

**Internship Report**  
**On**  
**Accounting Procedures of a Service Company: A**  
**Case Study On “Cloud Cake & Foods”**

**Kazi Noor - E - Nafisa**

ID: 114213011

BBA In AIS

**United International University**

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

**Internship Report**  
**On**  
**Accounting Procedures of a Service Company: A Case**  
**Study On “Cloud Cake & Foods”**

**Submitted To**

**Dr. Mohammad Tariq Hasan**

Associate Professor

School of Business & Economics

**United International University**

**Submitted By**

**Kazi Noor - E - Nafisa**

ID: 114213011

BBA in AIS

**United International University**



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

**Date of Submission: 11<sup>th</sup> March, 2026**

## Letter of Transmittal

11<sup>th</sup> March, 2026

Dr. Mohammad Tariq Hasan

Associate Professor

School of Business & Economics

United International University

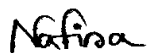
Subject: Internship report on “Accounting Procedures of a Service Company: A Case Study On Cloud Cake & Foods”

Dear Sir,

I'm pleased to submit the internship report that I have prepared following my 3 months long internship program at “Cloud Cake & Foods”. I have prepared the report highlighting the accounting procedures of a service company. I have given my best to make the report excellent and gather as much relevant information as possible for preparing a complete report. Without the proper guidance of you, it was not possible for me to prepare the report. It is a great achievement to work under your active supervision.

I would like to take this opportunity to thank you for the guidance and support you have provided me during the course of this report. I hope you will assess my report considering the limitation and mistakes of the study and sincerely believe you will find the study very interesting and informative.

Sincerely yours,



Kazi Noor - E - Nafisa

ID: 114213011

BBA In AIS

United International University

# Certification of Similarity Index

## Accounting Procedures of a Service Company: A Case Study On “Cloud Cake & Foods”

### ORIGINALITY REPORT

**18%**

SIMILARITY INDEX

**18%**

INTERNET SOURCES

**3%**

PUBLICATIONS

**13%**

STUDENT PAPERS

### PRIMARY SOURCES

<b>1</b>	<b>Submitted to United International University</b> Student Paper	<b>5%</b>
<b>2</b>	<b>hdl.handle.net</b> Internet Source	<b>3%</b>
<b>3</b>	<b>dspace.uiu.ac.bd</b> Internet Source	<b>2%</b>
<b>4</b>	<b>dspace.uiu.ac.bd:8080</b> Internet Source	<b>2%</b>
<b>5</b>	<b>assignmentpoint.com</b> Internet Source	<b>1%</b>
<b>6</b>	<b>www.slideshare.net</b> Internet Source	<b>1%</b>
<b>7</b>	<b>Submitted to University of Dhaka</b> Student Paper	<b>1%</b>
<b>8</b>	<b>musterverse.dusit.ac.th</b> Internet Source	<b>1%</b>
<b>9</b>	<b>dspace.bracu.ac.bd:8080</b> Internet Source	<b>1%</b>
<b>10</b>	<b>cloudcake.com.bd</b> Internet Source	<b>1%</b>
<b>11</b>	<b>dspace.daffodilvarsity.edu.bd:8080</b> Internet Source	

		1 %
12	Submitted to University of South Australia Student Paper	<1 %
13	docplayer.net Internet Source	<1 %
14	Md Imran Hossain, Md Omor Faruk, Md Akber Subahan Mahbub Tuha, Sanjida Mimi et al. "Comparative safety analysis of newly prepackaged backed food products and those approaching the expiry date in Bangladesh", Heliyon, 2023 Publication	<1 %
15	www.emeraldinsight.com Internet Source	<1 %
16	Submitted to University of Gloucestershire Student Paper	<1 %
17	Submitted to Universitas Jenderal Soedirman Student Paper	<1 %
18	archive.org Internet Source	<1 %
19	Submitted to The University of the West of Scotland Student Paper	<1 %
20	scholar.archive.org Internet Source	<1 %
21	de.slideshare.net Internet Source	<1 %
22	oranguide.com	

Internet Source

<1 %

---

23 [teresas.ac.in](http://teresas.ac.in)  
Internet Source

<1 %

---

24 [www.dwmbeancounter.com](http://www.dwmbeancounter.com)  
Internet Source

<1 %

---

Exclude quotes Off

Exclude matches Off

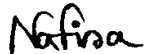
Exclude bibliography Off

## Student's Declaration

I, Kazi Noor – E – Nafisa, student of Bachelor of Business Administration (BBA) program, United International University declaring that this internship report on “Accounting Procedures of a Service Company: A Case Study On Cloud Cake & Foods” has been prepared by myself and has not been before submitted to any other academy.

