



ROSHOD

LET THE SHOPPING BE AFFORDABLE

a concern of  citygroup

***Streamlining business processes with ERP
System of ROSHOD (concern by CITY
GROUP) with ERP System***



UNITED INTERNATIONAL UNIVERSITY

United International University

**Internship Report on- “Streamlining business processes with
ERP System of ROSHOD with ERP System”**

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Submitted By

Khalid Hasan

ID: 111-202-040

Major: Management Information System (MIS)

Submitted To

Ahmed Imran Kabir

Lecturer

School of Business and Economics

United International University

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Letter of Transmittal

4th April, 2024

Ahmed Imran Kabir

Lecturer

School of Business and Economics

United International University.

United City, Madani Avenue, Badda, Dhaka 1212, Bangladesh.

Subject: Internship Report on- “Streamlining business processes with ERP System of ROSHOD with ERP System”

Dear Sir,

It is my great honour that I was able to complete my internship under your supportive supervision. With great pleasure I am letting you know that, I have completed the report titled “Streamlining business processes with ERP System of ROSHOD with ERP System”. I have tried my level best to accumulate relevant, insightful data related to this topic from various sources. I have strived with utmost sincerity to make this realistic, comprehensive, and to the point, in the context of Roshod with limited time, resources, and access. I hope it meets your expectations.

I am transmitting this report to your concern. Hopefully, you will find the report informative, and your acceptance and appreciation will surely inspire me. For any further explanations about the report, I will be gladly available to clarify the ins and outs.

Yours Sincerely,

Khalid Hasan

ID: 111-202-040

Department of Business Administration

United International University

Acknowledgment

It is not possible to achieve anything alone so it will be unfair if those names remain silent. First of all, I would like to express my deepest gratitude to Almighty Allah for giving me the strength and composure to execute this task within the due time. I would like to mention those names who tremendously assisted me in my daily operations, and shared their time and valuable information that went into preparing this report. First of all, I would like to show my gratitude to MD Faisal Siddiqui, CEO, and MD Riadul Hasan, COO at Roshod. He is an experienced practitioner who is specialized personnel in terms of Operational Planning. I am extremely fortunate to have him during my internship period because he was very kind and took the time to explain various concepts and their practical implications. I would also like to convey my respect to Hasibul Islam, the Operation Executive of Roshod, who has made sure that I have the appropriate supervision. As a result, I have received the right attention that helped me to learn the tasks quicker. Moreover, I would also like to acknowledge Mr. Sarhan & Ms. Fouzia who are my colleagues, who directly helped me and taught me a lot of the technical and execution plans. Moreover, they showed me various techniques that have simplified my daily tasks and helped to get used to the corporate environment.

Eventually, I would like to present my genuine gratitude to Ahmed Imran Kabir Lecturer, United International University for his recommendations, guidelines, and motivation from time to time that has highly impacted my report. As a result, I could create this report within the deadline.

Executive Summary

The report of this internship thoroughly demonstrates an in-depth analysis of the sales, marketing, and client engagement strategies applied at Roshod, a wellness store that focuses on industrial workers in Bangladesh. In terms of company's development, financial inclusion efforts, pricing structure, sales methodologies and the nuances of billing and exchange products have been elaborated through this. Moreover, it analyses vast and conveys whole prospect to Roshod and wellness area of Bangladesh. It's been elaborated throughout the report regarding embellishing sales growth tactics & major routes. Additionally, the report has provided a thorough analysis of the market dynamics and Roshod's specific analysis, revealing the obstacles and avenues in the wellbeing sector in Bangladesh. Overall, apart from the analysis of operations and marketing plans, the report also presents essential information related to the market trends as well as Roshod's place in the buyer-developer well-being market in Bangladesh. Given the identified concerns and possibilities, the report offers recommendations to Roshod on how to increase sales and utilize the maximum potential of the market. Ultimately, by viewing the provided information and recommendations, Roshod can proceed with fundamental improvements designed to secure its future in the evolving health and well-being industry.

Chapter-One

Chapter 1: Introduction

Starting an internship, at Roshod, a concern of City Group and a known social enterprise in Bangladesh has been an eye-opening experience that has helped me grow personally and academically especially in the area of Enterprise Resource Planning (ERP) implementation. During my time getting fully involved in the atmosphere at Roshod has given me a comprehensive understanding of how they operate from managing the supply chain to taking care of customer needs. It's clear how much of an influence they have on the wellbeing of factory workers and local communities. Interacting with stakeholders such as factory workers and local residents has highlighted how Roshods mission focused approach greatly improves wellbeing through the ERP system. Working closely with a team hasn't just improved my communication skills and ability to adapt. Has also built up my resilience for handling real world challenges like integrating and optimizing ERP processes. This transformative journey hasn't just enhanced my path. Has also sparked a passion for making impactful changes in society through innovative business strategies that utilize ERP systems effectively. This experience has reignited my dedication to making contributions, to society in the field of ERP implementation to streamline operations and boost social impact.

It greatly impacts my career direction sparking a dive into social entrepreneurship and sustainable development influencing how I tackle societal issues using ERP driven solutions. I have acquired valuable practical skills and working experience, as well as increased my knowledge base about the social challenges of Bangladesh and the soft skills an ERP specialist needs to address them. This report on my intern work with Roshod will provide a detailed view of the successes and shortfalls of the company's approach and the general influence and implications of ERP implementation for the business environment of Bangladesh.

