

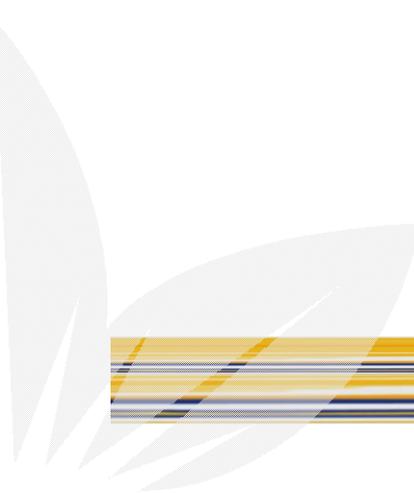


“An Overview of British American Tobacco Bangladesh (BATB)”



**BRITISH AMERICAN
TOBACCO
BANGLADESH**

SUCCESS AND RESPONSIBILITY GO TOGETHER





United International University (UIU)

INTERNSHIP REPORT ON

“An Overview of British American Tobacco Bangladesh (BATB)”

An Internship Report Presented to the School of Business
Administration in Partial Fulfillment of the Requirements for the degree
of Bachelor of Business Administration (BBA).

Supervised By:

Rana Mazumder ACMA
Assistant Professor – A&IS,
School of Business Administration
United International University

Submitted By:

Sharmin Akter
ID: 111 141 219
First Major: Accounting
Second major: Finance

Date of Submission: **15th September 2018.**



Letter of Transmittal

Date: 15th September 2018

Rana Mazumder ACMA
Assistant Professor – A&IS,
School of Business Administration
United International University

Subject: Letter regarding Submission of internship report on “An Overview of British American Tobacco Bangladesh (BATB)”.

Dear Sir,

It is my great tribute to submit this internship report entitled “**An Overview of British American Tobacco Bangladesh (BATB)**” which was assigned to me as a requirement for the Bachelor of Business Administration (BBA) Program. I have prepared this report based on my three (03) month’s Internship at British American Tobacco Bangladesh (BATB). This report endeavor to describe my observation, learning & experience gained during the period.

I have tried my best to construct a widespread & informative report in limited time & resources, Moreover my intern supervisor and your time to time suggestion helped me to prepare as it should be & within time. I shall be cheerful if this report serves the purpose of my study & highly thankful if u kindly accept any mistake that might have been taken place beyond my observation & wills.

Finally, it will be my massive gratification to explain anything to you if you feel necessary relating to this report & would be highly satisfied if you accept & evaluate appropriately.

Sincerely Yours,

Sharmin Akter

Student ID- 111 141 219

First major: Accounting
Second Major: Finance
Bachelor of Business Administration (BBA)
Department: School of Business Administration
United International University (UIU)



Letter of Endorsement by the External supervisor

We are pleased to clarify that Sharmin Akter Student of United International University (UIU) has successfully completed her internship in our organization. She has worked in Operations Department particularly for the Filter Manufacturing Department (FMD) under the supervision of Mr. Mohammad Salim Quraishi Jewel, Cell Manager Operations of British American Tobacco Bangladesh (BATB),

She is hardworking and punctual girl. She was one of the intern member of Filter Manufacturing Department (FMD) and Updating daily production file, Shift Machine run time, day end stocks, EHS Issues, Quality Issues, Identifying Filter quality, Filter Pressure Drop, Filter Standard Deviation, Circumference of Pressure drop and other monitoring activities she used to practice in her day to day internship working activities.

The Internship Report entitled “**An Overview of British American Tobacco Bangladesh (BATB)**” has been submitted to the career Counseling Center, in partial fulfillment of the requirements for the degree of Bachelor of Business Administration, First Major in **Accounting and Second major in Finance**, Faculty of Business Administration on **15th September 2018** by **Sharmin Akter, ID # 111 141 219**.

(Any opinions, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions of suggestions).

Mohammad Salim Quraishi Jewel

External Supervisor

Cell Manager-FMD

British American Tobacco Bangladesh (BATB)



Declaration of the Student

This is to notify that this Internship report “**An Overview of British American Tobacco Bangladesh (BATB)**” has been prepared as a part of my internship formalities. It is an obligatory part of our BBA program to submit an internship report. Moreover, I was inspired and instructed very much by my internal supervisor **Rana Mazumder ACMA** Assistant Professor – A&IS, SOBE, School of Business Administration, United International University (UIU) and external supervisor **Mr. Md. Salim Quraishi**, Cell Manager (FMD), British American Tobacco Bangladesh (BATB).

In this regard, I would like to mention that this report has not been prepared for any other purpose like presentation or investigation for any other authorities and has not been submitted anywhere except United International University (UIU).

Sharmin

Sharmin Akter

Student ID- 111 141 219

First major: Accounting

Second Major: Finance

Bachelor of Business Administration (BBA)

Department: School of Business Administration

United International University (UIU)



Acknowledgement

It's a great pleasure to submit the internship report successfully. In the process of making this report at the very beginning I am extensively great full to almighty Allah for giving me strength and patient to make such a valid report.

Then I would like to express heartiest gratitude to honorable course teacher & supervisor “**Rana Mazumder ACMA**” for providing proper instruction and guidance to make this report perfectly & my other course teachers who help me time to time in this purpose.

I also express special and heartiest thanks to the management of The British American Tobacco Bangladesh (BATB), especially Cell Manager-FMD Mohammad Salim Quraishi Jewel in order to support & explain the FMD Operations activities, Leadership, Management, & give their valuable time in my internship period.

My cordial thanks to all of the employees & stuffs of the Operations department Specially FMD Department of British American Tobacco Bangladesh (BATB). They were really co-operative and friendly in nature. It would be very difficult to complete this report successfully without their mindfully assistance.

Finally I want to give very big thanks especially from the core of my heart to Rana Mazumder, Assistant Professor – A&IS, SOBE, Faculty of School of Business Administration, (UIU) to take the course Advance Accounting & Cost Accounting and giving me a vast knowledge about to minimize the cost of a company.

I also give thanks to the United International University (UIU) authority in order to providing excellent library facilities & lab facilities.



Executive Summary

British American Tobacco is the world's most international tobacco group. Based in London, U.K. it is a market leader in more than 50 countries with the strength of 90,000 employees selling more than 320 brands in more than 180 markets worldwide. BATB is a subsidiary of BAT. The use of assets in the generation of revenue is usually more than a year- that is long term. The internship report is on British American Tobacco Bangladesh, the market leader in cigarette manufacturing companies in Bangladesh. It is thought to be an ideal organization for the application of the knowledge that a graduate gains during his/her four years study period. In addition, as BATB is a company with multifarious challenges of tobacco manufacturing industry, a graduate can also apply various theories and can be innovative.

This report has been organized into two major separate sections. First section contains the overall organizational information and structure. The first section focus on history of BATB, Operational performance, Marketing activities, Distribution policy, Manufacturing process, Leaf operation, Information technology, Corporate Regulatory affairs, Financial operation ,Account operation and Relationship with parent company

The second section of the report contains that part, in which I worked in BATB. I worked under some of projects in BATB .The name of my project and the brief description of the **“An Overview of British American Tobacco Bangladesh (BATB)”**. My main job responsibility was to develop and modify the project. My internal supervisor is Rana Mazumder Assistant Professor, Faculty of Business Administration, United International University and external supervisor is Mr. Mohammad Salim Quraishi Jewel, Cell Manager – FMD, British American Tobacco Bangladesh. With the honest and proper guide line of this two people I learned a lot. The second part mostly focuses on the **Events and Projects** of BATB and the CSR activities of BATB. While preparing this report I found all the help which I needed from BATB. They are very friendly and corporative. They advise me a lot and show the proper guideline to do the work.



Objective of the Study:

General:

The broad objective of the study is to find out the opinion of the employees of BATB in terms of the HR events and Projects to know about the growth and successful combination of the BATB employees and management.

Specific:

After analyzing the general objectives, followings are the specific objectives that have been found.

- To find out the best Events and projects done by Human Resource.
- To find out when and how many times in a year events done.
- To find out how they are managing their projects and events.
- Problems faced by the employees and organizations to success their events and projects.
- To prepare a Ranking of the Best events and projects based on activities.
- To suggest an appropriate strategy which will helps to organize best events and projects in an appropriate time.



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TITLE OF THE INTERNSHIP REPORT

“An Overview of British American Tobacco Bangladesh (BATB)”



INTRODUCTION

1. Rational for Selecting the Report:

Internship program is a prerequisite for completion of the BBA program. To know about the real life situation, it is an opportunity for the students to know about the practical environment of the real business world through this program. I had the opportunity to work at Operations Department of British American Tobacco Bangladesh Company Limited and my work is related to Cigarette Filter Manufacturing Department (FMD). BATB has extensive welfare activities and smooth Operational Excellences for their employees. During my internship I have got the opportunity to be a part of organizing some of Events like LINDA.COM inauguration and Registration and other operational day to day activities, which has increases my knowledge level. My internal supervisor is **Rana Mazumder ACMA**, Assistant Professor – A&IS, SOBE of United International University and external supervisor is **Mohammad Salim Quraishi Jewel**, Cell Manager-FMD of British American Tobacco Bangladesh (BATB).

This Internship report is focused on “**An Overview of British American Tobacco Bangladesh (BATB)**”. BATB play a vital role in promoting and accelerating the economic development process as per the demand of time through the production of cigarettes, domestic and foreign trade and allocating the fund to various off-farm employment and self-employment generation projects. As a student of Undergraduate Business Administration, it was required an attachment with a business organization for me to enrich my knowledge level and to gain some practical experiences. I am proud to state that I have got the opportunity to do my Internship at BATB on behalf of my university, United International University (UIU). It is a three month long program where I have the participation of several programs in BATB. At the same time I had to work with the Operations department in several functions as my supervisors are from that particular department. All of these helped me a lot to learn the new concepts, to gain practical experiences and to know the corporate cultures. During this period

I worked in Filter Manufacturing Department (FMD). In This Department I have worked for Updating daily production file (include all Filter machine), Update MTBF (Mean Time between Failures), every shift Machine run time and stop time, Update day end stock, Complete every morning DDS (Daily Detection Setting) meeting also I followed up EHS Issue, Quality Issue, Machine Stops, MTBF, Reasons For machine stops, OEE (Overall Equipment Efficiency), Setting action plan for the reason of machine stops.



This Internship report also helps me to know about the corporate sector activities and multi organizational activities. It helps me to build a successful career in corporate sector. This report also provides some core information about BATB to my supervisor and other faculty members of UIU. My recommendations to BATB also help them to improve their ongoing system.

2. Overview of Company

On September 27, 1902 American tobacco and Imperial consented to an arrangement to consolidate as British American Tobacco Company. BAT's first director was James Duke. This association united the items they created. BAT before long started to search for abroad nations to work with. These incorporate China, India, Africa and South America. English American Tobacco, the world's notable mammoth tobacco organization has been doing their business since 1902. At first it was a joint wander between the UK's Imperial Tobacco Company and the American Tobacco Company. BAT has the worldwide nearness for over 100 years. With their huge profitable encounters, now they are the second biggest tobacco organization on the planet. In any case, they are number one tobacco organization in some specific locales too.

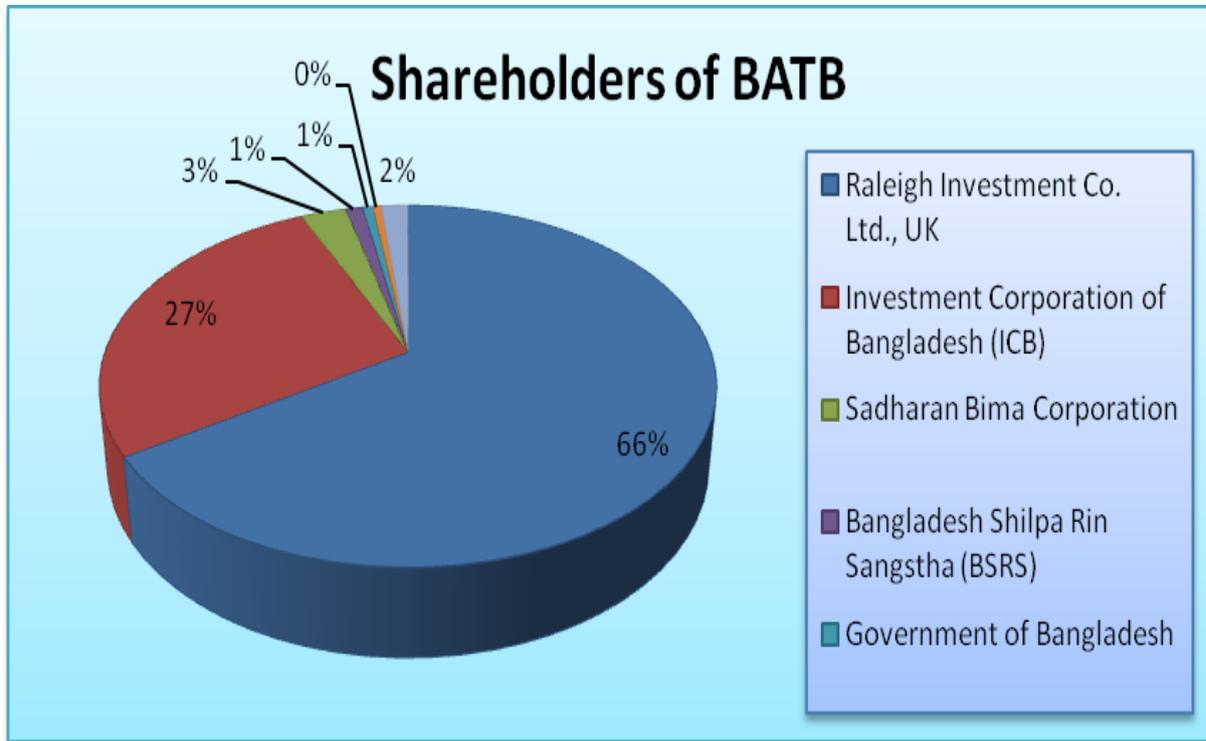
From the earliest starting point, BAT demonstrated that they have extraordinary vitality and qualities to contend with different associations and to grow up with the time. Subsequently in 1912 they turned into world's main 102nd organization regarding market capitalization. English American Tobacco is the world's second biggest cited tobacco aggregate involving around 17.1% of the world's tobacco advertises. BAT has in excess of 300 brands which are sold in more than 180 nations. They are the market pioneer in excess of 50 nations. In BAT right around 97000 representatives are working around the world. BAT pays on a normal more than 22 billion pound to the administrations worldwide as charges. BAT has 5 Regional item focuses over the world.

