



**Sales Administration & Trade Marketing Activities of
Hemas Consumer Brand (Pvt) Ltd**

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**The 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**



Report On
Sales administration & Trade Marketing Activities of Hemas
Consumer Brand (Pvt) Ltd.

Submitted to:

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Trimester: Summer 2022

Date of Submission

20 August 2022

1 Declaration

I, solemnly proclaim that the following report of the internship titled “**Sales Administration & Trade Marketing Activities of Hemas Consumer Brands (Pvt.) Ltd**” is my original work which I have prepared at a daily basis and fulfill all the necessary content after completing three months at Hemas Consumer Brands (Pvt.) Ltd.

I also declare that I have followed the principle of ethics and maintained confidentiality while preparing this report and I hereby take the full responsibility for all types of legal and ethical requirements.

2 Letter of Transmittal

20th August 2022

Dr. Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business and Economic

United International University

Subject: Submission of Internship Report

Respected Sir,

I am glad to submit my report on “Sales Administration & Trade Marketing Activities of Hemas Consumer Brands (Pvt.) Ltd”. I have performed my internship program at Hemas Consumer Brands. This is the last part of the entire requirements to complete BBA program.

I have received an essence of the issues and matters that a multinational company may have to deal with when I worked in Hemas Consumer Brands for three months. It was also a great opportunity for me to harness my skills and eliminate my shortcomings. The report is based on my workings, experience, and observation during my internship at Hemas Consumer Brands.

While making this report, I have followed all the instructions that you have given to me. I tried my best to prepare this report and I believe that all the ideas from this report will help me in my future practical life. I will be grateful to you if you accept this report.

Sincerely Yours,

Nayem Hasan Bhashkar

ID: 111 182 124

Bachelor of Business Administration (Marketing)

United International University

3 Executive Summary

The Fast-Moving Consumer Goods (FMCG) sector is one of the largest sectors in the economy of Bangladesh with well-established distribution networks, intense competition between the organized and unorganized segments and low operational costs. Being a developing economy, Bangladesh is gradually becoming a large market, especially for the FMCG. While purchasing high involvement products like electronic goods, luxury items or lifestyle products, the prior in-home decisions of purchase are not usually altered in the store environment. On the contrary, for the convenient and low involvement products like salt, flours, pens, chocolates, etc., a significant level of distortion from the prior decision of brand choice is frequently observed. These convenient and low involvement products are also known as FMCG in marketing.

Hemas Consumer Brands is one of the growing participants in this industry which started its business in Bangladesh back in 2010 and still performing well in the market.

This report will describe how Hemas sales administrators operate and maintain sales report in Hemas head office. This report will also describe different trade marketing actions that are designed to create meaningful impact on the sales.

In the section 1 of this report, origin, objectives, scope, and limitation of the report is described. Section 2 contains the background of the organization, a brief history, vision and mission of the company, product offerings with target customer, how the company positioned itself in the market, the overview of the departments with the working department and other necessary information of the company.

After these sections, two of the most important parts of the report are described. Section 3 contains nature of the internship and the responsibilities that were carried out as an intern and section 4 describes the responsibilities in the action part along with reflection of internship on learning and growth, key learning from the internship and how internship added value to the overall academic and future career achievement.

Conclusion, findings and recommendations are added in section 5 which is followed by references in section 6 and required appendix in section 7.

4 Acknowledgement

At the very beginning, I would like to express my deepest gratitude to the almighty Allah, the most merciful for blessing me with patience and tenacity of mind to complete the requirements for the degree successfully.

After that my most sincere thanks goes to my honorable academic supervisor **Dr. Sarker Rafiq Ahmed Ratan, Assistant Professor, School of Business and Economics** for his continuous direction, suggestions, and valuable feedback in completion of this report. Without his endless support and encouragement, this report would not have seen daylight. I would like to express my profound gratitude to all those who have been instrumental in the preparation of this internship report. My deepest gratitude to my parents for their continuous support, constant inspiration and care given to me during my study.

With deep gratitude, I would like to acknowledge the direction provided by **Shah Al Md Mamun Rashel, Business Development Manager (BDM), Sanajoy Kumar Saha, Assistant Manager, Field Operation** at Hemas Consumer Brands for their tremendous supports, guidance, and patience. Without their kind supervision, preparing this report would have been very complex. I am also appreciative to them for providing me all the significant and available information to have a clear concept on the subject.

I would also like to extend special thanks to the entire authority of “Hemas Consumer Brands” for giving me the opportunity to do my internship in their well renowned multinational organization and for their full co-operation, guidance and support during my internship.

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6 Introduction

6.1 Origin of the Report:

This is an internship report which I have prepared to fulfill the mandatory requirement of the Bachelor of Business Administration (BBA) program under the school of Business and Economics, United International University, Bangladesh. This following report has been assigned to me by my intern Advisor Dr. Sarker Rafij Ahmed Ratan, Assistant Professor, School of Business & Economics.

I have worked at Hemas Consumer Brands for three months as “Sales Administration & Trade Marketing Intern” where I had the opportunity to experience how the sales force is operated in the whole country from the head office and how different reports are generated based on field data as well as different trade marketing activities performed from time to time.

This report reflects my understanding of different aspects of sales and trade marketing and the company as a whole.

6.2 Objective of the Report:

The objectives of the proposed study are as follow:

- To know the strategies how sales administration collects field data and incorporate them to take decision
- To know the trade marketing strategies and practices of Hemas Consumer Brands Pvt. Ltd.
- To learn about different sales administration and trade marketing activities
- To gain knowledge how the sales force are operated in the entire country
- To describe the sales distribution process
- To describe the departments and the organogram of the company
- To gain practical experience of the jobs carried out in Hemas Consumer Brands Pvt. Ltd.
- To identify the strengths and weakness of Hemas Consumer Brands Pvt. Ltd.
- To learn ideas from the experienced people working for Hemas.
- To describe the product offerings and the customer base of Hemas

- To achieve the practical knowledge of corporate environment
- To describe the key learning learnt during the internship

6.3 Scope of the Report:

The study covers the details of my gathered experience from different tasks that I was assigned from time to time by Hemas Consumer Brands. The information presented here is both qualitative and quantitative. The assigned tasks were done mostly by phone calling to the different concern parties and from the computer-generated website of the company.