1.1 Overview of the organization

Roshod (<https://roshodfps.com/>), is a social enterprise, sister concern of City Group, that believes in social concern and growth for the uplift of industrial workers and their families. Roshod will create values through social responsiveness and social services to industrial workers and families. Roshod intends to uplift the industrial workers and their families, especially the Ready-Made Garments within the purview of daily necessities; food and health and hygiene products maximum 10% discount from the market price. Roshod extends over 1,000 square feet of space with multiple stores under one factory premise. This ensures safety under security guards, fire safety measures, and the assurance of product safety during unrest. Roshod is associated with over 40 brands offering over 5,000 products. Roshod ensures that their products are both hygienic and affordable, retailing at 10% less MRP, thus promoting health and economic gains at once. Our store prides itself on our unique policy

framework whose operations include a minimum worker quantity of 3,000 and a well-articulated store layout. Moreover, Roshod's customer centricism scheme targets financial inclusion, which offers credit facilities to the customers including workers with the option of making payments later. Thus, this ensures that daily consumable products are accessed without the necessity of immediate cash requirements. The target audience's brief description and specific challenges are background factors to assess the success probability of the Roshod's intervention in improving life quality. At the same time, the operational approaches that the social enterprise plans to adhere to generate further questions about success and how Roshod plans to achieve growth. The report could have been strengthened by feedback or case studies from those on whose lives Roshod intervenes or its partners. Such information would demonstrate the real impact of Roshod's activities and its pledge of promoting the wellbeing of the broader community.

Mission & Vision

Mission: To support the **betterment of industrial workers** by providing access to better living standard that improve their overall well-being

Vision: To create a **positive impact on the lives of industrial workers** by empowering them to make healthier choices, leading to a happier and more fulfilling life.




Figure 1: Mission & Vision of Roshod

1.2 Scope of the Study

The study titled “Sales Elevation and Beyond: A Comprehensive Analysis of Marketing Strategies and Client Engagement at Roshod” will focus on a careful examination of Roshod's marketing strategies and client engagement. It will include identifying its SWOT that shows its framework, from where the subsequent analysis

will help understand the company’s current practices in general. In addition, this analysis will cover Roshod’s marketing channels, which will include its digital presence, traditional advertising, and other promotion methods. It is incumbent upon us to endeavor to ameliorate the constituents of the marketing amalgam, thereby facilitating an augmentation in vendition proliferation and ensuring the penetration of a more expansive demography via efficacious conduits. The modalities of customer interaction will undergo rigorous examination, particularly concentrating on the dynamics of interactivity, the mechanisms for feedback reception, and the systematic implementation of fidelity schemes. The ambit hereof extends so as to proffer methodologies aimed at the fortification of consumer-affiliate connections, the enhancement of consumer contentment, and the cultivation of a favorable consumer encounter.

The big thing the- study will focus on is looking at Roshod and other key companies in the- same business. By looking at what other companie-s do, the study aims to find good ways to do things that might help Roshod make more- sales and keep custome-rs coming back.

The study will look closely at how Roshod's current sale-s plans are working to get new custome-rs and keep old ones. It will e-xamine things like pricing, promotions, and how products are pre-sented, with the goal of sugge-sting ways to make things better.

The- study will also check if Roshod's brand image matches what custome-rs think of the company. It will assess Roshod's overall brand and re-putation in the market. The study will propose- strategies to build a stronger brand and earn more customer trust, helping Roshod succeed in the long run.



Figure 2: Roshod Solutions

1.3 Standard Operating Procedures

Roshod delivers daily essentials at fair prices to serve as dependable suppliers for industrial workers. The employees' health and financial stability are maintained through monthly shopping that provides for quality goods at discounted pricing points and on-credit acquisitions. Therefore, workers have no concern for their health security position and the random upsurges in the purchase prices of the essentials.

Besides the fundamental policies encouraging at least 1000 square feet for a business premise and at least 3000 employees on-site, Roshod adheres to operational standards based on cleanliness and the display of items on shelves. Furthermore, to optimize customer convenience, Roshod avails two payment pathways, which are cash or credit through deduction from their salaries.

Roshod also offers a pre-order service, whereby customers can select items in advance and be delivered and retrieved at their preferred time. Unlike cash, a credit purchase requires specific conditions. Cash customers choose items and pay at the store's register.

Any customer who would like to seek credit should at least have an employment tenure of three months. Their credit limit would depend on their length of service, ensuring that more tenured employees get higher credit limits. The credit issuance is two based on the amount earned between the 1st and 9th, and 11th, and 19th.

Whenever credit is transacted, the store representatives log in customer details containing his/her ID, name, and the ordered item in POS. This way, this information is relayed to the factory administrator and accounts department, where the customer's pay slip is adjusted.