BAT has 85 processing plants in 67 nations where roughly more than 800 billion cigarettes are created. BAT's brands are picked by 1 of every 7 of world's 1 billion grown-up smokers. To creating the tobacco leaf, overall 280000 ranchers are giving direct help to BAT. As indicated by the 2010's insights, 884 billion cigarettes were delivered in that year. To deliver the cigarette they purchased 560000 tons of leaf shape the ranchers worldwide in the most recent year.

On 11 walk 1998, British American Tobacco organization have been begun in tobacco business which is known as British American Tobacco Bangladesh (BATB) is an open restricted organization fused in Bangladesh and offers are cited in the Dhaka and Chittagong Stock



Exchanges. English American Tobacco Bangladesh is recorded in the "Dhaka Stock Exchange (DSE)". It has an approved capital of Tk. 600,000,000 of 60,000,000 common offers of Tk. 10 each. English American Tobacco Bangladesh envelops 66% of the offers of the British American Tobacco, London. The Government held 32% of its offers and 2% of its offers are by Bangladeshi nationals. Along these lines the legislature has continuously sold its property to various associations of the nation.





3. Background of the Company:

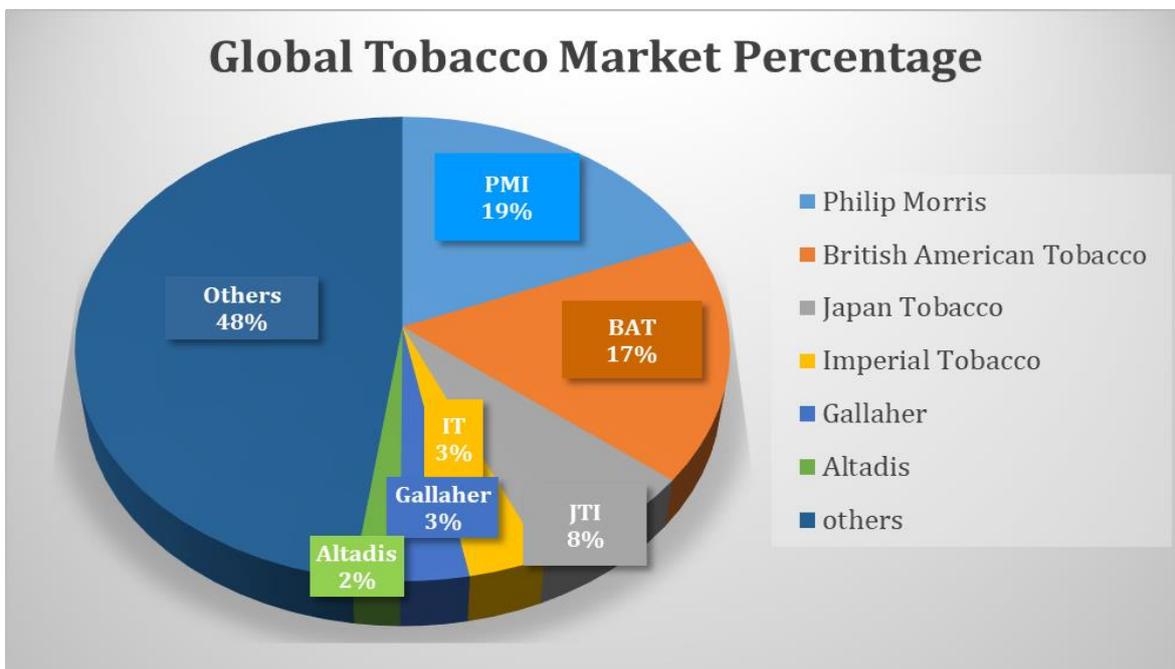
British American Tobacco Company Limited and Global market:

All around British American Tobacco is the single transitional holding organization of all its tobacco organizations. It is recorded in the London Stock Exchange while the Head office is arranged in Globe House, Docklands Business District in London. The organization works in a bigger number of nations than some other cigarette gathering. The tobacco business creates in excess of 5,400 billion cigarettes per year comprehensively. The greatest market is China where somewhere in the range of 350 million smokers expend around 2,200 billion cigarettes per year, or 40 for every penny of the worldwide creation (Figure in Appendix). It produces and markets overall mainstream cigarette brands like Lucky Strike, Benson and Hedges, Dunhill, Kent, Rothmans, Pall Mall, Viceroy, John Players Gold Leaf, State Express 555 and so forth and numerous provincial brands like Star, Wills, Casino, Gold Flake and so on.

A portions of the novel qualities of the BAT are that the organization:

Is the second biggest tobacco organization on the planet (Phillip Morris being the biggest).

- 🌻 Utilizes just about 97,000 individuals around the world.
- 🌻 Contributes 22 billion pounds per year to governments through charges.
- 🌻 Is one of the world's biggest tree growers outside the paper and timber businesses?
- 🌻 Burned through £34 million a year ago on condition, wellbeing and security.

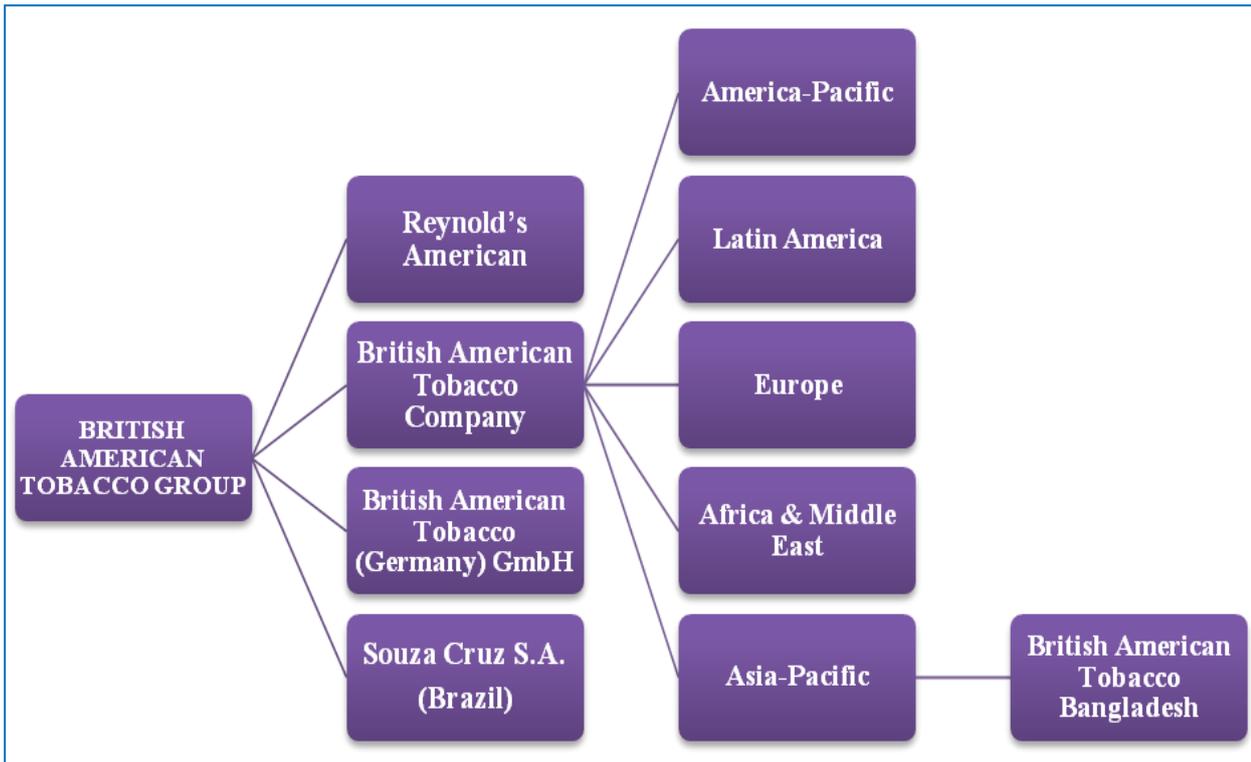


BATB Market Share around the world (percentage)



Relationship with Parent Company:

The following figure shows the flow from the parent company to BATB:



4. Historical Background:

British American Tobacco Bangladesh (BATB):



1902: Imperial Tobacco Company of the United Kingdom and The American Tobacco Company of the United States shaped a joint venture - the 'English American Tobacco Company Ltd'.



1910: Operations reached out to West Indies, India, Ceylon (Sri Lanka, East Africa, Java, Malaya (Malaysia) and Nigeria.



1911: British American Tobacco recorded on the London Stock Exchange.



1914: Acquired Brazilian tobacco organization - Souza Cruz.



1927: Entered the US market through buy of Brown and Williamson.



1929: Rothmans recorded on the London Stock Exchange.



1930s: Period of development for both Rothmans International and British American Tobacco.



1949: Pakistan Tobacco Company (PTC) was framed to take care of the local cigarette demand.



1954: To take care of the demand of East Pakistan PTC set its plant in fouzderhat, Chittagoang and went into activity.



1965: A second processing plant was set up at Mohakhali Dhaka completely outfitted with the most current apparatuses and innovation.



1960s/70s/80s: Period of broadening for British American Tobacco.



1990s: B.A.T. Ventures center on tobacco and monetary administrations.



1995: Rothmans 100% possessed by Richmond.



1998: British American Tobacco plc recorded as a FTSE 100 organization on the London Stock Exchange.



1998: On March 22nd the name of the Bangladesh Tobacco Company was changed to British American Tobacco Bangladesh (BATB).



2000: On 22nd November, BATB perceived as CLASS A Company.



2006: The Company is driving Bangladesh cigarette enterprises with a piece of the pie of over 56%.

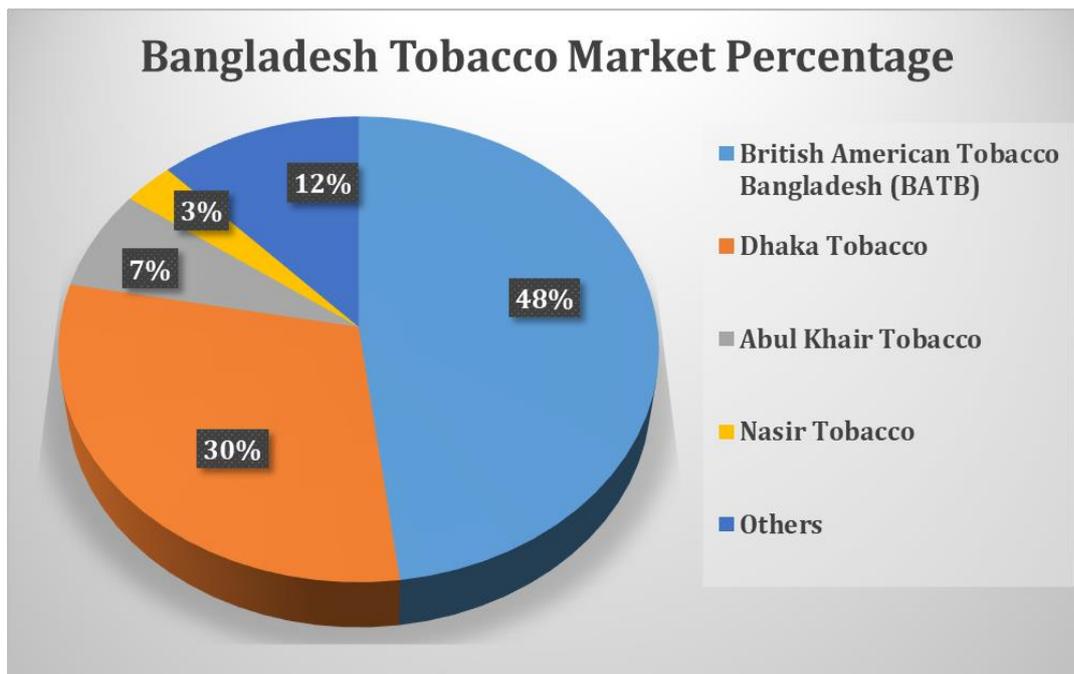
5. The Tobacco Sector in Bangladesh

As said before cigarette enterprises take after various fragments for promoting and fulfilling their clients in Bangladesh. Not every one of the organizations in tobacco industry work in all sections of the nation. Each organization has its one of a kind target showcase. BATB and DTI cover the premium VFM and lower fragments, though AKTCL works in the lower section of the tobacco business. In each section there are different brands which may cause mark weakening. What's more, image exchanging in the meantime. The agent marks under the best positioning organizations in Bangladesh tobacco industry are as per the following. Brands offered by the eminent cigarette organizations in Bangladesh.



Segments	Price/10's and Tax	BATB	DTI	AKTCL
Premium	BDT 70+ 250%	B&H-Regular, Light, Switch, JPGL – Regular Light, Switch, Capstan and Pall Mall	Marlboro	N/A
Incentive For Money (VFM)	BDT 45-69 167%	Star &Star Next	Navy Rally	N/A
Lower	BDT 27 100%	Derby, Derby Style, Pilot, Hollywood	Sheikh Regular, Sheik White	Marise, Real

(Source-British American Tobacco Bangladesh- Marketing department.)