The study also covers how I collected different information from the field sales force and made them presentable for the higher authority to take necessary decisions. During the lockdown, I had to work from my home. This is also covered in the report.

This report reflects my experience and learning about a multinational company, especially how the sales team maintain report and generate data to help the field sales force operate in the country. The report also describes trade marketing activities.

This report can be beneficial to the fresher's and any other person or student aspiring to do desk job in a multinational company especially in the sales and trade marketing sectors or to learn about the activities of these sectors. Readers can understand the responsibilities and working process of a sales and trade marketing department of a multinational company and can get the glimpse of the industry.

6.4 Limitation of the Report:

While doing the internship, some drawbacks were faced. Short time period is the first of them. Three months is hardly enough to understand the whole structure of the company but with the help of my supervisor, I have learnt a lot about the corporate work process.

The website and software of Hemas Consumer Brands could be more user-friendly and effective.

7 Background of Hemas Consumer Brands (Pvt.) Ltd:

7.1 Hemas at a Glance:

Established in 1948, Hemas Started with a simple intent: to help families live healthfully. This core belief has informed its growth for over 72 years. Today, as a leading public quoted company (In Sri Lanka) with over 6,000 employees, Hemas brings healthful living to life through a portfolio of world class products and services in the consumer, healthcare, and mobility sectors. Woven into the socioeconomic fabric of Sri Lanka, Hemas has also expanded regionally with operations in Bangladesh, West Bengal, and Myanmar ("Consumer - Hemas Holdings PLC", 2021).

In the onward journey, Hemas will continue to invest in diverse and passionate teams, create meaningful offerings, cultivate trusted partnership and champion a more inclusive world so that it can continue to create positive impact for all its stakeholders.

Purpose of Hemas:

Make Healthful Living Happen

Vision:

To be the best at Enriching Lives

Keeping this vision in mind, Hemas Consumer Brands is working every single day since it was established. Hemas has enriched lives of the countless consumers by offering superior product quality, diversified products, and service to make healthful living happen easy and affordable.

7.2 A Brief History of Hemas:

Hemas is one of the leading Multinational Companies in Sri Lanka which has strong presence in the diversified sectors. It started its journey in 1948 as a pharmaceuticals and trading enterprise, founded by Sheikh Hasannally Esufally (MBE). In Sri Lanka it has strong presence in FMCG, Pharmaceutical, Hospital, Transportation and Leisure and some of other sectors.

A short history of Hemas is given below in terms of the key milestones:

Year	Description
1948	Started its journey as Hemas (Drugs) Ltd
1962	Started manufacturing toiletries in the collaboration with French Multinational
1967	Diversified its journey in travel and tourism
1978	Started exporting business
1990	Lunched Clogard Toothpaste
1992	Re-entry into apparel manufacture and freight and logistics
1993	Hemas Drugs renamed as Hemas Holdings (Pvt) Ltd
1994	Started Airlines Business
1998	Acquisition of Goya perfume Brands
2003	Hemas Holdings listed in Colombo Stock Exchange
	Established Power Plant
	Entry into Food Sectors
2008	Established Hemas Hospital
2010	Started business In Bangladesh as “Hemas Consumer Brands Pvt Ltd.

Table2. 1: History of Hemas

(Source: <https://www.hemas.com/history-milestone/>)

7.3 Sales Distribution process of Hemas:

The products are produced at the factory and via several stages, reach the final consumer. The sale distribution process is given below:

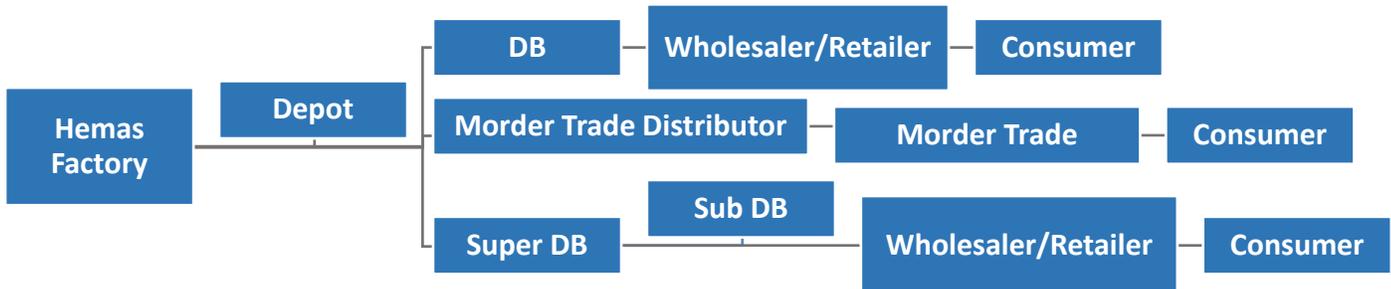


Figure 1.2: Sale distribution Process (Authors Creation)

7.4 Diversified Sectors of Hemas:

Hemas is successfully operating in several industries in Sri Lanka as well as and managing businesses in various markets. It is also expanding its market in the international market.