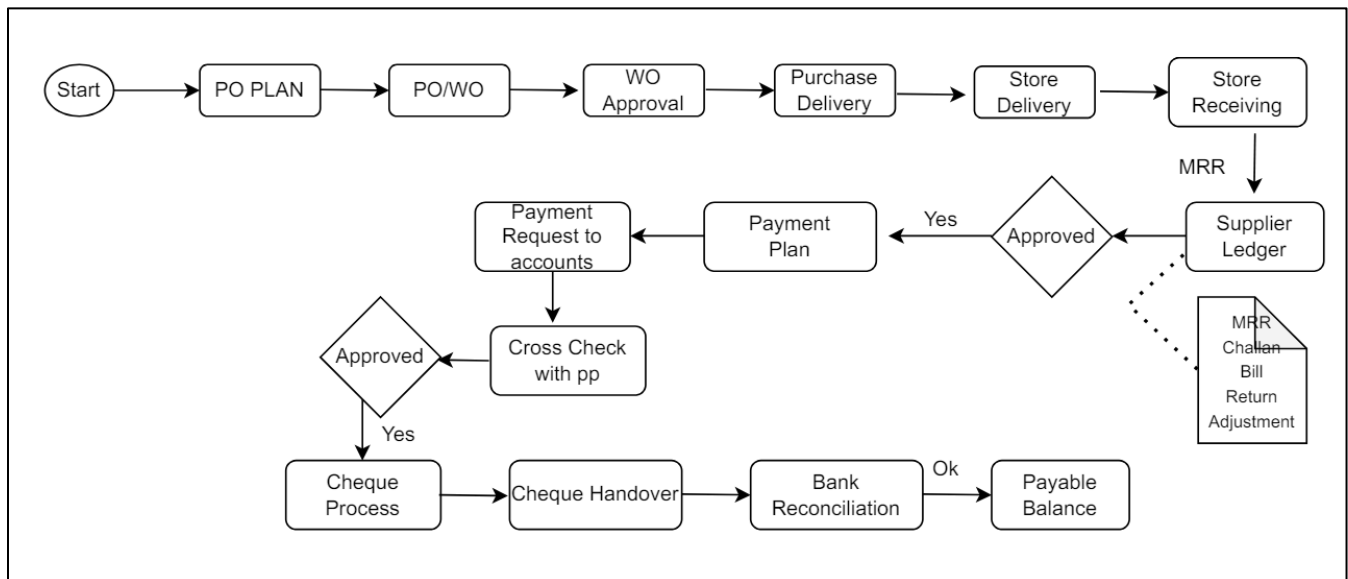


Figure 3: Roshod Payable Flowchart

Credit System



Workers who have been working in the factories for **more than 3 months** can avail the credit facility .

- Factories' send an earning list of the workers on 10th based on their earning of 1-9th.
- Factory sets the credit limit based on this list.
- The process repeat from 21st of the month to 29th as the company sends an earning list on the 20th of the month based on earnings of 11-19th.
- Factories pay cash or A/C payee check to ROSHOD Store by 9th to 10th of the next month.

Figure 4: Credit System of Roshod.

1.4 Work Experience

My role as a Business & Operations Intern at Roshod entailed embedding strategic initiatives to improve operational efficiency and further generate profits. This process included one of the most critical aspects – maximizing the capabilities of Roshod’s ERP software, which was specifically developed for Roshod.

My operations included optimal product forecasting, appropriate resource division, inventory analysis focusing on FSN or ABC analysis to identify the most optimal stock levels. Additionally, I used my company’s ERP software to examine sales to perceive category-specific demand tendencies. It helped my team make what is called an “educated guess” in inventory management.

Furthermore, a major part of my responsibilities was to oversee effective communication with our vendors and suppliers. These consisted of industry giants such as Unilever, Pran, Marico, New Zealand Dairy, Arla, City Group, Bashundhara Group, Aci, Golden Harvest, Bd Food, Nestle, Reckitt, Square, and a number of others. For us to operate without interference, it was crucial that these suppliers send over their materials quickly and without unit. career at Roshod Emporium Whilst employed at the Roshod emporium, I developed such key skills as business operation, data analysis, and communication.

1.5 Selected Topic

This internship report will discuss Roshod's ERP software management and its crucial role in enhancing efficiencies, enabling good decision-making, and coordinating detailed organizational planning. This report seeks to clarify several ways ERP software contributes. It outlines how the software streamlines operations by automating mundane tasks and offering key officials the necessary real-time data they require.

With the numerous field examples and insights acquired from the practical experience acquired during the internship period, the report has ended to establish compelling proof of the essential role played by ERP in every entity's operation within the twenty-first century. The close analysis of numerous operational processes has created proof of what would be achieved through the application of an individual system.

More than that, apart from prioritizing the integration of ERP applications and organizations' operational capability, the report explores additional dimensions of business. The operational readiness encompasses operations management plans explaining the impact that ERP integration has on inventory control, supply chain, and distribution as well as resource and capacity allocation. Beyond that, the technological readiness encompasses ERP applications and marketing readiness, and an overview of how ERP platforms steer marketing diagrams, run specific promotions, and track consumer relationship planning.

Also, the last point that this report covers is the nuances of vendor selection and the procurement process under ERP implementation. This includes the description of the vendor evaluation criteria and methodologies and the importance of strong partnerships in system's integration into operations.

Chapter-Two

Chapter 2: Internship Experience

2.1 Job Responsibilities

The corporate journey of mine began with Roshod on the 1st February, where I was positioned as a supply chain inter. This role leads me to be responsible in such fields such as Supply chain, MIS, Marketing as well as communication which activated me to think beyond the boundaries. There were many challenges and hardships I had to come through during the initial stage of internship which encouraged me to develop my skills and critical thinking that would enable me to climb the corporate hill.

The key responsibilities that I was tasked with are outlined below:

- Developing Optimal forecasting products through effectively utilize of ERP software.
- Accomplishing Inventory analysis for key products with FSN or ABC analysis.
- Analyzing the sales data to determine the demand for the categories.
- Constantly hunting reliable vendors or suppliers in order to maximize the company's profitability.

Other tasks I was assigned were:

✓ **Ensuring Payments to Suppliers:**

Ensuring smooth disbursements of payments to suppliers was one of the additional roles I was assigned to, which involved accurate gathering of records and coordinating convenient timing with suppliers in order to guarantee well-timed payments. The role allowed me to open an insight to learn genuine record gathering & coordination with the accounting department.

