more than just a beautiful hotel; it is a symbol of modern Dhaka. It is a side of Hotel Management.

E-Commerce (Pick4less)

The Pick4less website is the most important and primary channel for selling products produced by all of the Bengal Group's industries online. Every day, they must check the stock status and update the website's stock.

Alternative Routes:

- ❖ Other e-commerce sites, such as Daraz, AjkerDeal, Antshop, Chardike.com, and others, sell Bengal Group of Industries products, particularly plastic and food products. The dashboards of those e-commerce sites are also maintained by BGI's e-commerce wing. They also maintain constant communication with

other e-commerce authorities to ensure the smooth delivery of BGI products to end customers. This is the B2B business performed by the Bengal Group of Industries' e-commerce wing.

Products to Consider:

- ❖ Alternative products are those that are not manufactured by the Bengal Group. These are the products that the e-commerce wing outsources to Pick4less in order to increase the variety of SKUs.

Amazon:

- ❖ Bengal Group of Industries' top management is enthusiastic about selling their products on Amazon. That is why they hire people to promote products on Amazon, train them, and buy various paid tools to help them with market research. The e-commerce division is in charge of Amazon account management.

Social Media Management:

- ❖ Managing social media accounts is a critical task for the e-commerce wing. The posts are scheduled in accordance with the monthly content calendar. Customers can also get help or place orders through social media, particularly the Facebook page.

Communication & Branding:

- ❖ Before scheduling a social media post, creatives with the promoted products must design. E-commerce tasks include graphic design, captioning, and copywriting. They have used a variety of content marketing strategies. They also create engaging campaigns for special occasions in accordance with the UN calendar.

2.1.4 Operations

Morshed Alam founded Bengal Group in a rented premise in old Dhaka. After Bangladesh's independence in 1971, the country began full-time jute production and parts of textile. Plastic home wares that use in the domestic Bengal Adhesive and Chemical Products manufactures adhesives for a wide range of industrial applications, including the wooden furniture, shoe, and leather industries, among others. Bengal Plastic Industries Ltd. is a legal entity. Bengal Overseas Corporation Ltd. imports and exports goods from Bangladesh. It now successfully represents leading global industrial brands such as Rinnai Japan, Cornelius UK Crown Cork & Seal USA in Bangladesh. Linnex USA and Videojet USA Schoeller the plant was finished in April of 2000. For US \$2 million, Bengal Build-up BD Ltd. purchased a Chinese plastic factory (Build-up Plastics BD Ltd.) with 12 injection molding machines in Dhaka Export Processing Zone, Bangladesh. Mr. Jashim Uddin, Director of the Company, has been designated as a CIP (Commercially Important Person) by the Government of Bangladesh (GOB). It is also available on Dish Network in the United States on channel 805. DHL-Daily Star Award was given to Bengal Plastic Industries Ltd.

2.1.5 SWOT analysis

It refers to a organizations analysis of its strengths, weaknesses, threats, and opportunities. Internal subject of strength and weakness. The external environment influences both opportunity and threat. SWOT analysis is frequently used within organizations to assess their own status.

Strength:

- A novel and innovative product.
- The business's location
- Applications of modern technology
- A track record of success as a defect-free manufacturer.
- Exclusive technology and a registered trademark
- Employees with extensive experience and efficiency.

- Long-term collective learning and managerial expertise.
- The company's reputation.
- Capital readily available
- Massive market demand
- Modern manufacturing machinery.

Weaknesses:

- Cost of the raw materials rising day by day.
- The company's weak distribution network nationwide
- Strong obedience to morality results rigidity.
- Increased creation costs.
- Not giving the power to the lower level.

Opportunities:

- Decrease in employee costs
- Materials imports without tax
- Labor presence
- Constant color innovation
- Expanding the product line of the company to better accommodate the expectations of its consumers.

Threats of Bengal Group:

The Bengal Group's Threats

- Political upheaval
- Globalization
- Inadequate power supply
- Port corruption
- Expanding textile industries
- Bonded warehouse is unavailable.
- Potential new competitors' likely entry.
- Increasing supplier bargaining power.

2.2 Industry analysis

2.2.1 Specification of the industry

Bengal Group Ltd. integrated artificial intelligence and automation into the manufacturing process to ensure the production of high-quality goods in the most cost-effective and efficient way possible. Among the major players in other industries, they have built Bangladesh's first comprehensive production facility.

They manufacture a wide variety of furniture and other products. The annual manufacturing capacity is 10 million units based on market demand. Bengal Group Ltd. is the industry's largest professional manufacturer when it comes to producing plastic and other items at the lowest possible cost while maintaining the highest levels of quality, design, and innovation. This forward-thinking company employs cutting-edge technology and specialized knowledge to help build a society that is technologically advanced, environmentally friendly, and long-term sustainable.