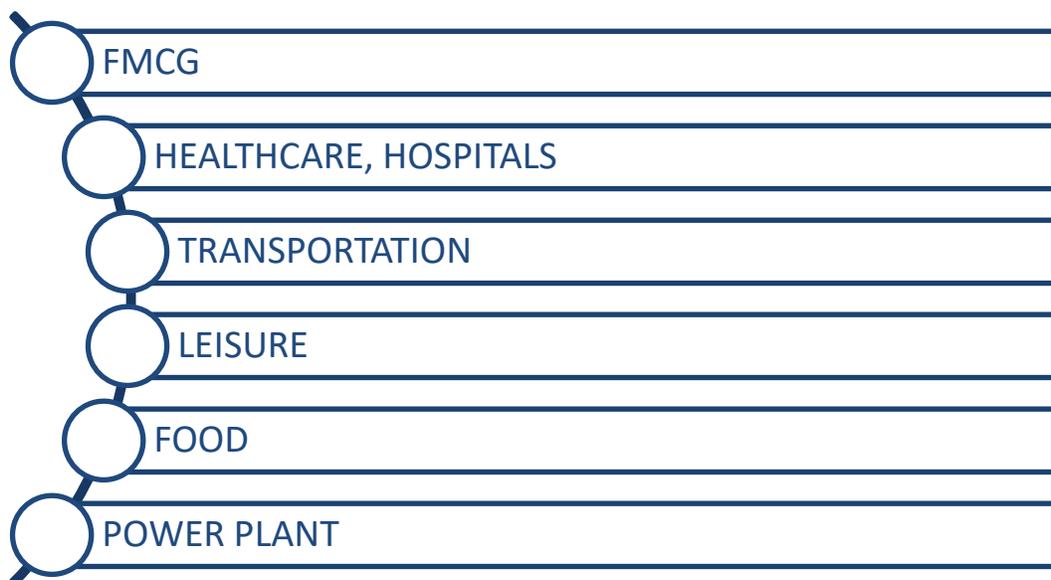


Figure2. 2 Diversified Sectors of Hemas

(Source: <https://www.hemas.com/healthcare/>, <https://www.hemas.com/consumer/>)



Figure2. 3 Products of Hemas

(Source: <https://www.facebook.com/HemasConsumerBrands/>)

7.5 International Market of Hemas Group:

This group is now exporting its FMCG products in 12 countries around the worlds. The list of the countries is given below:

International Marketplace of Hemas Group.	
The Maldives	Zambia
Lebanon	Malaysia
Belize	Pakistan
Bangladesh	Australia
New Zealand	The Middle East

Table2. 2: Marketplace of Hemas

(Source: https://en.wikipedia.org/wiki/Hemas_Holdings)

7.6 Hemas Consumer Brands in Bangladesh:

Hemas consumer Brand started its journey in Bangladesh on 15 February in 2010 under the company act of 1994. Hemas Consumer Brands is one of the bedrocks of the Hemas group. It started its journey in Bangladesh with a specific brand of “Kumarika oil” through Transom distribution, afterward it added another brand named by “Sunny Day” in Bangladeshi market.

In the last eight years the company experiences extraordinary growth and has emerged as a strong player in the value-Added Hair Oil market of Bangladesh with its Brand Kumarika. At present Kumarika Hair oil becomes one of the market-leading brands in Bangladeshi hair oil market.

7.7 A Brief Overview of the Departments of Hemas:

The head office of Hemas consists of HR department, Sales department, Finance department, Supply Chain department, Marketing department and Legal department. They perform different activities that run the office and

HR-Admin Department: It is responsible for providing administrative officers, human resources, payroll, maintaining the office tasks, maintain the stationary and other supplies of the office and communication with different parties.

Sales Department: This department bargains with all the deals of its branded products, maintains backward sale activities which are controlled by sales administrator, maintains, and compiles all sales report. Trade marketing develops different strategies and programs aligned with other department that guarantee items sold in-store

Finance Department: It deals with all kinds of payments associated with Hemas Consumer Brands Pvt. Ltd and this department also works for maintaining integrity for all other departments.

Supply Chain: Handles all kinds of import-export activity and buys for all the factory’s items-equipment’s needed for everyday operations and production.

Marketing Department: This department utilizes client and drifts inquiry about how to form procedures that will alter how people see the brand. This includes directing promotional plans and events, making television advertisements, running different campaign, designing poster,

sticker, hanger for promotion, packaging of products and so on. It is also responsible for making sure that branding is consistent with the advertising and campaigns.

Legal Department: Dealing all legal issues of the company especially representing company before courts, monitoring and supervising of the legal status of the company in respect of regulatory affairs, maintaining liaison with Panel Lawyers and Police stations, monitoring trademark, copyrights, BSTI and labor issues, preparing and vetting agreements and Minutes of Board Meeting of the company, frequent visit to different local areas of the country to initiate legal action against counterfeit products and other responsibilities assign from time to time by the country director of the company are some of the tasks that legal department manages.

7.8 Product Offerings of Hemas:

There are lots of products available of Hemas in Sri Lanka and the brands are popular too there. The brands are:

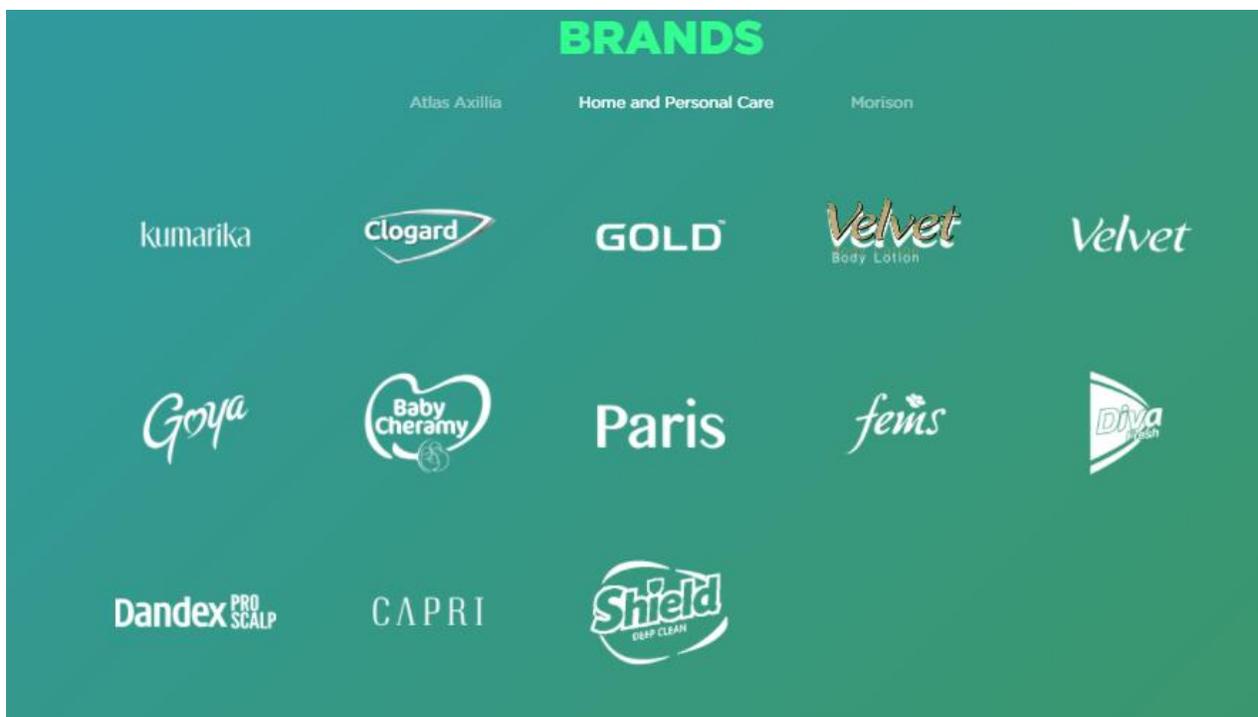


Figure2. 4: Product Offering of Hemas (Brands)

(Source: <https://www.hemas.com/consumer/>)

These are the FMCG consumer brands. Apart from these, Hemas has Healthcare and Mobility (Transportation) business.

But all these brands are not available in the market of Bangladesh. Hemas produces and markets three brands here in Bangladesh. They are:

- Kumarika
- Actisef Soap
- Shield Hand Sanitizer

7.8.1 Kumarika

Kumarika is the leading brand of Hemas and well-known brands in Bangladesh. The brand created a vibe within Bangladesh market within a brief period.

Kumarika has a few items category, counting the following:

- Kumarika Hair Oil
- Kumarika Shampoo
- Kumarika Soap
- Kumarika Face wash



Figure2. 5: Products under the Brand Kumarika

(Source: <https://www.facebook.com/kumarikasrilanka>)

7.8.2 Actisef

The soap industry is comprised of establishments whose primary concerns are the manufacturing, distribution, and retailing of soap. Industry consumers typically focus on the perfume and moisturizing capabilities of the product they are considering for purchase. Here comes the new Actisef soap which destroys 99.99% of germs which is scientifically proven. And the price is within the reach of consumers. Currently Hemas Consumer Brands (Pvt.) Ltd producing and selling Actisef Original Soap 75GM.

7.8.3 Shield Hand Sanitizer

During COVID 19 widespread request for strong and unique hand sanitizer amazingly rose in Bangladesh. So, in this situation, Hemas recognized the customer request and increment the generation of Shield Hand Sanitizer in arrange to extend the showcase share. Shield Hand Sanitizer 99.99% moment assurance against destructive germs whereas extricate of Kohomba and Aloe Vera makes a difference keep your hands moisturized.



Figure2. 6: Actisef Soap & Hand Sanitizer

(Source: <https://www.facebook.com/actisefbd/>, <https://www.hemas.com/product/shield-hand-sanitizer-gel/>)

7.9 The Customer Base and Strategy of Positioning

The lead brand of Hemas Consumer Brands is “Kumarika”. The products under this brand like, hair oil, shampoo, soap etc. is marketed targeting the female consumer. These are the products that the female consumers consume the most and this segmentation is done based on gender, under “Demographic Segmentation”.

Except this brand, Actisef and Shield hand sanitizer is marketed keeping all types of customers in target.

The Kumarika Hair Oil is designed keeping the growing demand for herbal and nature based product in mind. Today consumers, especially women while buying any products for their beauty use, they try to go for products that are less artificial more natural. Hemas has kept this thing in mind and has made Kumarika hair oil natural. To prove the statement, Hemas even puts processed herbs in the bottle of hair oil.

7.10 Working Department:

At Hemas Consumer Brands, I have worked in the “Sales Department”. In the department there were several teams. Among them, I worked in the following two teams:

- i. Sales Administration
- ii. Trade Marketing

The detail of responsibilities and actions performed as an intern are described in the Section 9 and Section 10 respectively.

7.11 SWOT Analysis:

The strength, weakness, opportunity, and threat of Hemas Consumer Brands are described below:

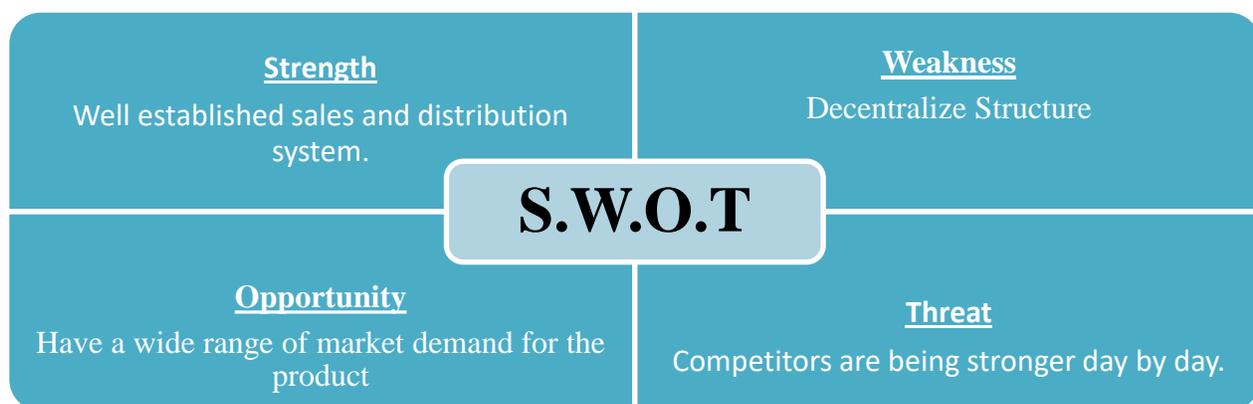


Figure2. 7SWOT Analysis of Hemas

(Source: Author’s Creation)

8 Position and Responsibilities in the Internship:

The official name of the position of my internship is “Sales Admin & Trade Marketing Intern”. A short overview is provided below, which will be elaborated in the later part accordingly:

Internship at Hemas Consumer Brands Pvt. Ltd at a glance:

Name of the Organization	: Hemas Consumer Brands Pvt. Ltd
Address	: Level 4, Sark Building, Gulshan-1, Dhaka
Website	: www.hemas.com
E-Mail	: hrdbd.consumer@hemas.com
Phone	: +8801708455716 (Office)
Position	: Intern
Working Duration	: 3 Months
Work Hours	: 10:00 am – 06:30 pm
Name of Internship Supervisor	: Shah Al Md Mamun Rashel
Designation	: Business Development Manager (BDM), Hemas Consumer Brands Pvt. Ltd.

The detail of the internship is described here with the responsibilities:

8.1 Nature of Position of Intern and Responsibilities:

The intern is quite a useful position for Hemas because there are lots of tasks that are done on a regular basis by the intern, especially when the position is sales intern. Because the executive is too busy as they also have lots of tasks to accomplish. So, there are always some selected tasks that are done by the intern.

As a sales and trade marketing intern, I had to carry out lots of responsibilities regarding sales and trade marketing. The main responsibility was to collect different types of useful reports and to make them presentable so that the higher authority could take necessary steps based on those reports.

The responsibilities are described hereafter into two main categories as I had to perform both sales related tasks and trade marketing related tasks. I had to carry out lots of responsibilities as sales and trade marketing intern. Among them the most noticeable one is presented below:

8.1.1 Responsibilities as Sales Admin Intern:

- Data Collection: The following data I needed to collect on a monthly basis:
 - Collecting remaining month end closing stock
 - Collecting no objection certificate (NOC)
 - Collecting claim Clearance etc.
- Report preparation: The reports that I needed to prepare on a daily basis:
 - Closing Stock Report
 - Promotional Utilization
 - Total Stock Movement Report
 - Super DB Commission Report etc.
- Verification
- Communication with the field sales force: Some regular information that I shared with

the field team:

- Informing about the deadline to send closing stock
 - Tell the field sales force to send no objection certificate, claim clearance
 - Taking follow up and giving reminder who did not send in time etc.
 - Taking follow up about Point of Sales Materials (POSM) receiving which have been send to them.
- File maintenance

8.1.2 Responsibilities as Trade Marketing Intern:

Trade marketing is a wider marketing discipline that aims to increase demand with supply chain partners such as wholesalers, retailers, or at the distributor level, rather than just at the customer level. Trade Marketing is also called B2B marketing or business-to-business marketing. (Kerin et al.,2009).

As a trade marketing intern, I had to carry out lots of tasks. Some match with the definition and some does not because real world always works in a different way. Some of the responsibilities that I carried out in time of my internship are given below:

- Keeping track of POSM Execution
- Report preparation: Some of the reports that I needed to prepare on a daily basis are:

- Effective Coverage (ECO report)
- Retailer QPS Wise Sales
- CP, Hanger, Sticker, Poster Execution Update etc.
- Update of product launching in the market and taking order
- Taking Follow Up
- Negotiation with the vendors
- Presentation slide preparation

In this section, the responsibilities are presented briefly. These will be discussed elaborately in the later section of this report (Section 9: Actions and Activities)

Working Hours: The working hour of my office was from 10 AM to 06:30 PM. It is the standard time but based on the situation, the executives need to work more, especially the sales team. Occasionally I worked late for a couple of days. I was lucky that I was the intern. The regular executives cannot leave the office in due time because of work pressure. The harsh reality is that in our country is that there is stating time of an office, but it doesn't have any ending time. It is from 10 to until the work is completed.

But I must say I am lucky to have such supporting supervisors and an amazing working environment where I was never put in any situation which will cause me discomfort.

8.2 Overview of the Team and the Supervisor's role:

I had to work as Sales Admin intern and Trade Marketing Intern. In the sales administration team, the sales assistant Manager, Sanajoy Kumar Saha was my supervisor and in case of trade marketing, the Sr. Trade marketing executive Md. Asif Khaled was my supervisor. Our reporting boss was the Business Development Manager, Shah Al Md Mamun Rashel.

Most of the time, my supervisors would lead me about any tasks. Occasionally reporting boss would call me and guide me what to do and how to do.

I did not have much idea about Microsoft excel program. My supervisors showed me different

usage of this application from time to time. They also taught me the pros and cons of about how to e-mail formally. I was also instructed about the corporate culture of Hemas, acceptable corporate manners, how to choose career path in future and so on from time to time by my intern supervisors.