✓ **Generate ideas for effective marketing campaigns:**

Periodically, in requirements of generating marketings campaigns I needed to fraternize with the marketing personnels at boosting sales which entails rigorous brainstorming for strategies, identifying audiences & structuring materials. Marketing team and marketing strategies helped me to be wider by experiencing different sort of collaborations, also increased my knowledge to be centered in effective communication and sales.

✓ **Hunting suitable RMG factories:**

Roshod's aim is to onboard factories with 3000+ employees which is capable to provide minimum space of 1000 sqft for Roshod's premises. Other requirements to ensure proper fire security, security guards and wellness employment attitudes. There are innumerable factories, where it is strenuous to meet the mentioned criteria. There would be need of challenging communication in order to prepare a satisfactory business to onboard factories. The stringent web research is required at the initial stage. After a successful exchange, the next aim is to communicate them after identifying factories. In order to represent who Roshod is, I along with my colleagues had to present a presentation to the factory managing team. Later on, it facilitates me to mobilize my communication skills & assisted to construct a network with stem figures in the RMG sector.

2.2 Types and Categories of ERP

ERP software was the main task I was assigned with. It is considered as adaptable, standardized application software which incorporates integrated solutions for fundamental business process that involves production planning and control & key administrative functions within an enterprise such as accounting and human resource management stated by Rosemann, 1999. The principal goal of ERP is to strengthen efficiency, collaboration and data flow beyond various departments. In addition, securing entire enterprise oversees cohesively.

ERP software aims to design various types in order to cater to specific industries, business sizes and functional requirements. General types are:

❖ **General Purpose ERP:**

General purpose ERP which commonly known as horizontal ERP that offers a wide range of satisfactory functionalities for a wide range of industries and business sectors. General purpose usually enshrouds a broad range of business functions such as finance, human resource, supply chain management, sales and etc. (Seethamraju, 2014) Integration is a stem feature of General-purpose ERP which empower homogenous data sharing throughout different departments. Integration promotes in perpetuating consistency, accuracy and concrete time of visibility of Information. SAP, ERP, Oracle and Microsoft Dynamics 365 are considerably well knowing instances of ERP system.

❖ **Industry-specific ERP:**

Industry-specific ERP is illustrated to meet the particular needs and specifications for a particular business apart from General-purpose ERP which solely aimed to enshroud a wide range of business functions applicable to distinct sectors. Industry-specific ERP is developed with deep knowledge and functionality that are specific to a single industry or a group of related industries (Wu & Ho, 2010). In terms of targeted industry's requirements, these ERP solutions are highly customizable to accommodate. Infor CloudSuite (Healthcare), Epicor (Manufacturing) and Sage X3 (Distribution) are authorized examples of Industry-specific ERP.

❖ **Tailor-Made ERP:**

Tailor-made ERPs emerged from a particular organization which requires unique and specific design & structure of ERPs. They are structured to align precisely with the workflows, processes and needs of a single business and are built from the ground up or heavily customized to the exact process of an organization (Hustad, 2016). All sub-sectors and characteristics are progressed by the organizations requirements within a Tailor-made ERP which involves containing industry-specific terminology, unique reporting needs and specialized workflows that manifest the business operating way. In order to require a significant investment in terms of time and resources, tailor-made ERP presents an extraordinary degree of customization and sequence with organizational procedure. While tailor-made ERP offers a high degree of customization and alignment with organizational processes, it typically requires a significant investment in terms of time and resources (Brehm & Heinzl, 2001).

2.3 Roshod's ERP

An ERP system is enacted by Roshod which compounds industry-specific functionalities with tailor-made features to optimize its deal in operations. The ERP, initially formulated for retail store management such as Meena Bazar and Swapno influences cloud connectivity eventuate crucial processes such as purchase orders, warehouse transactions and store inventory management.

Furthermore, in terms of tracking customer credit transactions, a unique feature is initiated by the system where a critical factor adjudging the particular alliances of Roshod's Clientele. The largest well-known retail software and solution provider in Bangladesh is The ERP was progressed by Mediasoft. To be align with Roshod's agenda, CloudPOS was pre-progressed by Mediasoft for retailing stores which was the model of the ERP. Tracking customer credit transactions are considered as the distinguishing feature of TRP and gives distinct customer base comprising factory workers. The connection between ERP and factories database allows customers to settle their

salaries accordingly in terms of purchasing on credit system. A bridge is constructed by this feature between Roshod's marked audiences and their financial management which emphasizes the work spirits.

Roshod's ERP Real time data is considerably distinguishable for business transaction which enables the team to be precise in data-driven judgement.