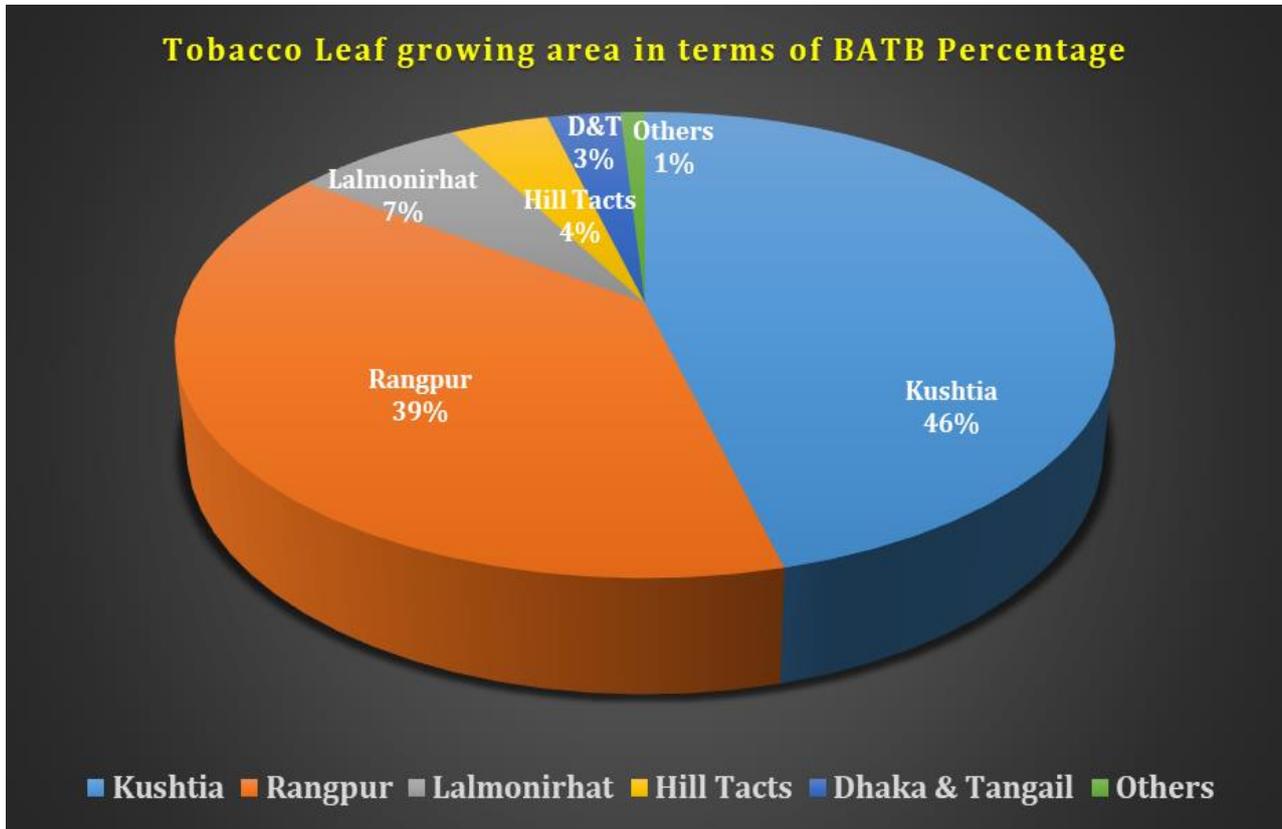


Market Share of Different Brands in Bangladesh Cigarette Market. (Source: BATB)

New item improvement in this Industry isn't exceptionally well known as customers of various brands stay faithful to their selection of cigarettes. Buyers in their 40's or more have a tendency to be exceptionally unbending about changing their brands or in attempting new ones, though customers of lower age gatherings, for example, understudies and college goers acknowledge development in their brands and like experimenting with various tastes and looks of cigarettes. Remembering this portion BATB dispatches around 4 new items yearly, most with little development in channel, bundling and different perspectives. (BATB-advertising division) New item advancement is relatively undetectable in different organizations like DIT and AKTCL. As of late BATB has arranged 2 new items for the Bangladesh showcase. The first is Star Neo which is now accessible in the market, and Benson and Hedges Premium which is accessible in the market too.



Tobacco is a vital money crop for the agriculturists, which has conveyed monetary strengthening to the ranchers and their particular networks. Tobacco is a winter crop in Bangladesh and is developed from November to February as a feature of yield revolution rehearsed by agriculturists and is developed in just 0.7% of the aggregate cultivable land in Bangladesh. This land measure has just barely expanded throughout the years in spite of the measure of tobacco created, because of expanded yield and efficiency (BATB-Leaf Department)



Major Tobacco Growing Regions in BD (Source: British American Tobacco- Leaf and supply chain Department)

6. Vision:

"To expand our initiative through World Class execution"

BATB is as of now a pioneer in the Bangladesh cigarette showcase and in future the organization wishes to broaden its present administration through world-class execution. At present, they are focusing on enhancing their procedure capacity.



7. Mission

- **Twofold the net income:** The organization is wanting to twofold its net income. That implies in the range of 5 years the income must ascent at a gigantic rate. This requires a persistent and reliable development in income in the coming years. Note that the objective is to build the income as opposed to the benefit. This is on account of BATB is a capable organization and needs to produce benefit for every one of its partners and make and keep up a win-win circumstance for all.
- **Developing a lot of the aggregate tobacco showcase:** The biri fragment has caught the real offer of the aggregate tobacco showcase. BATB wants to overhaul the smokers in the nation and wishes to exchange their smoking propensity from biri to cigarette. This is likewise intelligible with the main goal of the mission as more individuals begin smoking BAT marks rather than biri, the more the income will increment.
- **Commanding key distinguished portions:** The aggregate brand arrangement of the organization is partitioned into 3 noteworthy fragments i.e. high, medium and low. BATB is as of now commanding the high and medium portion in the market. Be that as it may, it is confronting huge rivalry in the low fragment.



ACTIVITIES UNDERTAKEN

From my own experience I should state that I think about fortunate. I am extremely happy that I picked this temporary position. Before graduation I needed to accomplish something energizing before hunting down work. This temporary job appeared to be the ideal arrangement and it is! My dread was to work in an organization where the directors don't allow me to demonstrate my insight, since People dependably say: "an understudy is functioning as a server; she will serve the tea and espresso for her manager and her partners". In any case, happened the inverse, they trust me from the primary day until a day ago, they gave me duties that have helped me to develop and enhance in my activity, and the most imperative they trust me to improvement extends and to keep up individuals and machines likewise set up authority through driving exercises and make me feel that I could do.

To be straightforward this entry level position has made me more trust in myself and my odds have enhanced my relational abilities both in oral and composed. In any case, a standout amongst the most essential variables is that has given me the awesome chance to meet individuals in my same circumstance, associates with whom I have shared extraordinary minutes at work, which have made my stay in BATB remarkable.

The works I did in BATB are given beneath:

- 🌻 Document Management.
- 🌻 Refreshing every day creation document (incorporate all Filter machine).
- 🌻 Refresh MTBF (Mean Time between Failures), each move Machine run time and stop time.
- 🌻 Refresh day end stock.
- 🌻 Finish each morning DDS (Daily Detection Setting) meeting.
- 🌻 EHS Issue, Quality Issue, Machine Stops, MTBF.
- 🌻 Purposes behind machine stops.
- 🌻 OEE (Overall Equipment Efficiency).
- 🌻 Setting activity plan for the reason of machine stops.
- 🌻 I likewise work in Quality office for such a significant number of days.
- 🌻 Distinguishing Filter quality, Pressure drop, Standard Deviation, Circumference of Pressure drop,

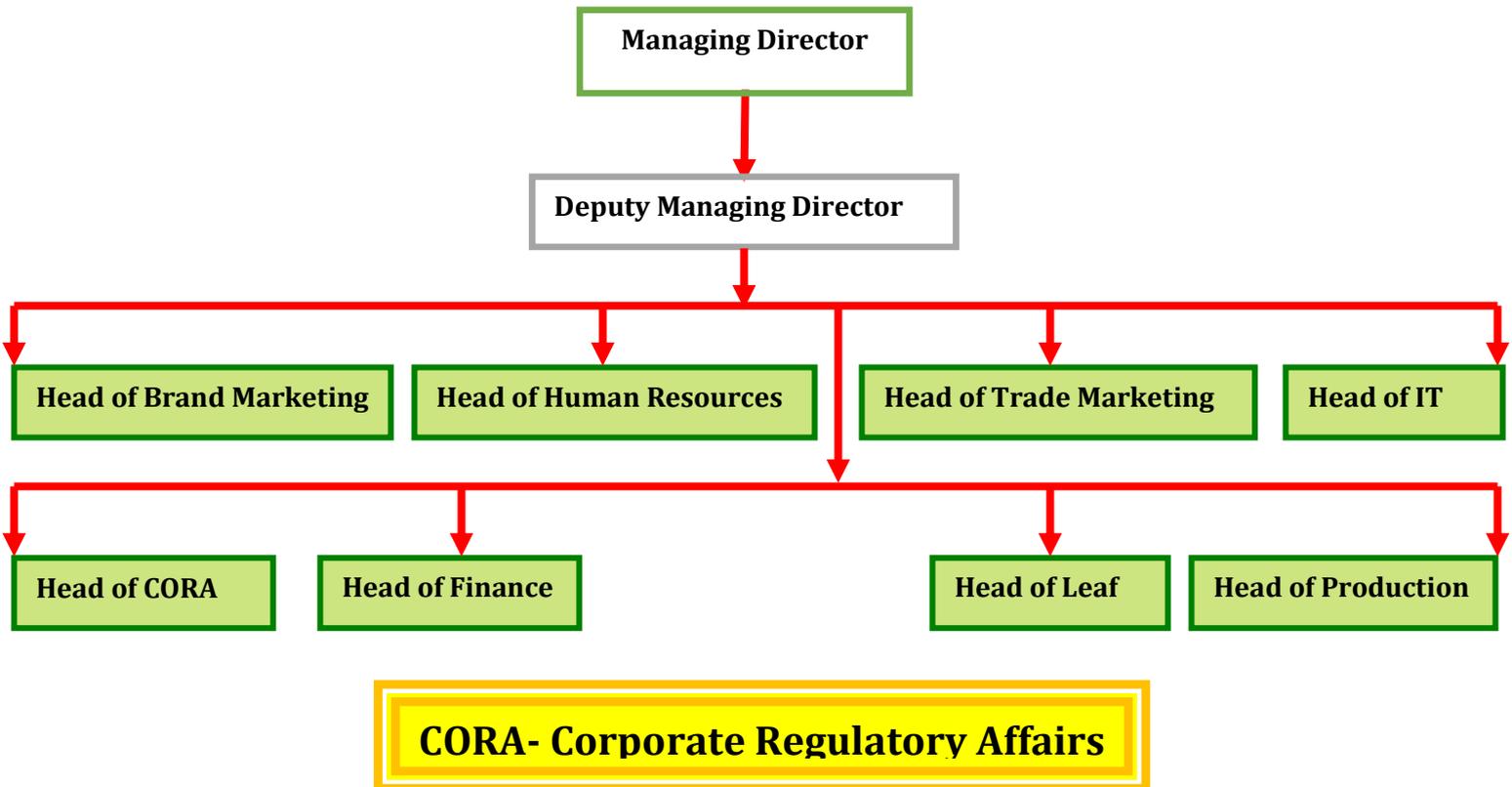


- ✿ Distinguishing delicate channel and hard channel utilizing QTM (Quality Test Module), weight of channel, channel hardness.
- ✿ Distinguishing each brand of channel.
- ✿ Likewise find out about all aspects of a machine.
- ✿ Extraordinarily distinguish the Machine KDF-7, 8,9,10. Channel hardness by the example test utilizing Bobbin Turn Small, After Dry Weight, and After Machine Stops.
- ✿ Distinguishing channel weight drops in mean and standard deviation on diagram in consistently normal utilizing Pivot and Slicer.
- ✿ Resources area list refresh
- ✿ Mechanized resources co-appointment list
- ✿ Rundown of strategy and system
- ✿ Figure out how to apply Microsoft Excel professionally
- ✿ Visited processing plant
- ✿ Made Soft record and applications.





STRUCTURE OF BATB:



CORA is the division which is accountable for keeping up the corporate photo of the association. Since BAT is in a faulty industry it is especially essential for it to manage each one of its accomplices and furthermore to manage the media. All these are done by CORA. It in like manner watches over the legitimate points and duty accumulation of BATB. CORA does various exercises, for instance:

- ▶ Directing duty evaluation and concentrate
- ▶ Dealing with accomplices interest
- ▶ Correspondence with media
- ▶ Keeping up government battle
- ▶ Moving toward headway in the field of mal sustenance, destitution and social choice
- ▶ Crippling under developed i.e. under 18 smoking
- ▶ Managing external and inside correspondence
- ▶ Consideration organization
- ▶ Offering the likelihood of socially able corporate business sharpens inside the affiliation
- ▶ Tending to the legitimate issues of BATB



Finance Department

Fund division is mindful to assess the financial execution of the Organization. BAT entirely utilizes the monetary allowance as a feature of the vital arrangement to go for operational exercises. The organization spending estimates its execution going about as an instrument for feed forward and furthermore for input. The organization toward the start of the year begins its task with the planned deals, target, cost, venture and other budgetary exercises

Foreign Exchange Policy

Some tobacco is being traded to BATB's sister organizations in abroad nations and in this manner it procures exceptionally constrained measure of outside trade. For assembling its item BATB needs part of Raw Material i.e. tobacco and bundling materials which are not accessible in the nation thus the organization need to import those things by buying Foreign Exchange from the secondary exchange market. To keep the cost down of the secondary rate, the company makes the forward booking of the required amount for the individual letter of credit. And the Treasury Manager of the company finds the best solution to Hedge the currency market and accordingly the company negotiates with the foreign exchange rate with the Financial Banks. As a policy, BAT Bangladesh will engage in foreign exchange transactions through usual banking channels only: to meet the requirements of its (a) Normal commercial trading activity, and to manage and provide for (b) currency cash flows relating to this activity on up to a rolling 12-month basis. It will include specifically the following means:

- ▶ Exports.
- ▶ Training expenses
- ▶ Travel expenses.
- ▶ Payment for institutional memberships and for publications.
- ▶ Forward cover for imports, remittance and exports are part of the policy guidelines.
- ▶ Payment of advertising, travel and other expenses which are permitted from the Export Retention Quota.
- ▶ Imports through letters of credit (L/C) for working capital requirements and capital expenditure project.
- ▶ Remittances for payment of dividends, royalty and technical fees, expatriate staff allowances, constancy fees etc.