8.3 Use of Tools and Nature of Incentives Provided:

I was provided a laptop and a corporate postpaid SIM for the internship. I used the server of Hemas to collect information and prepare reports and sales monitoring software for doing the same. I had to use different Microsoft office program (Word, Power Point, Excel) and other necessary tools to do my daily tasks.

My internship at Hemas was a paid internship and I was paid Tk.5000.00 (Five Thousand Only) per month as honorarium.

9 Internship Experience Reflections on Learning and Growth:

Internship at Hemas Consumer Brands helped me to gain a professional experience and the practical knowledge of corporate world. The three-month long internship reflected the corporate world, especially the sales and trade marketing division of a multinational company. This internship was full of experience and learning.

I never had the chance to do any formal job before this internship. This was my first formal work environment and so, it was much more exciting and a completely new experience. There were lots of expectation and fascination, unnecessary rumors and so on regarding multinational company. The internship removed some of negative aspects presenting the real job scenario, real work responsibilities, working culture etc.

I must admit the internship fulfilled most of the expectations that I had regarding a multinational company before joining Hemas Consumer Brands. In the three months, I had the opportunity to attend office for about one and half month and I had to continue the rest of the days from my home doing “home office” due covid 19 lockdowns. This had both some positive and negative impacts on my learning.

The positive impact is that I got to know the corporate environment. Some executives have supported and teach me like a brother and for doing any mistakes, they never make me feel demotivated. They always try to motivate me by using a sentence “Mistakes creates

opportunities to make positive impression”.

The negative impact is that three months is itself a very short time to explore the related corporate tasks. Sometimes, executives are so busy, and I couldn't get time from them.

In case of personal growth, I got two supporting supervisors from whom I have learnt lots of interpersonal human skills along with corporate skills. Patience, communication skill, skill for managing busy schedule and getting the work done within a limited time, getting reports from the sales field anyhow etc. are some of the skills I acquired within the time.

But I think my most significant achievement in this three months' timeline was the overcoming of the tendency of doing everything within my reach and within the comfort zone. The explanation will make this statement clearer.

I was born in village, spend the childhood there but grew up in Mymensingh. The school from where I have completed my Secondary School Certificate (S.S.C.) examination was 1 minute away from my home; the college was at about 2 kilometers, and it took me 15 minutes to reach there from my home.

Back in 2018, I got myself admitted in United International University, one of the best private universities in Bangladesh.

As a resident of Dhanmondi old 15, which is a town, I hated going to Dhaka. I only went to Dhaka when it was something urgent. But the thing is that we must go to Dhaka in most of the case to have a good job, in case of corporate job specially. I overcame this Dhaka “traffic jam phobia” and regularly attended the office. If I wished, I could have done the intern from any government or private bank in Dhanmondi old 15, which would be within 2-kilometer radius from my home. But this would not help me learn. So, after being selected I decided to do my internship at Hemas, which is situated at Gulshan 1. Every day I had to travel from Dhanmondi old 15 to Gulshan which is 15/20 kilometers. This up down journey everyday was 30/40 kilometers everyday by bus and it took almost four hours but still I made it. I took the decision to leave my comfort zone and do my internship there. Cause not everything will happen according to my sweet will in the future.

So, my most significant achievement from this internship was getting out of my comfort zone and facing the challenge to go to Gulshan 1 from Dhanmondi old 15, five working days a week, which was a challenging task for me, but I am glad that I made it.

Hemas Consumer Brands is the first professional working place for me, and this internship has

taught me lots of important things. But the two most mentionable are development of my communication skill and learning Microsoft Excel.

I needed to call the territory sales officer, territory sales manager, area and regional sales manager and sometimes to some sales representatives (SR) for various purposes. Of course, they all were unknown to me and as an introvert; keeping communication is really a challenging task. But I overcame this issue and could communicate with them easily. At the very first call, it was quite uneasy for me, and I faced some issues to provide and take all the necessary information. But I overcame this situation and after some days of calling, the situation went normal when I got acquainted with them.

Another important skill that I learnt is the application of Microsoft excel. In this digital time, an office cannot do for a single moment without the usage of Microsoft excel and the job seekers are expected to have a good knowledge about it. Without the knowledge of excel, no one can even expect to get a job. As a business student, this is disappointing that before joining Hemas as intern, I only had a little idea how Microsoft excel works but I did not have practical or working experience. Because I never had to do anything on excel before the internship.

Under the supervision of my supervisors, I learnt the different applications of excel program time to time and practiced them in daily work and now I can say that I have a moderate proficiency in excel program. I strongly believe that this knowledge will help me in the near future while seeking any job and will make me more competitive and eligible one.

Based on my internship experience, I would expect my future supervisors to be supportive, cooperative, caring and above all patience. As a learner, I have made some mistakes while working and I have asked numerous questions to my supervisors while doing any new work. But I have found them persistent, and they tried to satisfy me by answering my questions. My supervisors always showed tutorial of any task several times before assigning me that task and in the middle of the task, they took feedback weather I was doing them right. On any unwanted mistakes, they made me correct patiently. I would expect my future supervisors to be the same.

My internship experience has shaped my interest and goal in several ways. I did my internship in a multinational company while some of my friends did in other local companies of our country. After listening to their internship experience and comparing with mine, I was extremely grateful to my company. This comparison presented the cultural difference that exists in our country in between the local and multinational companies. It is a sad but true reality that the local

companies in our country miserably failed to develop and follow a good working culture. Sometimes, the local companies exploit the employees in several ways by taking the chance of abundance of unemployed graduate in our country. It can be understood in real from the experience of people who work there.

On the other hand, the multinational companies need to maintain some standard that are maintained globally. So, the companies are bound to follow some practices that are practiced globally which are employee friendly and make the workplace more amazing.

I had the chance to enjoy and experience the amazing working culture at Hemas Consumer Brands. This has shaped my interest to work in a well reputed multinational company to enjoy the workplace. I will try to do this with my heart and soul though I do not have any odd feeling towards the local companies of our country.