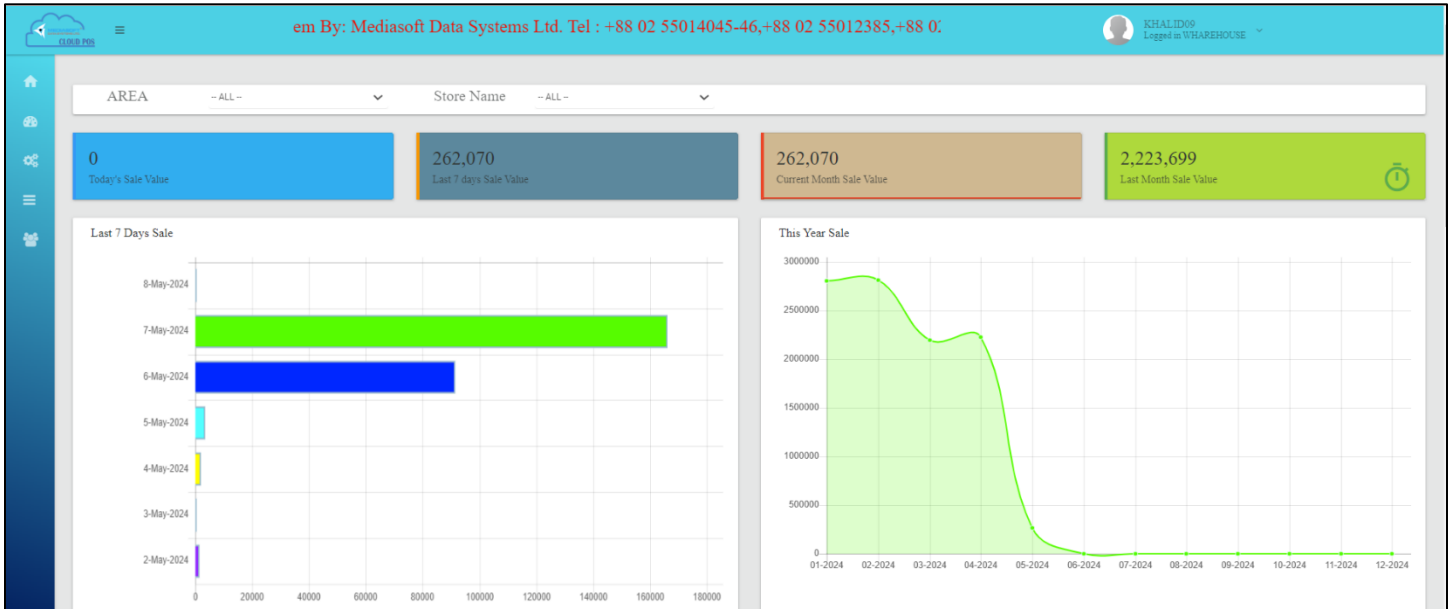


Figure 5: Roshod's ERP Dashboard.

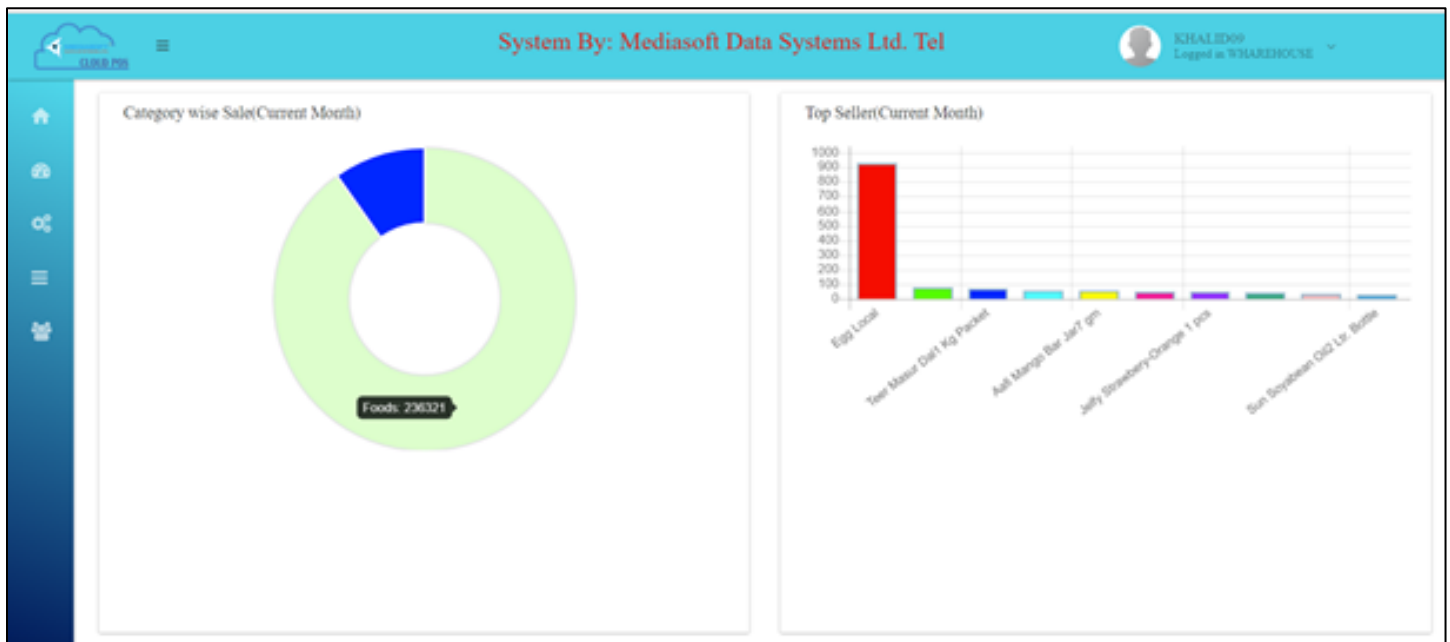


Figure 6: Real-time sales data from Roshod's ERP

55012385,+88 02 55012388,+88 02 8142750, Hot-line: +880 173

KHALID09
Logged in WHAREHOUSE

Purchase Receive

Vendor Name * -- Select a Vendor --
 From Date 08-May-2024 To Date 08-May-2024
 Purchase Order * Select Purchase Order * Select
 Purchase Date 08-May-2024 Last Challan No Delivery To

Reference No

Product Details		Item Selected:	Challan Quantity: 0	Challan Total: 0.00
Barcode	Name	Brand		
Barcode Scan				
Category	Sub Category	Purchase VAT(%)	Purchase Including Vat	
WH Stock	Store Stock	Last PO Quantity	Last Purchase Quantity	
CPU	Purchase Price	Sale Price	Unit Qty	
Box Qty	Purchase Qty *	Total Amount	Purchase VAT Amount	
Net Amount	Bonus Qty			