- ▶ Payments of principal, interest and financial charges in connection with any off-shore borrowing which may be in place from time to time.

This policy is issued by the EXCO. The Managing Director and Finance Director are authorized to jointly take decisions on matters arising in the course of business not covered in this policy and report such decisions in the immediate next EXCO meeting.

Accounting Department

Functions of the Accounting Department

The Accounting bureau of Dhaka Factory is going by the creation bookkeeper. Under him are six Assistant Production Accountants working. The division has been isolated into seven areas as indicated by the activity every one of them performs.

Time Office Section

- Time keeping of the laborers.
- Detailing the extra time, move remittance data to the wages segment.
- Managing all leave data.
- Support of the ace pay roll
- Keeping records about advancements, new arrangements, and expulsions for bookkeeping reason.
- Tracking the group advancements sheets from creation.

Wages Section

- Installments of wages to the specialists.
- Managing the remittances like smoking recompenses, celebration reward, and yearly reward.
- To educate the Head Office about the workers assemble protection.
- Installment to the Badli and easygoing specialists.
- Announcing month to month reports to the Head office and HOD of various offices.

Bills and Ledger Section

- A wide range of bill preparing.
- Getting ready preliminary adjust and sending it to the Head Office.
- Tracking every settled resource.



Cash Section

Manages a wide range of money receipts and installments e.g. PF advance and discount. Scrap offering, Waste paper offering, offering of tobacco squander, Misc. installments.

R&RS Section

The segment manages the foreign made parts privately manufactured parts and the things those are purchased against works arrange. The accompanying are the capacities:

- Costing of extra parts
- Planning for save parts.
- Record keeping about the esteem and amount of the extra parts.
- Handling the bills for these things.

Factory Office Section

- Profitable reports
- Truancy reports.
- Machine downtime reports.
- Managing the vats.
- Offering of wastage
- Keeping up the business enroll.

Costing Section

- Leaf costing.
- Wrapping material costing
- Standard costing of item.
- Peripheral costing.



Cash Flow Statement

	2013	2014	2015	2016	2017
Cash Received from customers	109,659,616,000	125,808,702,000	143,924,478,000	165,597,074,000	202,936,614,000
Payment to suppliers, employees and others	-23,591,083,000	-24,171,635,000	-27,582,631,000	-28,884,337,000	-33,797,266,000
Income tax paid	-3,306,829,000	-3,864,539,000	-4,862,875,000	-6,623,761,000	5,256,038,000
Interest paid	-11,215,000	-157,346,000	-128,394,000	-30,069,000	-186,124,000
other payments	-76,726,491,000	-92,850,645,000	102,249,859,000	125,824,237,000	153,936,812,000
Net Cash Generated from Operating Activities	6,023,998,000	4,764,537,000	9,100,719,000	4,234,670,000	9,733,374,000
Purchase of Property, plant & Equipment	-3,419,137,000	-4,406,253,000	-2,691,343,000	-3,550,488,000	-8,030,294,000
Proceeds on sale of Property, Plant & Equipment	42,345,000	33,806,000	48,690,000	35,591,000	39,470,000
Net Cash Flow From Investing Activities	-3,376,792,000	-4,372,447,000	-2,642,653,000	-3,514,897,000	-7,990,824,000
Lease Repayment	-10,335,000	-	-	-	-
Dividend paid to equity holders of parent	-2,997,835,000	-3,717,524,000	-2,693,756,000	-3,301,747,000	-3,597,319,000
Net cash Flow Financing Activities	-3,008,170,000	-3,717,524,000	-5,493,756,000	-1,081,747,000	-5,097,319,000
Increase (decrease) in cash	-360,964,000	-3,325,434,000	964,310,000	-1,081,974,000	-3,354,769,000
Cash at the begning of the period	2,279,090,000	1,918,126,000	1,392,692,000	2,357,002,000	1,275,028,000
Cash at the end of the period	1,918,126,000	-1,407,308,000	2,357,002,000	1,275,028,000	-2,079,741,000

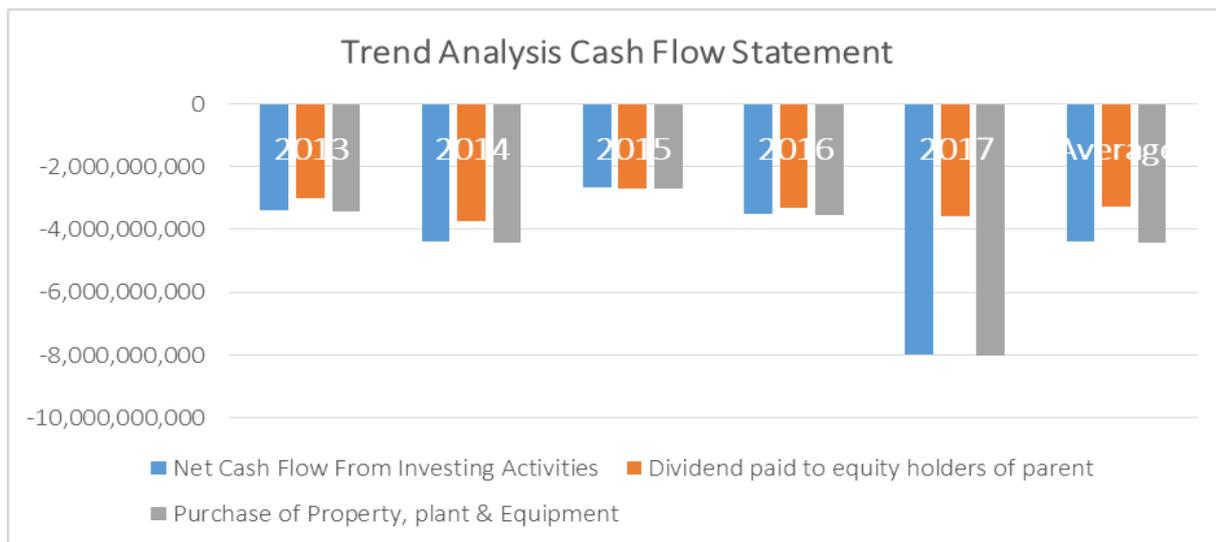


Critical Analysis of some Factors

Trend Analysis:

Cash Flow Statement

Trend Analysis						
Name	2013	2014	2015	2016	2017	Average
Net Cash Flow From Investing Activities	3,376,792,000	4,372,447,000	2,642,653,000	3,514,897,000	7,990,824,000	4,379,522,600
Dividend paid to equity holders of parent	2,997,835,000	3,717,524,000	2,693,756,000	3,301,747,000	3,597,319,000	3,261,636,200
Purchase of Property, plant & Equipment	3,419,137,000	4,406,253,000	2,691,343,000	3,550,488,000	8,030,294,000	4,419,503,000



Net Cash Flow from Investing Activities: Net cash flow from investing activities in British American Tobacco Bangladesh in 2017 is -7,990,824,000 that are so much high in the average amount -4,379,522,600. It is an item of Cash flow statement that reports the aggregate change in a company’s cash positions resulting from investment gain and losses and changes resulting from amount spent on investment in capital assets, such as plant and equipment. It is important to consider each of the various sections that contribute to the overall changes in its cash positions. Negative cash flows are not always indicative of poor performance. In this company overall cash is negative that means for a specific period there is heavy investment expenditure.

Dividend Paid to equity holders of parent: A dividend is a payment made by company to its shareholders, usually as a distribution of profits. When a company earns profit or surplus the corporation is able to give the dividend to their shareholders. It is a dividend amount of 2017 -



3,597,319,000 that is higher on the average amount of dividend -3,261,636,200. This company give their company dividend properly and their retained earnings also good that's why the company gain in more profit on every year gradually.

Purchase of Property, plant & Equipment: British American Tobacco Company overall purchasing capability good. The purchase of PPE refers to the times when a company purchases long term assets. Most of the company purchase their PPE on credit and end of the time they are not paid it easily on that time, but BATB paid it easily because of their more profitable company. It is the amount of 2017 -8,030,294,000 that is not good in average amount of PPE -4,419,503,000. But overall Their PPE is good.



Income Statement

	2013	2014	2015	2016	2017
Revenue	31,225,437,000	35,641,986,000	39,894,894,000	43,753,775,000	51,963,743,000
Cost of sales	17,501,330,000	19,332,215,000	21,212,511,000	23,890,895,000	27,180,742,000
Gross profit	13,724,107,000	16,309,771,000	18,682,383,000	19,862,880,000	24,783,001,000
Administrative Expenses	4,219,739,000	4,775,119,000	5,481,856,000	5,936,146,000	6,980,580,000
Operating Profit/loss	9,504,368,000	11,534,652,000	13,200,527,000	13,926,734,000	17,802,421,000
Employee benefits expenses	479,141,000	571,909,000	655,767,000	693,178,000	882,080,000
Finance Expenses	11,215,000	157,346,000	122,828,000	36,468,000	185,291,000
Other revenue and profits	89,661,000	60,882,000	37,680,000	-	24,469,000
Other Expenses	-	-	-	26,708,000	-
Profit/loss Before Tax	9,103,673,000	10,866,279,000	12,459,612,000	13,170,380,000	16,759,519,000
Income Tax Expenses	4,179,546,000	4,584,357,000	6,585,538,000	5,587,918,000	8,929,663,000
Profit/loss for the period	4,924,127,000	6,281,922,000	5,874,074,000	7,582,462,000	7,829,856,000
Earning Per Share - Basic	82.07	104.7	97.9	126.37	131
Short term loans/Investments	-	-	-2,800,000,000	1,500,000,000	-1,500,000,000

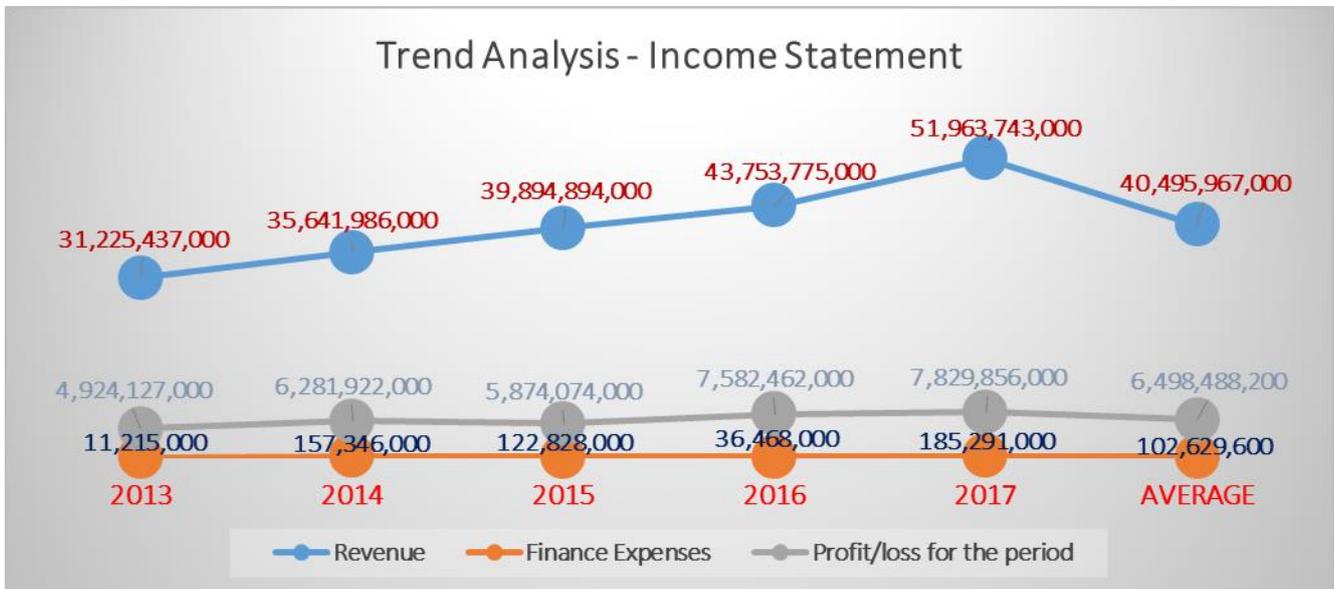


Critical Analysis of some Factors

Trend Analysis:

Income Statement

Trend Analysis						
	2013	2014	2015	2016	2017	Average
Revenue	31,225,437,000	35,641,986,000	39,894,894,000	43,753,775,000	51,963,743,000	40,495,967,000
Finance Expenses	11,215,000	157,346,000	122,828,000	36,468,000	185,291,000	102,629,600
Profit/loss for the period	4,924,127,000	6,281,922,000	5,874,074,000	7,582,462,000	7,829,856,000	6,498,488,200
Earnings Per Share - Basic	82.07	104.7	97.9	126.37	131	108





Revenue: The income statement presents the revenue (sales) generated during the period. The expenses incurred and the profit earned. The income statement will provide the revenues followed by the cost of goods sold, the difference of which is the gross profit. It is the revenue amount of 2017 51,963,743,000 and it is the revenue amount of average 51,963,743,000 after the Five years trend analysis of revenue. It is all most same amount and their revenue is so good. Every year they earned more revenue after the all cost deduct.

Finance Expenses: The non –operating section includes revenues and gains from non primary business activities, items that are either unusual or infrequent, finance costs like interest expenses, and income tax expenses. The “bottom line” of an income statement is the net income that is calculated after subtracting the expenses from revenue. 185,291,000 it is the amount of finance expenses of 2017 that is too increase in the amount of average 102,629,600. if finance expenses is decrease in the compare of last year that is the better situations in the company. BATB is in good position their expenses it in the limit that’s why profit is also increases.

Profit/loss for the period: When company is in good position in the market that means the company is earn the more profit rather than the last year and it is the company that always hasn’t any loss position or bad positions in the market. It is the profit amount in BATB in the last year 7,829,856,000 and 6,498,488,200 is the average amount of last five years. So overall situations are good and profit increase in day by day.

Earnings per Share – Basic: Every year BATB income more profit in the market share and their share outstanding is so good. The last EPS is 131 in 2017 and the average EPS is 108 it’s not bad for the company. It is the portion of a company’s profit allocated to each outstanding share of common stock. Earnings per share serve as an indicator of a company’s profitability.