9.1 Actions and Activities:

I worked as intern in the two wings of the company, sales administration department and trade marketing. In the earlier sections, the responsibilities were mentioned. In this section, the responsibilities and how they were carried out are described elaborately:

9.1.1 Activities as a Sales Administration Intern:

- **Data Collection:** The necessary data used for understanding the current situation and taking decision based on that is done by two major ways in Hemas. One is the software generated report and another one is to call the sales force directly and collect different information from them. There are other ways like market visit, market research, talking to the retailers\ wholesalers, talking to the final consumer and taking their feedback etc. But I only had the opportunities to do the work by the above mentioned two major ways. I collected the data either from the website or by calling the field sales force like Territory Sales Manager (TSM), Area Sales Manager (ASM), and Regional Sales Manager (RSM) etc. Some of the data that I needed to collect frequently during my internship is by calling the sales force is:
 - Collecting remaining month end closing stock: In every distributor house (DB House) some stocks are not sold and are left in the store room of the distributor house. These stocks are considered as primary stock of the next month and this process continues. The respective territory manager is responsible to provide the number of closing stock

- of previous month at the beginning of every month. They need to count stock against SKU and provide to the head office. They also need to mention if there are any damaged stocks or not. These are justified later on by the head office. The head office collects the closing stock from all over the national market via the territory manager and maintains a master file to keep records.
- Collecting no objection certificate (NOC): Sometimes there occurs some objections from the end of the distributors. They convey their objections if there are any via the territory manager by sending a letter in the official letter head of their distributor with signature. The head office takes into concern if there occur any issues. I collected the no objection certificate, both soft and hard copy and maintained them in the respective files.
 - Collecting claim Clarence: There are different types of transactions with the distributor houses like commission of any products, campaign cost, special incentives and so on. I had to collect both the soft and hard copy of these claims via the territory sales managers in the respective territory and keep track of them in the designed file for later usage.

The other necessary information was automatically generated from the website of the company and for these, the head office did not need to call the territory sales managers.

- **Report preparation:** After collecting data, useful reports were prepared from them for the higher management so that they could take necessary decision based on the generated reports. Most of the reports were software generated reports. Some reports were sent by the field sales force and then compiled according to the different predesigned format of the company.

Some of the most mentionable reports that I had to prepare frequently during my internship are:

- Closing Stock Report: Report prepared after getting the closing stock nationally from the territory managers.
- Promotional Utilization: A software generated report, used to measuring the effect of different promotional activities.
- Total Stock Movement Report: The whole movement of stock is tracked by this software generated report.

- Super DB Commission Report etc.
- **Verification:** Occasionally I needed to verify some actions and tasks taken by some of the field sales force and give feedback to my supervisors.
- **Communication with the field sales force:** There were some messages from the senior authority to be conveyed to the sales team working in the field from time to time. For this, I had to communicate with them very frequently. I had to deliver the message to them from the higher authority and in return, take the feedback from the sales team and inform the authority about them. The communication process was over phone call or WhatsApp texting. I was provided a corporate postpaid SIM for these purposes. The common messages were:
 - Informing about the deadline to send closing stock
 - Tell the field sales force to send no objection certificate, claim clearance
 - Taking follow up and giving reminder who did not send in time etc.
 - Taking follow up about Point of Sales Materials (POSM) receiving which have been send to them.
- **Maintain File:** Softcopy of closing stock, NOC, claim clearance were sent via email. But the head office also required the hardcopy of these documents. So, from different territories across the country, these documents were sent by courier to the head office. I received them and took record of them in the office file for later usage.

9.1.2 Activities as a Trade Marketing Intern:

- **Keeping track of POSM Execution:** One of the regular tasks that I had to do was to track promotional campaigns that were running in Hemas in times of my internship. For increasing the sale, as a part of market offline promotion, different sticker, hanger, and cinema poster were executed in the market at the retail, wholesale shop and at places where many people gathered especially market, bus stand, railway station and so on. After executing, the concerned party clicked the pictures of the execution and sent them to the national WhatsApp group of Hemas named “Hemas Warriors”. From there, my task was to calculate the number of execution and post them in the database file according to the territory and sent the report to my supervisor after making the report ready. The pictures were sent to the WhatsApp group because it is not possible for the

head office to track the national campaign going there psychically.

- **Report preparation:** Apart from the sales report described previously, I prepared Different primary and secondary trade marketing related reports. Some of them are:
 - Effective Coverage (ECO report): The market that a sales representative covers in a certain time is known from this software generated reports.
 - Retailer QPS Wise Sales: The number of retailers on board and the number of sales according to the retailers are known from this report.
 - CP, Hanger, Sticker, Poster Execution Update etc.
- **Product launched in the market and Execution of POSM:** Kumarika hair fall oil was Re launched in a new bottle and new form after my joining there as intern. As intern, I had to track and take feedback from the field sales force from which date they launched the product to the market and started taking orders. This needed to be done by phone calling.
- **Taking Follow Up:** From head office parcels were sent to the different territories of the country time to time. These parcels contain different important documents, agreement paper etc. I had to inform them about the parcel via WhatsApp and phone call and take feedback weather they received or not. In case of any unwanted situation, I along with my supervisor needed to take further action.
- **Negotiation with the vendors:** My trade marketing supervisor used to negotiate with different vendors regarding various things like banner, poster, billboard etc. While talking to them about different policy of the company and knowing theirs and reaching to a common ground to make an agreement, I was kept there. From there, I observed how to deal and negotiate with different parties in real.
- **Presentation Slide Preparation:** At the beginning of every month, a day-long meeting is held at our office named “JC Meeting”. In this meeting, the achievement of previous month is compared with the target and the actions of the coming month are determined by the sales admin, trade marketing admin and senior management. PowerPoint slide is prepared for the meeting. I used to assist my trade marketing supervisor to prepare the presentation.