2.2.2 Size, trend, and maturity of the industry

Bangladesh was completely reliant on imported plastic goods for a long time. Nowadays, even assemblers and manufacturers are thinking about exporting their products to other countries. If properly developed, plastics could become a new export industry.

The plastics industry is rapidly expanding. In the country, approximately 3,000 Plastic enterprises operate, encompassing all industries and related businesses. The number of people employed in the industry has increased by about 15%.

2.2.3 External economic factors

Aspects, compels, as well as conditions all across a performer that influence his or her final outcome to various extents. The term "environment" means the sum total of outward natural influences as a genetic concept, as well as the organic or ecological environment. A company, like such a 'fish' in a pond, is influenced by a wide range of environmental factors. Again, depending on the strength of the influencing power, these internal and external environments can be divided into two types: micro and macro.

2.2.4 Technological factors

New technology is transforming a wide range of industries. The transportation industry best exemplifies this point of view. Established businesses have not had time to adjust

to the new environment in which they find themselves since 2005, when the industry underwent significant change. When conducting an industry-specific technical analysis, the rate at which technology disrupts an industry should be considered. Adapting to and remaining profitable in the face of rapid technological change is more difficult in a slower technological disruption environment. The following technological consequences must be understood by the Ecommerce industry:

- The R&I facilities have been expanded to accommodate new product, system, and service innovations.
- The manufacturing process now includes automation and artificial intelligence (AI).
- Included e-commerce in its business plans earlier than competitors in order to reach a larger number of consumers and capture a larger share of the market.
- The best ICT infrastructure to accelerate and streamline its business operations and communications.
- Upkeep of software and hardware to ensure that it is current.

2.2.5 Barriers to entry

There are no entry barriers for global brands to invest in CAPEX to produce in the United States. As a result, the threat of a prospective new entrant with a global brand is quite high. Furthermore, the threat of a potential new entry from the domestic market is quite low due to the extensive capital structure of domestic companies, which includes excellent research and development and customer loyalty in the Bangladesh industry.

2.2.6 Supplier Power

Supplier power is determined by the trade mark, the company's size, and the strategic value of the supplies. The plastic market in Bangladesh is strongly influenced by South Korea, Taiwan, China, and Japan. As a result, because all essential raw materials are imported from outside, suppliers have considerable bargaining power over local manufacturers in the Bangladesh market.

2.2.7 Buyer Power

As the number of brands available increases, customers' negotiating power grows in the plastic, furniture, and fish markets. In Bangladesh, various types of furniture, plastic items, and ecommerce products are available at various prices. This is due to

an increase in the number of opportunities to switch from one product to another, as well as the fact that customers in Bangladesh have a lot of bargaining power.

2.2.8 Threat of Substitutes

When you consider the plastic and furniture industries' diverse product bases, the threat of substitute items is quite low. The presence of a substituted product poses a significant risk to the survival of a business organization. The threat of substitutes is very low in Bangladesh's plastic, furniture, and ecommerce markets. Bangladesh now has access to the internet. People can easily google furniture products on their mobile phones. However, as new features and applications are developed for furniture and ecommerce products, fashion wears such as chairs, tables, men's and women's clothing are becoming more popular. In Bangladesh, low-income people prefer lower-end products, while high-income people prefer higher-end products. Existing companies are attempting to offer lower-cost products with high configuration.

2.2.9 Industry Rivalry

There is a high risk of competition among current market competitors due to early adoption and introduction of new technologies. The degree of rivalry is determined by several factors, including commonalities between companies, rival company dimensions, amount of players, limited swapping, tier of distinction, and so on. Existing plastic, furniture, and ecommerce companies compete fiercely in the Bangladeshi market.

CHAPTER IV: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

I got the chance to work for The Bengal Group Industries Ltd for four months as part of my educational program. It was BGI's flagship internship program, with compensation, launch facilities, and five comprehensive trainings. As an intern, I was assigned to work in E-commerce, where I learned many practices of The Bengal Group Industries Ltd.'s E-commerce division. During my four-month work at Bengal Group Industries, I was responsible for Business Development, Campaign Design, and Internet Marketing in the E-commerce division. My supervisor was introduced to me on the first day. **MD. Abul Kalam Azad**. He then introduced me to other members of his team. He also gave me a brief overview of job descriptions. I was regularly assigned to the following jobs. They were as follows:

- Engaging campaign design
- Employee campaign design
- Messenger Chatbot development
- Engaging campaign design Product combination design
- Campaign product selection
- Innovative design
- Copywriting and captioning
- Copywriting and captioning Management of social media
- Management of social media Resolve difficult customer issues
- Take part in the daily meeting
- Organizing a cross-team meeting
- Examine completed campaigns with the DM (Digital Marketing) team
- Choosing winners for giveaways
- Vendor management
- Product resourcing
- Communicating with a deal-finding website
- Products should be outsourced.