We get it:

EPS= (Net Income-Dividend on Preferred stocks/Average Outstanding Share).



Balance Sheet

	2013	2014	2015	2016	2017
Property Plant & Equipment	8,513,167,000	12,018,576,000	13,665,015,000	15,411,873,000	20,915,160,000.00
Total Non-Current Assets	8,513,167,000	12,018,576,000	13,665,015,000	15,411,873,000	20,915,160,000
Inventory	6,626,703,000	9,098,197,000	8,553,377,000	13,979,180,000	17,469,089,000
Trade & other receivables	770,917,000	1,766,817,000	940,758,000	1,062,450,000	2,315,457,000
Cash & cash Equivalents	1,918,126,000	1,740,302,000	2,357,002,000	1,564,600,000	978,169,000
Advance Deposits & Prepayment	634,885,000	2,451,127,000	4,074,679,000	3,329,480,000	4,736,633,000.00
Total Current Assets	9,950,631,000	15,056,443,000	15,925,816,000	19,935,710,000	25,499,348,000
Total Assets	18,463,798,000	27,075,019,000	29,590,831,000	35,347,583,000	46,414,508,000
Stated Capital	600,000,000	600,000,000	600,000,000	600,000,000	600,000,000.00
Capital reserve	64,896,000	64,896,000	64,896,000	64,896,000	64,896,000
Retained Earnings	8,236,694,000	10,798,615,000	13,944,623,000	18,217,686,000	22,447,542,000
Shareholders' funds	8,901,590,000	11,463,511,000	14,609,519,000	18,882,582,000	23,112,438,000
Total Equity	8,901,590,000	11,463,511,000	14,609,519,000	18,882,582,000	23,112,438,000
Differed Tax Liabilities	883,376,000	1,140,562,000	2,069,796,000	2,027,373,000	2,835,570,000
Retirement Benefit Obligations	364,063,000	368,112,000	461,230,000	800,663,000	869,114,000
Other non-current liabilities	-	-	-	-	-
Total Non-Current Liabilities	1,247,439,000	1,508,674,000	2,531,026,000	2,828,036,000	3,704,684,000
Trade & other Payable	3,701,889,000	6,870,420,000	7,842,726,000	8,218,406,000	10,101,621,000
Short term loans	-	2,800,000,000	-	-	-
Lease rental payable within one year	7,541,000	-	-	-	-
Tax Payable	2,267,283,000	2,729,914,000	3,500,379,000	2,499,269,000	5,364,697,000
Other current liabilities	2,338,056,000	1,354,891,000	1,107,181,000	1,129,718,000	1,073,158,000
Bank overdrafts	-	347,610,000	-	289,572,000	3,057,910,000
Short Term Bank Loan	-	-	-	1,500,000,000	-
Total Current Liabilities	8,314,769,000	14,102,835,000	12,450,286,000	13,636,965,000	19,597,386,000
Total Owners Equity & Liabilities	18,463,798,000	27,075,020,000	29,590,831,000	35,347,583,000	46,414,508,000
Book Value Per Share	148	191	243	315	385

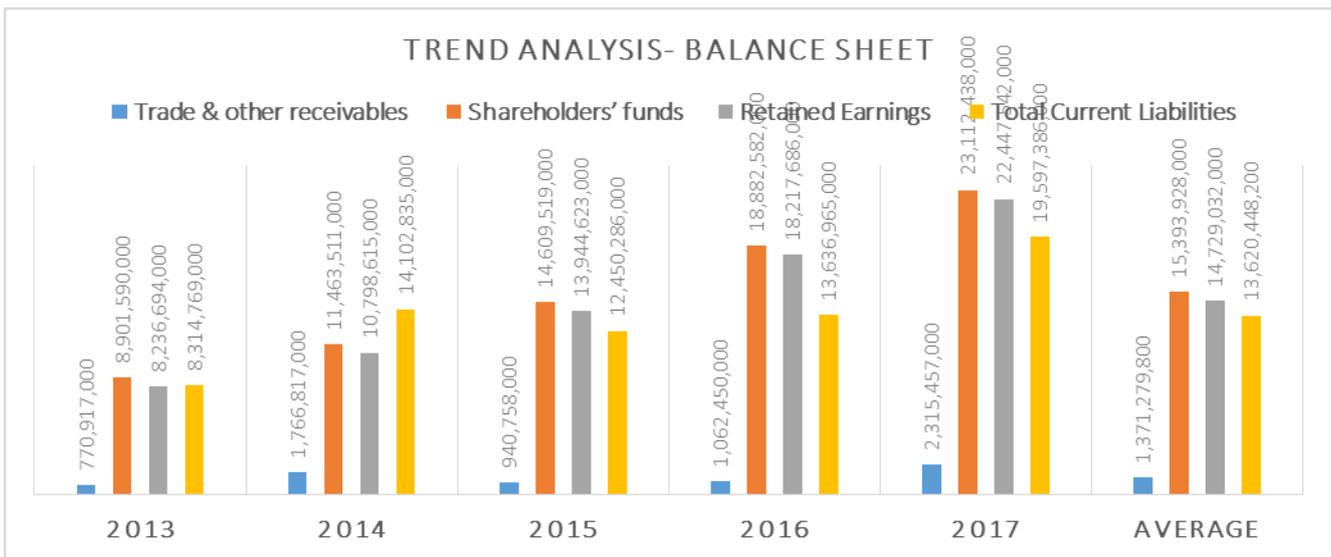


Critical Analysis of some Factors

Trend Analysis:

Balance Sheet

Trend Analysis						
	2013	2014	2015	2016	2017	Average
Trade & other receivables	770,917,000	1,766,817,000	940,758,000	1,062,450,000	2,315,457,000	1,371,279,800
Shareholders' funds	8,901,590,000	11,463,511,000	14,609,519,000	18,882,582,000	23,112,438,000	15,393,928,000
Retained Earnings	8,236,694,000	10,798,615,000	13,944,623,000	18,217,686,000	22,447,542,000	14,729,032,000
Total Current Liabilities	8,314,769,000	14,102,835,000	12,450,286,000	13,636,965,000	19,597,386,000	13,620,448,200



Trade & other receivables: The debtor is free to pay before the due date. On a company's balance sheet, receivables can be classified as accounts receivables or trade debtors, bills receivables, and other receivables (loans, settlements amounts, due for noncurrent assets sales, rent receivables, term deposits). BATB last year's Trade receivables 2,315,457,000 are good for on average 1,371,279,800. It is increase in day by day.

Shareholders' funds:

It is an account of company's balance sheet that consists of share capital plus retained earnings. It also represents the residual value of assets minus liabilities. It is the value of 2017 23,112,438,000 and it is the value of average 15,393,928,000. The overall shareholders funds are good in BATB that's why they always give their dividend properly.



Retained Earnings: Retained earnings are the cumulative net earnings or profit of a firm after accounting for dividend some people refer to them as earnings surplus. Companies' record retained earnings under shareholders equity on the balance sheet. It is close to related on dividend. It is the amount of 2017 22,447,542,000 and it is the amount 14,729,032,000 on the analysis of the trend on average. The company over all retained earnings is good and they give the shareholders dividend on time.

Total Current Liabilities: Current liabilities are a company's debts or obligations that are due within one year or within a normal operating cycle. These company current liabilities are overall same on the continuing year. It is the amount of 2017 19,597,386,000 and it is the amount of average 13,620,448,200. Their liabilities are on the average situation in the market.



Legal Department

Lawful office principally thinks about the Legal and Secretarial capacity of BATB. It encourages BATB to realize that what the correct methods to maintain their business are. As BATB is completing an easily proven wrong business, so they need to direct their business in an exceptionally legitimate and lawful way and BATB is extremely cautious about this. Legitimate division handles how to sole the issues, how to take after and alter with the state's laws, the offers and partners, examining, AGM and so forth. The significant exercises of Legal division are the followings:

- Litigation Management
- Trade and Agreement Management
- Share Management
- Record Management
- Corporate Governance and so forth.

Supply Chain Department

To work a business easily, task exercises of that business ought to be done in a coordinated and fitting way. In BATB, task is a noteworthy action. It incorporates leaf developing, putting away of them, checking of their quality, quality control; send them for assembling, bundling, warehousing, circulating, acquisition and so on. Settling on up fast choices in light of the emerged circumstance is another movement of Supply Chain at BATB. Followings are a portion of the Operations' exercises:

Green Leaf Threshing Plant (GLTP): the GLT plant is in Kushtia. This capacity is in charge of obtaining the green tobacco leaves and send them to different offices for additionally preparing.

Essential Manufacturing Department (PMD): here the leaf is being set up for the generation exercises.

Optional Manufacturing Department (SMD): after PMD, the items came into the SMD; here exercises like wrapping tobacco with materials, fabricating and so on are finished.



Supply Chain Management: in the past part it is specified that BATB complete a business which begins shape leaf developing closures with the appropriation exercises. It implies they do their business frame the maker to their end clients. In any case, this is an extremely complex activity, which includes a few works. Checking and controlling the nature of the tobacco and its bundling is another errand of activities. As it is activity so industrial facility is included here. BATB has the most pleasant condition for its workplace, they guarantee the nature of work life, in the meantime they are particularly watchful about their representatives. They give the earth where representatives can work securely. That is the reason a few times they have gotten the Zero Accident Award. Under production network administration, the accompanying exercises can be found:

- Supply Chain
- Product
- Procurement
- Security
- Logistics
- EHS (Environment, Health and Safety).

Information Technology Department

Key Functions of IT

- Setting up and keeping up data and framework design to help learned business clients who fuses IT into their basic leadership and of working together, bolstered by authority group who oversees and looks for ceaseless change, outsourcing where conceivable.
- Strong correspondence frameworks that are adaptable and can take new specialized advancement to hold the cost down.
- To receive worldwide application intermingling technique that meets the nearby business prerequisites, and create neighborhood applications where fitting, outsourcing information handling where conceivable.
- To help the changing hierarchical structure and prerequisites, IT keeps on making accessible creative administrations and preparing.
- To create application and advance the utilization of the gathering working instruments as first selection of interchanges and to wind up focal point of perfection for amass working.
- To create and hold IT experts.



Marketing Department

To build the business, mark picture and make an incentive for the brand is each essential for any association. This is a middle point of convergence for each association as the business intends to offer the administrations or encounters. In BATB, the showcasing group is exceptionally proficient and vivacious, the confirmation we can get from their fantastic offering records and their profoundly refreshing qualities towards the clients. BATB's showcasing division mostly direct two exercises called Brand promoting and Trade advertising which incorporates a few different works. Other than this, advancement or promoting exercises is vital for any assembling association. Yet, as the limited time exercises of tobacco items are restricted by the legislature, so it is exceptionally troublesome assignment for promoting to maintain their business. In any case, they are additionally prevailing for this situation. The significant advertising exercises of BATB are:

- Building Brands
- Trade Marketing and Distribution
- Consumer Insights
- Managing particular channels

Tread Marketing & Distribution

Exchange Marketing and Distribution Department has the duty to achieve a definitive shoppers through exchange, e.g. Retailer. The accentuation isn't just on what volume is being sold to the retailers (Sell-In), yet in addition on the volume sold out to shoppers (Sell-Out). The mission of TM&D is to achieve the objective purchasers in the most proficient and compelling way by turning into the "Benchmark Supplier" to the exchange inside vital directs in each market where they work together."

The Marketing Department and the Production Department exercises are profoundly associated. As per the requirements of the Marketing Department, Production Department does the cigarette fabricating. The promoting Department figures the business volume of the distinctive brand cigarettes for the coming business year and in view of this; set up an advertising plan known as the Sales Operational Plan (SOP). As indicated by the Plan, Marketing Department conveys the brand shrewd deals focus for every month to the Production Department. In light of



the SOP, Production Department sets its generation plan. The inventories of cigarettes are additionally assessed at this phase to discover the real yield to be created.

The British American Tobacco Bangladesh has an all-around characterized mission for the showcasing and dispersion of items, which is to achieve the objective purchaser in the most effective way by turning into the benchmark provider to the exchange inside the key diverts in each market where the organization works. An efficient exchange showcasing group is working ceaselessly to make this mission fruitful; besides the entire nation has been isolated into six districts to play out the promoting exercises proficiently. Additionally the districts are further spitted into 11 zones. At the present time there are 6 local directors, 12 zone supervisors and 104 domain officers working under the Head of Trade Marketing.

Leaf Department

The Leaf Department is exceptionally solid and proficient at BATB. They are in charge of the considerable number of exercises identified with leaf developing, speaking with agriculturists, controlling of the leaf quality, obtaining, preparing, pressing, dispatching and putting away of the leaves and so forth. Individuals who are working with Leaf division must be exceptionally capable. They need to guarantee the nonstop supply of tobacco leaves and its nature. It is essential occupation, on the grounds that the essence



of the cigarettes relies upon the nature of the tobacco leaf. In any case, a portion of the major initiates done by Leaf office are:

- Purchasing
- Processing
- Packing
- Shipping
- Storing Leaf tobacco



Green Leaf Threshing Plant (GLT)

The tobacco edit is prepared at the Green Leaf Threshing (GLT) plant in Kushtia. The handled tobacco is measured and stuffed before conveyance to Dhaka production line. The Leaf division makes a gauge of the amount of tobacco that BAT should buy for the in light of the contribution of the Sales and Operation Planning (SOP) advisory group. In light of these evaluations the quantity of ranchers and the measure of land, which should be enrolled, are settled. The leaf season starts in the long stretch of July. Right now tobacco seedbeds are set up to produce the seed that will be dispersed to the ranchers for development. Ranch in the enlisted lands happens amid October and November. BAT gives the important manure, pesticides, and different advances to guarantee legitimate development for the harvest. Agriculturists utilize their own water system and furrowing approach to set up the land. Collecting and relieving starts toward the finish of January and proceeds till March. Very nearly 100% of crude tobacco is 'pipe' relieved. The purchasing procedure starts in mid-February and proceeds till the finish of May.