9.2 Key Learning:

I have learnt and acquired lots of things and skills from the internship. Among them the key learnings are described below:

- **How to Negotiate:** The negotiation with the vendor and different parties are the daily activities that an executive need to do daily. While my supervisor negotiated with the vendors, I was there from time to time. I observed the ways of talking and the information mentioned during the conversation and received the basic idea of negotiation. In the academic books, hints and theoretical information is given but the real scenario is always something different. The internship helped me to incorporate the academic knowledge with real practices.
- **Corporate Manners and Cultures:** Three months are not enough, still the internship presented an overview of how the corporate office are run. The formalities, the ways of behavior with the colleagues and bosses, overview of different departments and the incorporation among them and many other important things I learnt from this internship.
- **Formal Mailing:** Before the internship, I needed to e-mail occasionally and there was no standard structure in those mails. But e-mail needs to be formal and standard because it reflects the sender. I learnt pros and cons of formal e-mailing from the internship as I needed to send numerous e-mails every single day.
- **Microsoft Excel Application:** One of the most important key learning is the learning the daily usage of Microsoft Excel program. Without the knowledge of excel, no one is getting a job in a private sector because these offices are run with the usage of excel. Before joining the internship, I had almost zero knowledge regarding excel. But after joining there, my supervisors taught me the usage of excel which I needed to do in my daily activities. I also practiced them while doing any tasks and now I can say that I have moderate proficiency in excel program and I can do the daily activities using excel.
- **How sales force works:** I worked as a sales administration intern and observed how the products are launched and marketed to the final consumer and how the products reach to the shelf of the retailers and the wholesalers. Several actions are taken to boost the sale based on the situation like giving gift to the SRs and the trade partner, giving incentives based on the performance and sales to different parties, execution of sticker, cinema poster as a way of offline promotion etc.

9.3 Internship learning adds value:

Before joining internship, the students usually have academic knowledge only. A very few numbers of students are engaged in part time jobs in their student life. So, most of the students do not have any practical idea of how the job market are run or what the companies expect from the graduates to offer them jobs. But the students are eligible for jobs after the graduation and in most of the cases with zero experience and zero knowledge.

Usually, the students are unwilling to do any job before the graduation if they do not face any severe financial crisis. Here is the role of internship. As for completing the graduation, internship has been a mandatory part, the students are bound to do the internship from their preferable field provides practical knowledge, experience, and opportunities to learn.

After joining in any company as full time executive, the scope of learning is narrowed. And the bosses will not happily allow any mistakes. The executives must take responsibility if anything goes wrong and amend the mistake all by himself/herself. But the internship is all about learning. The intern is encouraged to learn and make mistakes because mistakes are the best ways of learning something permanently. Almost no supervisor can morally be rude to the intern for making mistakes because the intern is there to learn.

In the academic life, we gain the theoretical knowledge of different business and marketing practices but for lack of resources and many other things, all the knowledge are confined to the books in most of the time. The internship is the time to incorporate the knowledge with real working environment and see how much the knowledge matches in the real scenario.

A real working environment itself teaches lots of things to a fresher. There will be experienced supervisors, experienced colleagues, and higher management with more than 25 or 30 years of experience in the respective departments. It says that “experience is the best teacher”. A 10-minute conversation with the higher management can be more informative than an entire book. Because they speak from their long journey and experience, experiments, failures, and achievements and so on. The statement or comment of them can hardly be wrong because experience has its own light of right.

Networking is another important thing. In the later period of life when someone looks for a job, the supervisor or the senior management can help them to do so. After the internship, some companies make the intern permanent employee. This reduces the tension of getting a job.

Internship helps to identify the strong and weak points of an intern and job decision can be taken

based on these findings. It has an impact on the full-time preference.

I could discover some of my sides from the internship which enabled me to choose the later full time profession more wisely. These invaluable things will support my future profession choice and help me to grow my career.

10 Conclusion:

During my internship of three months at Hemas Consumer Brands, I had the opportunities to learn and experience lots of practical things out of the regular curriculum. During the time while working, I faced some issues and if those are taken care of, then hopefully internship at Hemas will be a much more exciting and cherish able position.

10.1 Findings and Recommendation:

According to my observation and finding, the following few findings and recommendations would make internship and work at Hemas more comfortable and better. The findings and recommendations are listed below:

Findings:

- Decentralize structure needs to follow a basic systematic way
- Sales administration may be effective but not so much efficient because of heavy cross-functional work
- Because of heavy cross-functional work Hemas Consumer Brands (Pvt.) Ltd needs more permanent employees in Head Office
- Sometimes there is a communication gap issue from the sales team and distributors to head office
- Central hub needs to be more solid where all the data can be stored according to a specific classification

Recommendations:

- Establishment of a solid IT department rather than depending on third party would increase efficiency at work

- Better result would be found if different report preparation and other works are guided in advance, with enough time in hand
- Hiring more employees may increase efficiency and quality of work
- Provide the chance to an Intern to be a permanent employee may resolve lack of employee issues
- The server of the company could be better to reduce labor and time of the employees increasing productivity

Conclusion:

In 2010, Hemas set up its base camp in Dhaka. With its capable arrangement, Hemas almost approach every corner in Bangladesh and right now has two stockrooms offering the items for the entire country. The national conveyance is backed by the sales office. Hamas, in any case, is one of the foremost actually progressed organizations within the nation. They are persistently attempting to create predominant quality items and services. Hemas Consumer Brands offers an amazing quality of corporate culture which is very friendly to the new employees ‘especially.

I strongly believe these three months in Hemas will certainly increase my knowledge and guide me to build up my career in multinational company.

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12 Appendix:

The Joining letter of the internship is attached here as per the direction of the Department.