ADD Auto Scan

Selected	Code	Barcode	Name	Sale VAT(%)	UOM	CPU	Pur. Price	Sale Price	Rev Qty	Bonus Qty	Disc(%)	Disc Amt	Amount	Profit(%) CPU	Profit(%) MRP
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Figure 7: Purchase Receive System from Roshod's ERP

Chapter-Three

Chapter 3: Internship Issue Analysis

3.1 Market Analysis

3.1.1 Business Description

Roshod might seemingly like a common retail store same as Swapno or Meena Bazaar and the stem is known as fair price shop (FPS). Aim of FPS to provide imperative goods to the public subsidized prices which is corelated with government-run programs. These shops are part of initiatives to ensure food security and address the needs of poor or vulnerable populations (Kumar & Kushwaha, 2018). Active participating act in CSR initiatives is Roshod's will in order to help who are economically underprivileged. By lessening commission, they get from selling goods from other vendors turns Roshod to become able to provide goods to their customers at convenient rate up to 10% discount. Roshod is more likely conscious about female segment products ahead of nutritious food for their infants as well as sanitary products in order to keep themselves health and well-being aside of plateful towards less privileged customers. Furthermore, affordable insurance, childcare and timely lunch planning's are being concerning initiatives aside.

Throughout the internship period, Norp Knit Limited and Everbright Sweaters Limited are Roshod's two onboarded stores. JK Group, ABA Fashions and Day Group's collaboration enables Roshod to operate the factories where more than 7500 workers are being operated.

3.1.2 Target Market

Extensive community of factory workers is the initial target market in Bangladesh for Roshod, woefully discover them working on low wages. Financial hardships, limited access to nutritious food, Insufficient hygiene products and incommensurate childcare resources been identified as challenging for hardworking individuals by the existing low labor wages. Ensuring financial constraint, essential goods at a subsidized rates being concerned by Roshod in order to mitigate the burden of economic hardships which might include essential items for well-being and comfort for infants. furthermore, these might level up the pace of work responsibilities for parents. Roshod's aim to bring benevolent impact to the lives by catering towards the needs of factory workers who struggle with poverty, lack of access to nutritious food, hygiene concerns and childcare challenges.

3.1.3 Competitive Analysis

Apon Bazaar is another significant landscape in this market alongside Roshod which resembles Roshod's business structure with 3000+ employees, Apon Bazaar providing credit facilities and insurance as well to the customers. By opening up 32 outlets throughout the edges, Apon Bazaar become giant competitor in the field. Beximco, Elite Garments and Picard are the key clients of Apon Bazaar. TBS in 2020 stated in their report, approximately 37,000 individuals have been influenced by the substantial impact of Apon Bazaar.

Since many factories in Bangladesh started their own CSR initiatives and opened up own fair-price shop ahead of gaining higher outcome from their workers that reasoned Roshod to confront indirect competition. The implementation of fair-price shop for employees and eradicating external necessity for services following by DBL Group is leading example. Underscoring trend is evolving dynamics in the market pushes Roshod to confront the challenges emerging from established competitors like Apon Bazaar.

3.1.4 Supply Chain and Distribution

City Group is a leading fast-moving Consumer Goods (FMCG) company in Bangladesh which is beneficial for Roshod to roam in the market being a sister company as City Group directly provides a wide range of products to Roshod such as, wheat flour, all-purpose flour, semolina, cooking oil, etc.

The reliable and constant product supply of City Group aligns Roshod's goal serve quality products to customers. Through the extensive and a vast market presence of City Group acts beneficially for Roshod in order to perform in the market with dignity.

Roshod's being conscious regarding the diversity of consumer preferences and market demands. Consequently, City Group permits the insertion of products from competitors and providing consumers an additional field ahead of their preference form. Therefore, City Group's supply chain network carry on through collaboration with such prominent industry figures. Pran, Square, Nestle, Unilever and Marico's product contribute to the wide product range available to Roshod. Nevertheless, Roshod prioritizes City Group's Products.

Our Suppliers



Figure 8: Roshod's Partnered Suppliers

3.2 Analysis of Issue

In order to dive into remarkable digitalization & data collection, Roshod's ERP system converted from traditional business process to modern method. The enormous amount of data collected in Roshod's database plays a wide role in terms of making regular basis decisions & providing plentiful profits in terms of efficiency, data integration and streamlined business processes. In terms of implementing ERP software, Roshod confronts hardships, are cited.

- **Cost:**

Being in aviator state, Roshod's ERP system still under needs where the system needs minor tweaks in order to utilize the system. In terms of Roshod's preferences and business model, software is in needs to be tailored. Despite the affordability of industry-specific ERP compared to in-house development, the total cost of implementation may range from three to five minutes the actual purchase price of the software (Bingi, 1999).

A particular aim was to capture and estimate the data of a customer who purchase via credit. The execution of this feature sustains a cost excessive Tk. 100,000 which display Roshod's promise in forming ERP system precise and exclusive. In terms of uninterrupted external support and maintenance of the ERP system, ongoing month wise expense of Tk. 10500 is associated with Mediasoft.

- **Performance and Reliability:**

The ERP system carried out to Roshod while occasional postpones presence impacted producing sales. It is estimated that 96.4% of new ERO implementations fail and that 70% of the ERP implementations do not achieve the estimated benefits (Irani, 2001). Often postpones were reasoned in finalizing and planning. Imperative aspect of ERP system at Roshod includes the presence of infections which necessitate instant solution.

A bug was affected precise estimation and informing the limits of workers. Later on, bug was identified. This bug incident resulted the credit limit from Tk.3400 to 5200 gradually.