The ranchers acquire their restored tobacco as bunches to the purchasing courts in the stops. The tobacco is reviewed by set criteria and acquired at these locales. All significant data is set apart on the parcels and put away at the stations till shipment to the GLT. At the start of the season the different terminals convey enlistment structures to the agriculturists in its locale. BAT endeavors to keep up a continuous association with its enrolled agriculturists. Data on every rancher is kept up at the warehouses through in-house database programming called Integrated Leaf System (ILS). Based on these records a choice is made on whether to enlist the agriculturist for the accompanying yield season. Purchasing courts are situated at the stops.

The ranchers acquire their tobacco to these destinations the type of parcels on a particular day and time. At the purchasing courts the bunches are reviewed, valued and weighed. After the tobacco is purchased and evaluated it is put away in the stop godowns; each bunch related to its review, weight, and cost. These bundles are put away in the warehouses and moved to the GLT when required for preparing.



Tobacco processing

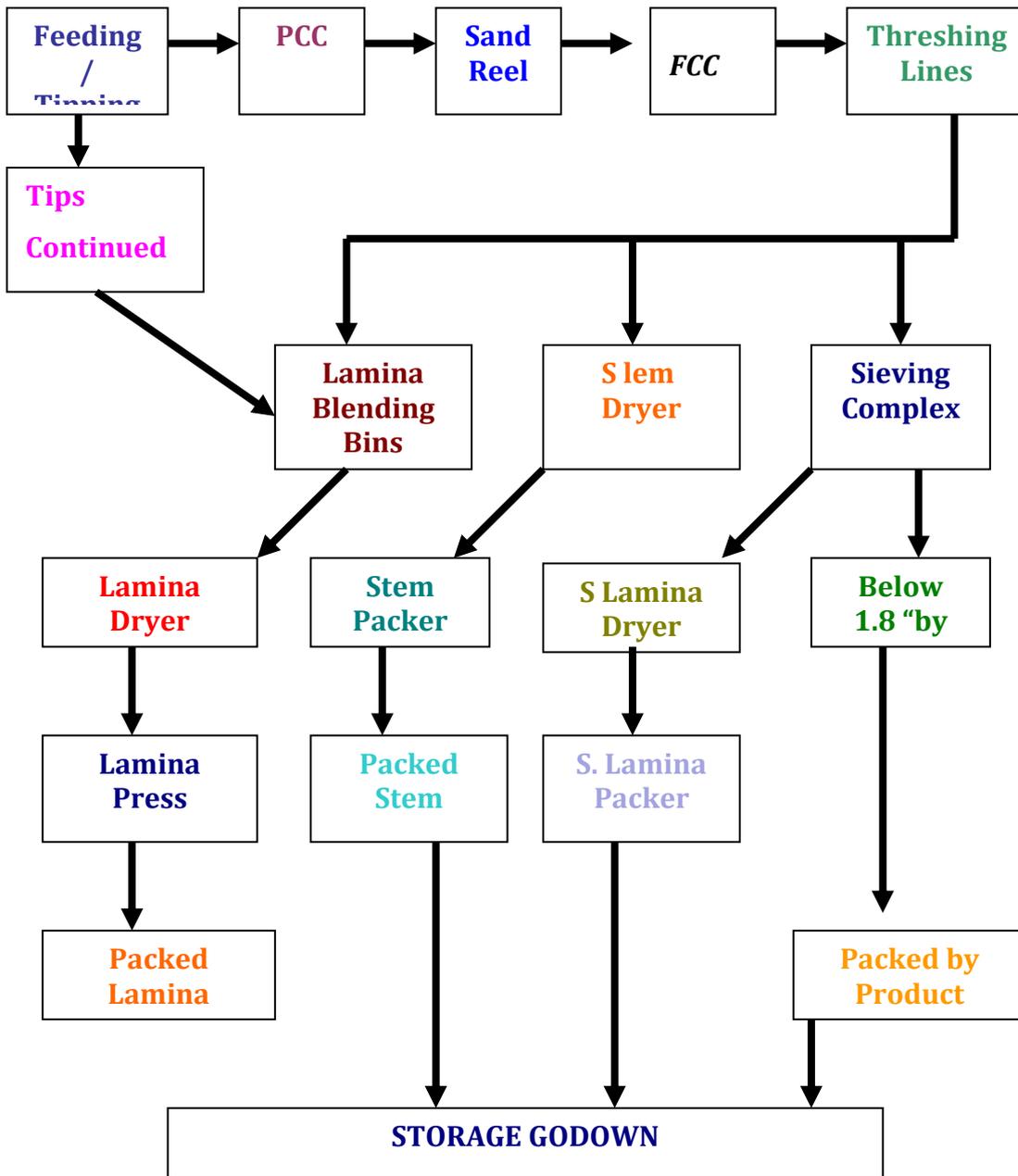
The Green Leaf Threshing Plant in Kushtia is utilized to treat the crude tobacco and change over it to a frame reasonable for use in cigarette creation. It is a regular plant working for a half year of the year, on two movements for every day. The rest of the year is utilized to clean the hardware and make changes as vital. Every tobacco leaf that is prepared at the GLT is isolated into four segments tip, lamina, stem, and by item. Toward the start of the procedure stream, tips of the tobacco leaves are cut off by an aligned shaper. The leaves are then gone through the sand reel where remote materials and soil are isolated.

The tobacco leaves are then gone before to the sifting line to isolate the lamina from the stem by hitting the takes off. The isolated laminas are then dried and the re-dried lamina is then stuffed at a temperature of around 43 Degrees Centigrade with roughly 12% dampness content for capacity. The isolated stem, in the interim, moves to the stem dryer where it is re-dried for capacity purposes and afterward sent to the stem packer. The dampness content level of the stem is brought to around 12% at the season of capacity. Side-effects are sold to the outside temporary workers.

The GLT's primary targets are as per the following:

- Isolate Lamina from Stem
- Hold physical and substance properties of the leaf.
- Expulsion of outside materials.

Change of parcel to pressed dry item able to do long capacity. After the tobacco is put away in the stations, it is conveyed to the godown at the GLT for preparing. The GLT godown has a limit of around 500 tons. The diverse 'purchasing' evaluations of tobacco are joined in settled extents to make 'pressing' evaluations. The pressing evaluations are additionally mixed at Dhaka manufacturing plant. This last mix goes into the diverse brands of cigarettes.





Manufacturing Department

The Head of Production cares for the creation and finds a way to smooth out the generation procedure. The whole generation process is performed at the Dhaka Factory. The adage of Production Department is to guarantee the high caliber and profitability, consistently throughout the previous couple of years. The creation division has been extremely fruitful in addressing the difficulties and the organization currently delivers an extensive variety of channel cigarettes to meet the market requests.

SMD (Secondary Manufacturing Division)

The optional assembling division (SMD) utilizes the tobacco that is mixed and adapted by the PMD alongside wrapping materials to produce cigarettes. The PMD conveys its last prepared tobacco to the Cut Tobacco Store (CTS). The CTS has a 50-ton stockpiling limit and the tobacco is put away there regularly for one and a half days before it is utilized. The SMD gets the handled tobacco from the CTS as required for creation alongside wrapping material.

The PMD (Primary Manufacturing Division) process

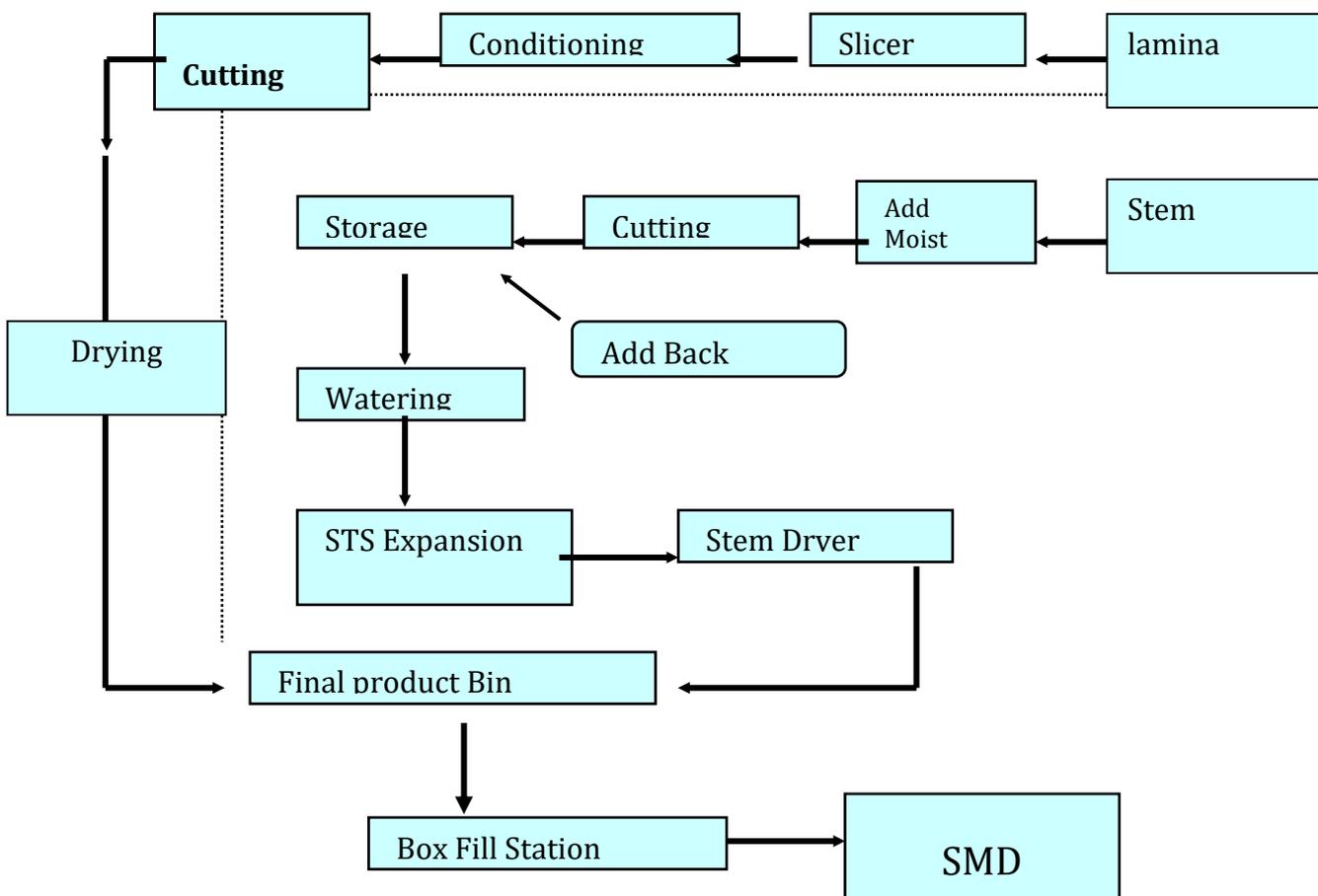
The Primary Manufacturing Department (PMD) is in charge of further molding of the household and imported tobacco to make it prepared for cigarette generation. The tobacco goes through an arrangement of coordinated and managed hardware whose reason for existing is to mix the diverse "Pressing evaluations" in determined extents, change over bundles into "Cloth" appropriate for use in cigarettes, and convey tobacco to a uniform temperature and dampness. Sifted lamina and stem are not of the size reasonable for cigarette planning. To make them reasonable for cigarette making the accompanying task must be performed.

- The bundles of lamina which arrives in a compacted shape. Must be 'opened'.
- Lamina must be sliced to a size reasonable for cigarette making.
- Stems are to be sliced to a thin size.
- Before cutting, the dampness content must be raised to be a level, which is required with the goal that intemperate residue isn't delivered.
- In the wake of cutting, the dampness content must be raised to a level, which is required for cigarette making.
- After the dryer organize, the temperature of the tobacco is bit higher. It must be chilled off.



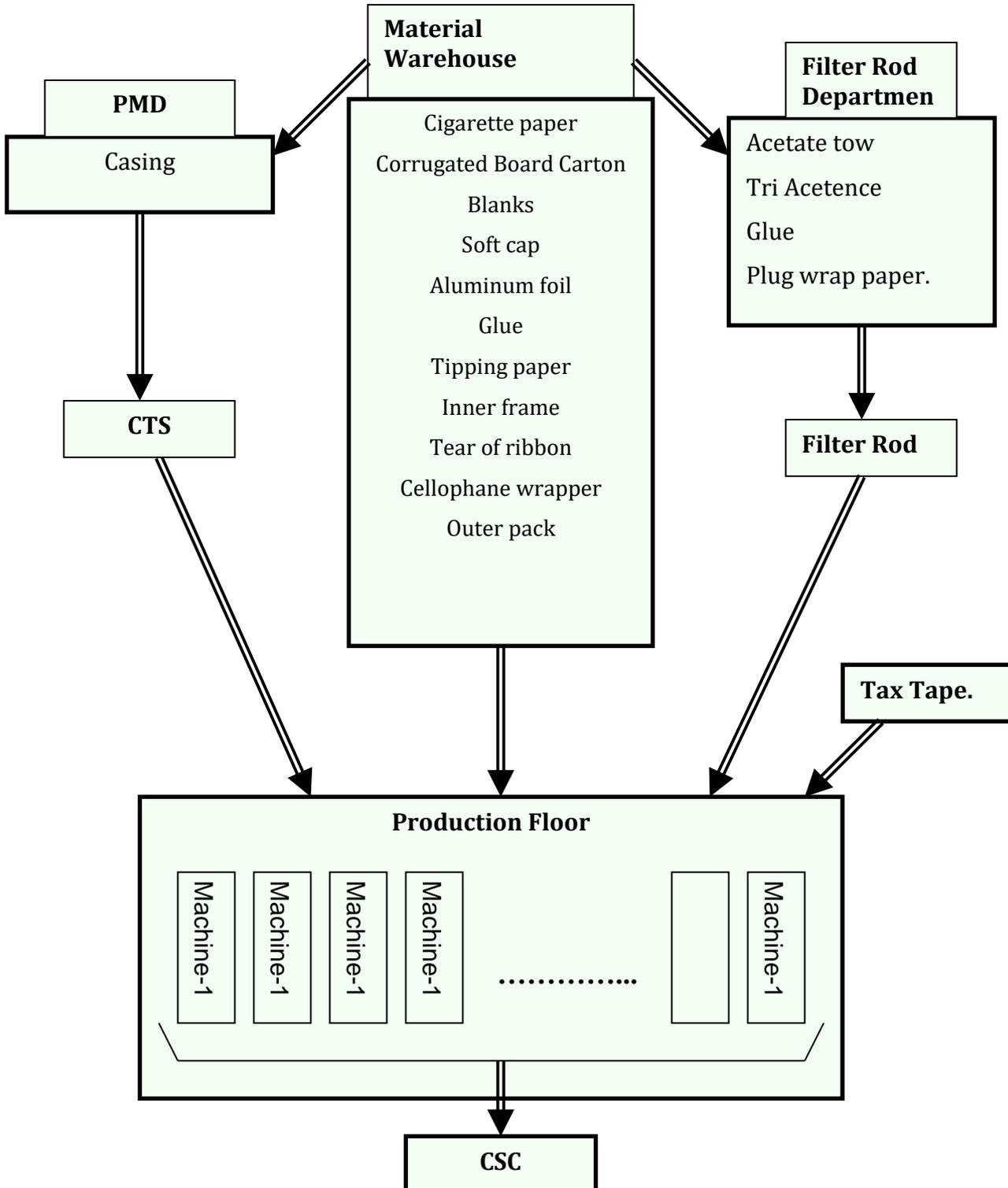
- The dampness substance of the stem must be expanded to a level, which is required for shaper organize.
- The 'fill esteem' of the slice stem must be expanded by applying sudden High Velocity Steam (in the HVST. Stage)
- After the HVST. Slice stem must be dried to a level required for cigarette making.
- Aside from the above 'ordinary' capacities, packaging must be added to some Air Cured Tobacco to expand the sugar content.