4.2 Training

➤ Creating Training Modules

I was tasked with creating various training modules for use in training and development. Good communication training, retail learning for sales representatives, seven behavioral patterns of pretty efficient people training, & new employee orientation modules are a few examples. To create these modules, I use Microsoft PowerPoint and some effective videos.

➤ Training Program Execution

I was in charge of directing an education program for sales representatives in terms of improving their product information and sales figures. So, we select a location for the education program and then perform the appropriate arrangements, such as inviting trainers and participants, arranging seating, refreshments, role-playing games, and awarding prizes to the best performers.

4.3 Contribution to departmental functions

As part of my job in the e-commerce division, I assisted in identifying this plaza's internal issue and their regular behavior with customers.

- What about the intended audience?
- To draw the attention of prospective customers to their product in 45 areas throughout Bangladesh.

4.4 Evaluation

This initiative by the management team is an excellent choice. As a result, they can meet their goals and establish themselves in the minds of their customers. Every organization will eventually have a product, but only a small percentage of them will actually provide the service to the client. Customers are also looking for professionalism and friendliness. As a result, in this competitive environment, I believe that recognizing initiative is a positive development.

4.5 Skills applied

In this case, my investigative skills came in handy. As I progress in my position, I've realized how skilled I am at making it appear, as well as how to deal with specific issues and take prompt action when they arise. When I was in a position to do my job,

I gave them my full attention. I work as if I were a regular employee even on my days off. The bottom line is that my work is of the highest caliber, and I am confident that my efforts have been recognized.

4.6 New skills developed

I am a business student at the moment. I am unfamiliar with business culture or the workplace. I learned how to approach a problem, deal with it, act as an employee, and complete the task during this time. I've made significant changes in myself that I believe will benefit me in my future professional life.

4.7 Application of academic knowledge

I gained theoretical knowledge about consumer behavior after completing the academic course "Consumer Behavior". It aids marketers in comprehending the consumer decision-making process. Aside from that, it can help businesses determine how to best market their products and services by understanding what buyers think, feel, and decide. These assists marketers in forecasting how their customers will behave, which aids in the marketing of existing products and services. Using this theory, I can understand the consumer's perspective on my job task. What do they expect from the company and what do they expect from the product? All of this helps me with my work. As a result, I can put my academic background and participation in university forums to good use. These items have been extremely beneficial to me.

CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

Developing New Markets: Currently, it has to expand its multi-level marketing on both a domestic and international scale. Because it cannot meet the entire market demand with its current infrastructure, it can expand its facilities & machinery to generate much.

If management afford motivate employees, it can increase production with its current infrastructure. Employees who are motivated and aware of the company's goals will devote themselves to achieving those goals, and production will naturally rise.

Bengal Group can use the following major employee motivation tools:

- Increasing employee pay and providing additional benefits Set goals for employees and maintain a reward system for the best performers.
- To motivate employees, transportation may be provided.
- 100% Eid bonus facilities with additional profit incentives may be implemented.
- Provide the employee with job security.

Increasing Employee Job Skill: Without a confusion, the Bengal Organization does have a talented and experienced marketing force. They work on the basis of professional skills rather than experience. Those who are well in their relevant segments. As a result of something like this-

- Throughout learning may be scheduled on a regular basis.
- During marketing promotion, marks for machinery knowledge may be added, and management may provide specific training so that employees take the willingness to learn.

Social assistance program: In addition to its current Branding efforts, the company can do more in this area, such as spreading items products to the poor all through the cold season and donating to a sustainable and clean city. This can assist urban poor while also combating environmental pollution through a tree planting program. These activities will assist you in remaining in people's minds and attracting customers.

Rising the budget for marketing communications: "Publicity breeds growth," as the saying goes. No business can thrive in the absence of publicity. Bengal Group falls short on this front; its advertising budget should be increased. It can advertise in international business journals because it is entirely globalized and serves both domestic and international customers. As a sponsor, this can organize a concert to raise value of the brand. Regional Cable network, for example, and can also hold a symposium or group discussion to explain the goods and how that can be improved. Concerning the situation following the Authorization. These activities will undoubtedly boost the company's sales.

5.2 Conclusion

Bengal Group is Bangladesh's leading business firm for Styrofoam, snacks and drinks, holdings, designed and produced goods. The significant issues addressed in this dissertation are the Bengal Group's organization, management, production, and marketing systems. Though it has many limitations and barriers, it should be a well-organized marketing promotional campaign.

The corporation contends in the standard of its products and the standard of facility it provides to the customers. Excellence and reliability do not appear overnight. Quality experiences must be demonstrated over time, as we are proposing.

The company employs a proactive marketing strategy, in which they identify customer needs, translate those needs into level of quality, and provide unique service with the product

Bengal Group is led by a chairman who is supported by a board of directors. One of the directors is appointed as the Managing Director, who is in charge of the organization. A number of managers' report to the MD and are in charge of various departments. Managers are supported by a team of supervisors and employees.

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