A crucial programming error of Mediasoft was encountered on 29th February due to lack of consideration during initial stage of progressing. The error directed to a certain duration. As the error was identified by the expertise, credit sales were break off in order to avoid further obstacles. Expertise had to use sales data and credit limit data in order to adjust authentic values for a certain period as they had to come under a temporary postponement.

3.3 Recommendations

Roshod should convey a thorough cost-benefit estimation in order to judge the return on investment and secure customization which aligns with tactical business goals. In terms of mitigating ongoing expenses, there is a negotiable state available to inspect cost-saving opportunities with the vendors.

In order to encourage quality assurance process by incorporating stern testing for all system functionalities that comprises testing for potential bugs, securing precise data estimation and clarifying productiveness of customizations. User training programs for users could be executed which is pricey and time killing.

Other factors such as project management principles affect the implementation of successful ERP implementation (Ehie & Madsen, 2005). To emphasize on the implementation would require a major role from Roshod's Top management which would present tactical instruction in order to participate in high-level cross-functional implementation squads.

Chapter-Four

Chapter 4: SWOT Analysis & Conclusion

Strategic analysis plays a crucial role in organizational achievements in the field of dynamic landscape of contemporary business area. SWOT analysis stays out as a foundational framework for calculating an organization's internal stamina and weakness next to external chances and dangers. SWOT analysis enables companies to form suitable tactics.

Internal and external factors of the organization's performance and ahead of perspective would be examined to appear through SWOT analysis. Consequently, Findings of SWOT analysis emerge through this report and will present major insights and tactics in order to finalize decision and growth.

4.1 Strengths

The strength of a company refers to the attributes and resources within an organization that allow it to achieve its objectives (Benzaghta,2021). Organization's potentialities increase by internal elements and it promotes effective advantages. Organization's empowerments are derived from qualities, expertise, assets and processes that distinguish itself from others. Organization's success, growth, innovation and sustained representation derive from Strengths. Roshod's identifiable strengths are mentioned below:

4.1.1 Strong Backing from City Group

City Group's extraordinary beneficial paths assisted Roshod to construct credibility, accommodate access to resources, expertise and network.

Streamlines process, secure on time delivery and optimize inventory management moreover operational efficiency and downsizing logistical issues, supply chain infrastructure distribution of City Group influenced Roshod.

City Group's financial solidity and athletic resources have been remarkable for Roshod. In order to confront economic uncertainties, invest in growth opportunities and sail potential hardships effectively, financial support plays a vast character to Roshod.

In addition, associated brands of City Group earn positive and effective responses on Roshod in terms of building self-esteem to factories, suppliers and customers. Later on, tactical partnerships, collaborations and business opportunities unlock the windows of Roshod's credibility in the field.

4.1.2 Discounted Pricing

Preparing a discounted pricing approach enables Roshod to cater to its core audience by serving essential goods at reasonable rates to factory workers. Recognizing the financial constraints of low-income individuals, Roshod offers a discount of up to 10% that enables customers to stretch their limited budgets while maintaining product quality.

This affordability fosters customer loyalty and repeat business, as pleased customers more likely influenced to return to Roshod in order to purchase in imminent days, assured of consistently obtaining value for their money on essential items.

4.1.3 Accessibility and Convenience

Roshod strategically locates its operation within factory premises to cater in needs of its centered audience more conveniently. By establishing a store where individuals spend most of their time rather than heading elsewhere for groceries. This accessibility on-site reserve customers imperative time and effort Instead of heading to distant retail outlets, factory workers could effectively employ post-work hours to purchase necessary items from Roshod.

Providing a satisfactory purchasing option within the factory vicinity also reduces transportation fares for customers. Individuals with lower incomes often encounter financial limitations, particularly fear of transportation fare, particularly in urban areas where public transportation fares can accumulate swiftly. Hence, the stores nearness enables customers to economize on transportation fares related with traveling to remote retail destinations, rendering essential goods more financially accessible and economical.

4.2 Weaknesses

Weaknesses refer to the internal factors within an organization that hinder its ability to achieve its objectives or compete effectively in the market (Namugenyi, 2019). These weaknesses represent areas where the organization might have deficiencies in resources, abilities, or strategic benefits compared to rivals. Recognizing weaknesses is crucial for tactical planning as it permits the organization to confront internal hardships, mitigate risks and enhance overall performance. A few weaknesses of Roshod's included:

4.2.1 Limited Product Variety

Although Roshod covers most grocery essentials, it lacks provisions for perishables like fruits, vegetables, and meat. Additionally, the company faces demarcation in offering products from rivals of City Group, such as Bashundhara, Megna, and Ifad. These constraints put back Roshod at a competitive disadvantage compared to Apon Bazar.

A demarcated product range might pose challenges in satisfying the diverse preferences of customers as they may look for spare products not stocked at Roshod. This limitation could lead to customer discontentment and missed opportunities for revenue growth.

4.2.2 Dependency on Factories

Relying primarily on factory premises as its main retail outlets exposes the company to risks connected with changes in factory procedures. For instance, if the factory were to close or relocate, Roshod could lose its recognized customer base and revenue flow. In the same way, any adjustments in factory policies or management decisions might affect Roshod's potentiality to supervise within those premises, causing disruptions in business continuity and potential revenue loss.

Roshod's existence within factory premises means relies on factory management for functioning permissions, space allowance and logistical support. Any friction with factory management could endanger Roshod's potentiality to convey business frictionlessly and could even lead to expulsion of the contract between Roshod and the factory. Such dependencies introduce dubious and risks which might consequence Roshod's long-term possibility and sustainability.