From the last item canister it goes to the SMD (Secondary Manufacturing Division) for additionally fabricating. PMD Process





The flowchart indicating the movement from the raw materials to the final products can be described like the following: Movement of RAW materials





Organization - Wide:

Brands

International Brands of BAT

BAT has several popular brands across the countries. The number of brand is huge, more than 300 brands. As a major international Fast Moving Consumer Goods (FMCG) company, BAT is proud of their reputation for producing high-quality brands that are chosen by one in six of the world's adult smokers. BAT has also customized brands for the different countries. The customization is done based on the countries culture, purchasing capability, agricultural condition (for Tobacco leaf)) etc. But still BAT has some particular brands which are very popular among all over the world. Among the international brands there are four Global Drive Brands - Dunhill, Kent, Lucky Strike and Pall Mall. These brands accounts for 21% of the global volumes from the subsidiary companies.

Some of the international brands of BAT are given below:



Kent was presented in America in 1952 and is currently sold in excess of 70 nations. It is an unsupported premium brand for customers looking for a gentle and smooth taste. 45 billion Kent cigarettes were sold in 2006. The brand accomplished its fourth back to back year of twofold digit development, rising 16 for each penny on 2005 with solid development in Russia, Eastern Europe and Chile.



Dunhill was propelled in 1907 and now offers in excess of 120 nations. Dunhill's part is to set up a solid worldwide position in the premium/super premium portion. In 2006, add up to Dunhill volumes were 33 billion cigarettes, up 6 for every penny on 2005. Key markets incorporate Australia, Malaysia, South Korea and Taiwan.



Lucky Strike, propelled in 1871, is one of the most seasoned trademarks on the planet and is currently sold in excess of 90 nations. It is among the main worldwide brands for the excellent section and 2006 saw the dispatch of new item and bundling activities. Volumes in a year ago rose 0.4 for each penny to 22 billion cigarettes. Key markets incorporate Germany, Spain and France.



Pall Mall was presented in 1899 and is currently sold in excess of 60 nations. It is BAT's driving worldwide esteem for-cash mark. Pall

Mall conveyed remarkable development in 2006, with volumes up 40 for every penny on the earlier year to 46 billion cigarettes, making it the top of the line mark in the portfolio. Key markets incorporate Germany, Poland, Spain and Russia and Bangladesh. While the Global Drive Brands stay key to BAT's methodology, BAT is additionally expanding the profile of Vogue and Viceroy.



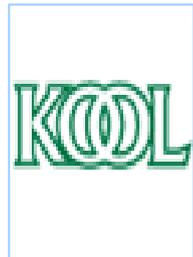
Vogue is a super-premium brand and incorporates the fragrant Vogue Arome. Deals are solid crosswise over Europe, particularly Russia, and the brand is all around put to develop where purchasers are progressively ready to exchange up to premium brands.



Viceroy is sold in more than 30 nations. Presented in 1936, key markets for Viceroy today incorporate Romania, the Middle East, Turkey, Bangladesh and Argentina.



Rothmans was propelled in 1890 and is presently sold in around 115 nations. Key markets incorporate France, Italy, South Africa and Saudi Arabia.



Kool was presented in 1933 and is currently among the world's greatest offering menthol cigarettes. Accessible in excess of 45 nations, Kool is one of the quickest developing brands in Japan and is likewise prominent in the United States and various Latin American nations. Smokeless snus under the Kool mark is at present in a pilot showcase by the organization in Japan.



Benson and Hedges cigarettes were made for the then Prince of Wales in 1873. English American Tobacco gained the rights to the brand in countless markets in 1956. Today, British American Tobacco Group organizations offer Benson and Hedges in excess of 80 nations, including Australia, New Zealand, Bangladesh, Nigeria, Malaysia and South Africa.



State Express 555 was propelled in 1895 and is one of British American Tobacco's top rated cigarettes. Presently sold in excess of 55 nations, the brand is especially well known with smokers in China, Taiwan, Bangladesh and Vietnam



Peter Stuyvesant was first propelled in South Africa in 1954 and after that universally in 1957. Presently sold in around 55 nations, Peter Stuyvesant is prominent in South Africa, France, The Netherlands, Greece, and Malaysia. Smokeless snus is right now being test-showcased under the Peter Stuyvesant mark by the organization in South Africa as a major aspect of a year-long buyer preliminary.



John Player Gold Leaf is today sold in more than 20 nations and is especially prominent in Pakistan, Bangladesh, Sri Lanka and Saudi Arabia. The brand goes back to the 1890s. For verifiable reasons, British American Tobacco does not claim the brand in the UK, mainland Europe or the United States.

Brands in Bangladesh

In Bangladesh, British American Tobacco Bangladesh is the market pioneer in tobacco part. They have right around 47% piece of the overall industry. Be that as it may, in Bangladesh BATB have just couple of brands. Among them Benson and Hedges, John Player Gold Leaf, Pall Mall, Star, Capstan and Viceroy are the absolute most famous brands. So we can see that in Bangladesh BATB has just Pall Mall from the Global Drive Brands. The brands discussed below:



Benson and Hedges (Special Filter and Lights) cigarettes were at first made for the Prince of Wales in 1873. English American Tobacco procured the privileges of the brand in an expansive number of abroad markets in 1956. Today, British American Tobacco Group organizations offer Benson and Hedges in excess of 80 nations on the planet. Benson and Hedges Special Filter was propelled in mid-1997 with a specific end goal to



give shoppers the decision to buy a new, obligation paid lawful option to the broadly accessible snuck form. The request of this item is to a great extent high everywhere throughout the world. The Benson and Hedges Lights is another individual from B&H family. It is another variation of the current Benson and Hedges. It was first presented in 1998 in Dhaka and Chittagong. The goal was to give the smokers more choices inside a similar brand and to keep pace with the advanced pattern of smoking light cigarettes all through the world.



BATB has propelled B&H Switch as of late. It has two flavors with a switch tip empowering the underlying flavor to change to a menthol enhance. It is getting very great reaction in the market yet at the same time to catch it. It has accompanied an aggregate new look and in a high contrast sleek bundling. BATB has not gone for value entrance but rather has kept the cost very sensible.



PALL MALL (Menthol and Light): Pall Mall is the main Global Drive Brand to be propelled in Bangladesh on 19 March 2006. Despite the fact that Pall Mall is a top notch mark worldwide however it is under Medium Segment in Bangladesh. Pall Mall made record deals as far as volume in 2007 that was at first kept up by Star brand of BATB. The objective fragment for PALL MALL Menthol is the female smokers. It is the main brand of BATB focusing on this portion.



John Player Gold Leaf (Full Flavor and Smooth): It is the main universal brand of the world. John Player Gold Leaf is sold in more than 20 nations and is especially mainstream in Pakistan, Bangladesh, Sri Lanka and Saudi Arabia. Propelled in 1980, John Player Gold Leaf is one of the most astounding offering brands of BATB-ruling the medium value portion. 1995 was a critical year for John Player Gold Leaf as the brand was re - propelled in the new worldwide pack. John Player Gold Leaf Smooth has been propelled as of late in 2008. JPGL is for the most part found in the Saudi Arabia, Pakistan and Sri Lanka.



Star is one of the quickest developing brands in Bangladesh cigarette advertise. Propelled in 1964, the brand has advanced astoundingly throughout the years. With its rich legacy and reliable quality, the brand has fulfilled a large number of smokers and wound up one of the main national brands. BATB dispatches bright new bundles for star amid the Spring Season in Bangladesh to speak to the real nature of Bangladesh. This value variety was because of constant change in bundling. Presently Star is delivering in stash pack moreover.



Capstan is another neighborhood channel ruler of BATB. Like Scissors and Star Filter Capstan is likewise very much preferred brand in country zones.



Scissors Filter has been helping BAT to recover portion administration in the medium cost fragment till 1995, as the brand has encountered emotional increment in volume and piece of the overall industry. The brand dispersion was step by step stretched out to various parts of the nation with the assistance of centered brand bolster, stressing on POS materials and buyer advancements.



Viceroy is sold in more than 30 nations. Presented in 1936, key markets for Viceroy today incorporate Romania, the Middle East, Turkey and Argentina. Like Capstan and Scissor Filter, Viceroy is likewise focused to pull in the provincial.





SWOT Analysis

Strengths

- 1. Wide acknowledgment** – BATB is generally perceived as great corporate organization for its corporate esteem and morals. The great deeds are regarding most noteworthy duty installment, network administrations, afforestation projects and helping some social associations like shandahni
- 2. Worldwide brand Image** – BATB's produced premium and medium fragment brands Benson and Hedges, State Express 555 and John Player Gold Leaf are globally perceived and esteemed by its devoted clients. This is on the grounds that these brands are made in various BAT working organizations and overwhelming on the planet showcase. Nature of these brands is amazing and reliable, when it is thought about. With a specific end goal to guarantee the quality item BATB utilize worldwide sourcing of all the crude material, this is basic for all the working organizations in BAT.
- 3. Solid brand portfolio** - BATB offers item in all value sections in the market. Every one of their items are the market pioneers, having the dominant part of piece of the overall industry in term of significant worth and volume.
- 5. Skilled workforce** - People are BATB's major favorable position the wellsprings of their entire existence. This incorporate administration, workforces and all different colleagues, who are straightforwardly engaged with the esteem chain process. Individuals are profoundly prepared and inspired, gainful and group arranged.
- 6. Prevalent innovation** – Technology utilized in BATB is predominant from the opposition in Bangladesh. Their condition of craftsmanship producing plant in Dhaka isn't just refined yet in addition benchmark office inside the working organizations of BAT in their AMESCA (Africa, Middle East, and Sub-Continent and Asia) district. In this industry innovation is the key for predominant quality item. Innovation reforms the item and generation process and BATB dependably utilizes most recent innovation which smoothing out the creation procedure.



7. **Better item quality in respect to the opponent** - As said prior BAT keeps up its predictable quality with great mix of tobacco through predominant innovation, along these lines BATB is dependably in a points of interest position contrast with its rival. BAT develops tobacco for their own particular utilization in Bangladesh and they have totally isolate work in charge of tobacco developing and handling, which their rivals don't have.

8. **High budgetary quality** - BATB has a tremendous monetary back up. The organization can dedicate an extensive reserve to R&D, notices, quality control, and preparing and furthermore in different territories, which its rival can't coordinate.

9. **Retaining economies of scale in delivering BAT item** - BAT item has a higher request in Bangladesh. As the organization delivers in a huge scale, it has economies of scale and consequently per unit of cost is nearly lower in Bangladesh. Then again generation sources – land, work and crude materials are likewise low in this nation.

10. **BATB is the biggest citizen in Bangladesh** - BAT is the biggest citizen in our nation. It paid more than Tk. 267 million expenses in the year 1998 (source: Annual Report 1998). Because of this tremendous sum BATB appreciates a welcoming association with the govt. of Bangladesh.

11. **Low assembling cost** - There are numerous purposes behind low assembling expenses of BATB. To start with, it can contract work at a less expensive rate, which isn't conceivable in created nations. Besides The Company has been utilizing the most recent innovation underway by which it can limit its creation taken a toll by delivering main part of cigarettes. Thirdly, transportation cost is additionally relatively bring down in our nation.

Weakness:

1. **Solid Trade Union** - : Trade association is one of the shortcomings for BATB. They are impervious to any progressions. It requires parcel of administration exertion and time to make the association pioneers to persuade for any minor changes in the whole procedure. Administration in BATB is endeavoring to change the way of life and practice through various tasks and program.



2. **Missing an extensive number of buyers because of high cost** - BATB is losing a substantial number of buyers in Bangladesh because of high cost of its items. It doesn't have an item for low wage purchasers and Biri buyers. Proof demonstrates that 74.5% of the aggregate volume of piece of the pie of smokers (Cigarette and Biri consolidated) has a place with nearby organization where BATB has no entrance. Thus we may recommend that BATB may catch a huge bit of the neighborhood smokers showcase, on the off chance that it creates a low estimated item for the low wage customers.
3. **Wholesalers and retailers are not getting enough consideration** - Distributors of BATB don't give sufficient thoughtfulness regarding wholesalers and retailers. Enough merchandizing materials are additionally not gave to them.

Opportunities:

1. **Late Global Merger with Rothmans** - Recent worldwide merger of BAT with Rothmans Industries and closer of all Rothmans offices in South Asia gave BATB chance to wind up territorial wellspring of John Player Gold Leaf and Benson and Hedges for Middle-East market. BATB effectively sent examples of these two brands for physical and tactile test in R&D Center in the head quarter.
2. **The expanded number of smokers in Bangladesh** - The quantity of expert smokers is bit by bit declining in the western nations where as the same is expanding in Bangladesh. BATB can get this chance and can make a buyer estimate for what's to come. At present, the cigarette showcase in Bangladesh is developing at a rate of 10%. It is in fact a decent open door for BATB to develop.
3. **Expanding GDP** - GDP of Bangladesh is expanding because of monetary extension, open market approach, industrialization and instructive improvement. It's an extraordinary open door for BATB to extend its market and product offering.
4. **Expanding number of populace** - The quantity of populace is expanding at a higher rate in Bangladesh. Also, in the meantime the quantity of smokers is expanding. So it is an open door for the organization.



5. **80% individuals smoke Biri**-In our nation a huge area of urban and rustic individuals smoke Biri. This implies the market capability of BATB is high. On the off chance that the Biri buyers can be influenced to smoke cigarettes rather, the organization will have a major market for its items in this nation.

Threats:

1. **Hostile to smoking entryways exercises** - Anti-Smoking halls are presently getting exceptionally solid in Bangladesh. Ongoing show against Voyages of Discovery (VOD), a worldwide battle of John Player Gold Leaf and government enactment against boycott in cigarette ad in all media reflects clear danger for cigarette ventures.
2. **High Excise rate**-Excise is another danger for BATB. In the ongoing past there was a few increments in assess structure particular to BATB to get more income for the administration. On the off chance that this proceed with BATB's system for value initiative will be in question.
3. **Carried/Transit cigarettes**-Smuggled cigarettes are accessible in Bangladesh. These are organizations same brand or other global brands. These travel cigarettes are diminishing privately delivered worldwide brands. This is one of the best dangers for BATB. BATB cannot bring down the cost of its items, as the organization needs to cover an enormous government expense for those. However, similar brands of snuck cigarettes are sold in Bangladesh at a lower cost. Therefore buyers are acquiring the travel one.
4. **Infringement of patent**-It is extremely basic in Bangladesh, despite the fact that the administration is making lawful move against it. Numerous organizations are duplicating the brand names of BATB items. For instance: there is a cigarette called "Five" which takes after to the BATB's well known worldwide brand SE 555.
6. **Social weight** on the organization is expanding At present individuals are ending up increasingly wellbeing cognizant and a solid social weight is being made on the cigarette organizations around the world. BATB isn't free from this weight.



7. **Universal contenders** are coming to Bangladesh-Phillip Morris Incorporation is required to come to Bangladesh soon. This is a noteworthy risk for BAT Bangladesh.

8. **Political unsteadiness and infringement Political precariousness**, hartal, and open show, hostile to social exercises are the most well-known wonder in Bangladesh. These outside powers hamper sound business condition. So these components are huge dangers for the organization.

9. **Cataclysmic events:** - Natural catastrophes like surge, violent wind, and tornadoes are exceptionally basic in Bangladesh. These catastrophic events cause an enormous loss of yields, generation and property, which specifically lessens the obtaining intensity of the customers. This thus lessens interest for cigarettes including BATB items. As BAT develops a lot of tobacco in the nation to utilize them as crude materials in cigarette creation, at times catastrophic event significantly hampers leaf development.

Usage of Existing Laws-If the accompanying laws are actualized in will be awesome risk to tobacco industry.

- i. Railway Act, 1890, area 110 precludes smoking without the assent of the kindred travelers.
- ii. Juvenile Smoking Act, 1919 restricts smoking by a man under 16 years old. Likewise, no tobacco items can be sold to such a man.
- iii. Prohibition of Smoking in Show Houses Act, 1952 restricts smoking in films, theaters and so forth. Amid exhibition or show. Wrongdoers are at risk to be captured with no warrant.
- iv. Tobacco Board Ordinance of 1968 had set up the Tobacco Board to advance tobacco development, make and fare of tobacco and tobacco items.



Others Relevant Activities:

Safe drinking water: 'Probaho'

For many individuals in Bangladesh, the main accessible drinking water is bound with arsenic and in this way greatly risky to wellbeing. Having perceived the gravity of the issue, BATB have ventured forward with the 'Probaho', Bangla for 'stream', venture. Through Probaho, BATB mean to furnish rustic networks with safe drinking water. This activity is additionally lined up with the Government's intend to accomplish the Millennium Development Goals (MGDs). Utilizing Government affirmed network based water filtration innovation, our 18 water filtration plants in Manikganj, Satkhira, Meherpur, Kushtia, Jhenidah, Tangail, Kurigram, Lalmonirhat and Chuadanga areas give roughly 95,000 liters of unadulterated drinking water for 47,000 individuals consistently.

Sustainable agriculture

BATB store network begins with the diligent work of around 34,000 enrolled agriculturists inside the town network. In this way, BATB attempt our best to guarantee that our sources are feasible and capable. BATB mean to do this by proactively setting exclusive expectations for rural practices. BATB activities incorporate Green Manuring with Dhaincha (*Sesbania aculeata*)- a successful approach in improving soil wellbeing and ripeness. Dhaincha is additionally advanced as interchange fuel in leaf developing regions. Besides, BATB have presented Integrated Pest Management Clubs and Farmer Field Schools in a joint effort with the Department of Agriculture Extension to teach our ranchers about the reception of Good Agriculture Practices.

Corporate Social Responsibility

BATB has various diverse CSR exercises which make them to feel pleased as they are making a decent commitment in the advancement of this nation. As they are managing tobacco items, which are unsafe for the general population and condition, so they have a few activities to decrease the damage ness. BATB takes after every one of the directions and direction which are endorsed by the administration and different experts, where it is extremely uncommon if there should arise an occurrence of other Bangladeshi organizations.



A portion of the CSR exercises identified with training are Battle of Mind (which is sorted out for the college understudies in consistently), Career Talk (Seminar for the understudies), Apprenticeship and Internship (For the Business Graduate understudies). There is additionally instructive help program for the network.

BATB has a major commitment in the wellbeing division of our nation. They have Sanitation bolster, Primary Health mind Support, Malarial Prevention and so forth. To help the agriculturists and workers of BATB, they have Dishari, Community benefit Project, Supporting Farmers Families and so on

Other than this, BATB has a few mindfulness programs. As smoking is damaging to wellbeing, so they don't urge young people to smoke. To promote this they have taken mindfulness develop program named Youth Smoking Prevention. BATB likewise recommended neighborhood government to make a law which entitled that young under 18 would not be permitted to smoke, where government intended to make the age 16. To make individuals more mindful about HIV/AIDS, BAT has aliened with some worldwide NGOs.





Challenges:

In the past just couple of associations directed business exercises in our nation. Around then BATB was the main tobacco organization in the entire nation. In any case, time has changed. Presently we have in excess of three tobacco organizations in our nation. Then again the quantity of different sorts of business associations has expanded massively. The majority of the associations are attempting to furnish the better administrations with their better quality items.

So considering these issues we can state that associations are confronting such huge numbers of difficulties now days.



However, as multinational organizations of Bangladesh, British American Tobacco Bangladesh is following all the regulations which are being prescribed by several authorities. As an industry BATB has faced challenges like Increased Regulations, Increased Excise, Illicit Trade and Product Pricing. As the tax on tobacco products are very high, so the company has to increase its products prices. And it is a very big challenge for BATB. Also there are laws which state that advertising or any kind of campaign should not be practiced. On the other hand, several organizations are there who make bound the government to impose the new laws against tobacco companies. But BATB manages all of these challenges very rationally to sustain its growth.



Competitive Advantages:

BATB's expanded work power and its authoritative culture guaranteed that BATB has the upper hand over different organizations. Be that as it may, it was anything but a simple assignment for BATB to pick up these preferences. The general population here, worked hard to look for the new chances and creative plans to accomplish the maintainability. All things considered, they are making the most of their prosperity now. BATB accomplishes upper hands in the accompanying portions.

- BAT has the most expanded brand portfolio.
- They have record for number of advancements.
- The general population here are extremely potential in sparing the cost.
- They have specialists and encounters in the exchange promoting exercises.
- And these techniques helped BATB to win the business.

BAT has their business in such a significant number of nations, which implies they cover a tremendous part of the areas on the planet. So this helped them to have an enormous smoker showcase.



Identified/ Observed in the Organization:

Analysis of Current Practice and Problem Statement:

Amid my entry level position period at BATB I was included with sorting out a few quantities of occasions of BATB. While working with various gatherings (administrators, association pioneers, entertainment club, and representatives) for masterminding occasions I have learned numerous things and I have likewise figured out how to sort out an occasion and what are the means that should be finished. My basic perceptions are

- There is no standard system that an IR administrator can take after to arrange occasions, subsequently another director faces a few challenges
- Absence of satisfactory stream of correspondence with respect to day by day participation between each division's line administrator and bottle bosses
- Co-agent society charges 12.5% commission on showcase cost since 1972
- The overall revenue was genuinely steady consistently.
- The Company pays profit reliably.
- The Company has no possibility of being bankrupt.

It is said that BATB is presently attempting to snatch the plain lower fragment and for that it has propelled two new brands with bring down value Pilot and Gold Flake. In any case, from the above outline it is seen that in bring down section there are 8 brands from various organizations who as of now has a piece of the overall industry and BATB has just a single item among those as far as cost.

Proposed course of action for improvement:

- Confining legally binding individuals to have sustenance from flask in light of the fact that these authoritative individuals are not qualified for have nourishment as per the understanding.
- Acquaint automated process for administration with have a moment deceivability and to run the bottle viably and effectively. These procedures ought to be electronic in bottle
- To keep up a database of aggregate number of burger joints (administration, perpetual workers, badli, legally binding, assistants and visitors) to expand straightforwardness in the entire procedure and furthermore for future examination.
- To keep record of got and utilized products (transitory and durable)



- To comprehend current market drift and to execute that market review ought to be directed twice in multi month rather than one time.
- Fix the security of store of flask. Without consent of flask chief nobody ought to go into capacity.
- Present new coffee shop card or a swiping machine to stop burger joints to have nourishment more than their allocated dinner.

Academic Preparation and Limitations:

My lack of detailed knowledge about the activities was the biggest limitations I had during my internship. Some of the practical limitations that I have faced in preparing this report are given below: The main problem that I have faced is BATB has a strict IT policy, as a result I could not be able to transfer my daily work to home as a result it used to take many days to finish a simple work for this report.



Secondly, departmental related information is confidential in nature. So, it was impossible to gather that sort of information.



In addition to these limitations I had faced another constraint and that is, being a first major in marketing graduate I had to do my internship at HR department. This became a challenge for me and it needed some time to come up with HR terms and gather other knowledge about HR department.



This report is only focusing on brief overview of BATB, Effective HR events and projects of BATB and some of my working experiences.



Since British American Tobacco Bangladesh is a big multinational company in Bangladesh, so I had to be busy with several official activities. As a result, I could not give enough time to prepare my internship affiliation report because of the late starting of my Internship at BATB as well as summer semester is very short time duration.



Finally another big problem is that I was unable to meet supervisor regularly due to workload given by the company.



CONCLUDING STATEMENTS

a) Recapitulation / Summary:

The experience of my entry level position period is a lifetime encounter for me. Through this temporary job program I must take in the genuine business situation. I have figured out how a multinational organization like BATB deals with its Operations Department to accomplish the organization objective.

At the season of organizing occasions, i.e. Kiddies Party, Annual Picnic, Eid-E-Miladunnabi I have the genuine picture of arranging an occasion. Kiddies Party was the primary task for me. I was completely dependable of making last grant records. In light of the last rundown cash will be given to representatives' youngsters so that was a major undertaking. Other than that I was additionally mindful to build up the key arrangement of the whole occasion's movement. While making the key arrangement, it had helped me to figure out how to organize and center on the exercises that need to achieve. All through the whole occasion I needed to chat with association pioneers, diversion club individuals, workers too. Other than this, for cookout and Eid-E-Miladunnabi my activity part was relatively same with a little distinction in nature. Orchestrating these occasions has helped me to upgrade my relational aptitudes.

By and large experience that I have from this entry level position program would be a life-changing knowledge for me and this would fill in as a heading to my future vocation. I have done study Finance yet I needed to work in Operations bureau of BATB and this has expanded my insight level in Operations division.



b) Recommendations for future strategic Actions:

Here are a portion of my suggestions for my internship institution British American Tobacco Bangladesh (BATB) so that in future, others can be more profited.

Recommendations for Internship program

- The major limitation of the study was confidentiality of the data. As part of the policy of British American Tobacco Bangladesh, some data could not be used to enhance the parameter of the analysis. Because of maintaining the secrecy. Such data is important to the company's interest that's not revealed to the public.
- Limitation of time was one of the most important factors that shortened the present study. Due to time constraints, many aspects could not be discussed in the present study.
- BATB is the leader in tobacco industry in Bangladesh, but to maintain their position they should try to assess the consumers demand to introduce a new brand in the market. Newly introduce B&H in 2006 is not accepted by the consumers and as a result market share of B&H has dropped significantly.
- Rise in price of JPGL has a negative response from the market. Consumers of JPGL are switching to other available brands which are less costly. As a result BATB is losing a fixed customer base of JPGL. BATB should try to follow the strategy of cost reduction in production rather than the strategy of increasing price to keep the customer base intact.
- As there are offer competitors in the market, they are always looking for scopes to increase their share in the market. BATB should always try offer better products at a reasonable cost so that the existing and new competitors do not get the chance to grab extra market share with better offerings.
- As the industry itself is controversial, BATB should participate in more social welfare to gain support from the local people and to reduce accusation against them.
- Recent studies revealed that there is a shortage of engineers in SMD of BATB. The numbers f engineers as team-leaders are about 50% of the original recruitment.
- The career growth of the employees of the Production Department is comparatively less to other departments like Marketing and HR. so employees of Production Department are sometimes de-motivated.
- Finally, the anti-smoking campaigns are big threat to BATB's business. People are getting more health conscious nowadays. So BATB should look for a different industry to invest to stay in the business in the long run with a different product.



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