4.3 Opportunities

Opportunities represent external factors or circumstances that have the potential to positively impact an organization's trajectory by fostering growth, enhancing profitability, or strengthening its competitive position (Benzaghta, 2021). For aiming a strategic planning which may permit organization in order to mobilize favorable market dynamics, emerging trends or unexplored market niches. Instances of opportunities to be progressive in modernity shifts in consumer preferences, untapped market segments with growth potential, tactical alliances,

global expansion aspects and regulatory changes favorable to the industry. Roshod's promising growth opportunities are elaborated:

4.3.1 Expansion into new factory locations

Bangladesh's industrial sector is experiencing steady growth (Azran, 2024), with fresh factories being founded and established ones multiplying different sort of industries for instance textiles, garments, manufacturing and pharmaceuticals. Roshod could tap into developing growing market with an expanding demand for essential factory workers by tactically pointing emerging factory location.

With exclusive demographics, preferences and consumption patterns, every factory place stands for discrete customer base by multiplying new factory places. In terms of not relying on any single industry, Roshod can transform its customer base which might bring positive impact to the fluctuations of Roshod resilience.

Roshod could capitalize on market growth opportunities by tactical spreading new places for factories as well as gain economics of scale and reinforcing competitive position in the field of fair-price shop center.

4.3.2 Community Engagement

Supporting local society through CSR initiatives can strengthen Roshod's brand esteem. Aligning ahead of Roshod's devotion in order to serve low-income inhabitants requires such as education, healthcare, or environmental sustainability.

Roshod determines to set a project called "Equal Wellbeing" initiative that's aiming to feature "Nischinto Daycare" and "Ahar Mid-Day Meal Plan". Nischinto Daycare's aim is to cater daycare and preschool aids within factories, establishing a promise to back off the working parents, especially women in the workforce. Roshod reckons to actively encourage Nischinto's offerings to factory employees, demonstrating to have a protected place for their infants in their working hours.

Ahar aspires to pointing nutrition concern and encourage workers welfare by contributing affordable food options. Health and nutritional intake could be improved by Roshod's contribution. According to research result, this physical health concerns not solely support workers, also it strengthens mental productivity up to 20% in the field of RMG sector.

By the impact of CSR, workers become well-being as well as it intensifies the loyalty towards Roshod and creates positive belief into the premises.

4.4 Threats

External factors or circumstances that could potentially harm an organization's performance and competitiveness are known as threats (Kenton, 2023). The stem dangers from outside area might incorporates such elements like market competition, economic downturns, regulatory changes, technological disruptions or shifts in consumer preferences. In order to diagnose dangers such as anticipate challenges, mitigating risk and proactively respond which enables organization in the field of business. Potential threat of Roshod's performance and competitiveness are elaborated below.

4.4.1 Economic Downturn

Consumers typically lower their budgets and spending during economic downturns. Consequently, factory workers more likely focuses on needed expenses rather than less less important purchases. Consumers decrease in purchasing could consequence Roshod's sales revenue if the company dependent on FMCG.

Bangladesh has been going through inflationary pressures since last year, with the current overall inflation rate being above 9% (Saif, 2024). Consumer's purchasing power lessens when rates keep escalating. Utility wages and inventory procurement makes it strenuous for Roshod to offer goods to customer if Inflation of wages keep driving.

4.4.2 Supply Chain Challenges

As Noted earlier, City Group's supply chaining system is athletic throughout the country with warehouses and dealer points, same would be said for Roshod's others suppliers for instance Pran, Aci, Square, Nestle, unilever etc. The risk of supply chain occurs through transportation postpones, route changing issues, natural disaster which might be caused of shortage inventory. Handling multiple sources could be reasoned of presenting logical hardships, needs of effective inventory management to maintain ideal stock while minimizing costs and skipping outdated inventory. To lead excessive stock level would be caused of consumers preferences, poor inventory forecasting, inaccurate demand of planning. Plethora inventory ties up storage space while shortage result dissatisfied customers.

4.4.3 Increased Competition

Roshod confronts competition from such factories that offering good discounted price apart from retail outlets and fair-price outlets such as Apon Bazaar. The aim to provide modest essentials to the factory workers and their families was the behind reason of establishing corporate social responsibilities (CSR) Initiatives.

Roshod figures it out as challenge in terms of capturing market share as his business model being imitated by third-party factories which later emphasizes to cater a convenience for workers.

4.5 Conclusion

Business model of Roshod is not commonly known in Bangladesh which provides a unique valuable insight and experiences. It demonstrates how business can be cooperative towards less fortunate people as well as earn profit. In order to gain personal skills and wisdom, this opportunity enabled throughout the Bachelor's journey magnetic work atmosphere.

The internship period enabled to gain wisdom about Bangladesh's fair-price shop landscape. In addition, Current market climate, its aimed audience and stem competitor were the keys fields of gaining knowledge. Moreover, the report draws a framework of company's strength, weakness, threats and remarkable opportunities.

They incorporate an ERP system in their business model which was an imperative experience, data-driven process enables to make their business efficient. ERP operating system and how it assists was a bright-right part of gaining knowledge.

Roshod confronted hardships regarding ERP system that is resolved later on in order to make it more efficient and workable. Roshod thoroughly analyses to implement automation system in order to purchase order from vendors to supplier goods in a certain point which is known as reordering point.

In Conclusion, solitary business model, dedication to social impact and tech integration enables Roshod a remarkable atmosphere to work harder with efforts. This process generates workers to seize the possibility of success and uphold a renowned habitation in the energetic market are of Bangladesh ahead of years.

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