The information presented that this report is based on my own knowledge and learning experience gained through the internship period at Cloud Cake & Foods. I confirm that this report is prepared under the guidance of my academic supervisor and reflects my own learning and understanding.

Yours Sincerely,



Kazi Noor – E – Nafisa

ID: 114213011

United International University

# Corporate Evidence



Cloud Cake & Foods

+880 1332 502 444   
hello@cloudcake.com.bd   
www.cloudcake.com.bd 

Date: 10 February 2026

## TO WHOM IT MAY CONCERN

This is to certify that **Kazi Noor -E – Nafisa**, ID:114213011 a Student of Bachelor OF Business Administration (Major in AIS) at United International University has successfully completed her Three-Month internship Program at Cloud Cake & Foods in Accounts & Finance Department from **10 November 2025 to 10 February 2026**.

During the tenure of her internship, she assisted in routine accounting functions and supported day-to-day financial operations of the department. She carried out the responsibilities assigned to her with sincerity, diligence, and professionalism.

Her overall performance and conduct during the internship period were found to be satisfactory.

We wish **Kazi Noor -E - Nafisa** every success in her future academic and professional endeavors.

Md. Mahmudl Hasan  
Sr. Executive  
HR.Admin & MIS  
Cloud Cake & Foods  
Mob: 01332252444  
cloudcakefoods@gmail.com



cloudcakefoods  

2 No. Harunabad, Ramzannessa Super Market, Level 4, Mirpur 12, Dhaka 1216 

## Supervisor's Declaration

The internship report permitted "Accounting Procedures of a Service Company: A Case Study On Cloud Cake & Foods" has been prepared by Kazi Noor - E - Nafisa, ID: 114213011, Bachelor of Business Administration, United International University.

In preparing of this report she spends much time and effort. I wish her every success in life.

.....

Dr. Mohammad Tariq Hasan

Associate Professor

School of Business & Economics

United International University

## Acknowledgement

I am Kazi Noor - E - Nafisa, I would like to express my heartfelt gratitude to “**Cloud Cakes and Foods**” for providing me the opportunity to complete my Internship in Accounting department of this company.

First of all, I am thankful to my academic supervisor, **Dr. Mohammad Tariq Hasan**, associate professor at United International University in the Bachelor of Business Administration program for helping me to successfully accomplish my internship program. So, I would like to thank him for his excellent guidance through precious and personal advice and support.

I also would like to convey regards to the Human Resource Department of Cloud Cake & Foods for giving me the opportunity to work in this organization as an intern. It had been a great experience and learning for my future carrier. Then my cordial thanks go to MD and Director in Cloud Cake & Foods **Nafiz Mahmud** and **MD. Al Mamun Sanaul Huq** for giving me this opportunity to work on such a motivating and organized corporation. Then special thanks also go to **Mr. Aripuzzaman** and **Mr. Walid Hasan** who actually assisted me a lot to gain knowledge of accounting system in actual life. I would also like to thank other colleagues of the accounting department for providing their excellent advice and support in this 3 months period of time.

This opportunity has not only corelated my theoretical knowledge with the real-life scenario but also has given me the opportunity to find out how a business organizations compete in the real business world.

## Executive Summary

This internship report is prepared based on three months of internship experience at Cloud Cake and Foods. This internship program is a requirement to get a BBA degree. The main perspective of this report is to present practical experience, responsibilities and learning gained during this three-month internship period. During the internship, the intern has to engage in lots of accounting and financial activities. Key responsibilities included processing daily sales transactions from seven outlets and recording digital payments such as bKash, Nagad and City Bank. Also reconciling these transactions with bank settlement reports from Dutch-Bangla Bank and MTB Bank. The intern also had to update the purchase invoices, assist in stock reconciliation and gain an understanding of salary sheet preparation. All of these accounting and financial activities were accomplished by using the Manager Accounting software, which helps to maintain the accounting activities smoothly and ensure transparency and accuracy. This report also provides an overview of Cloud Cake and Foods, its industry background, operational activities and the role of technology in supporting accounting and audit-related processes. However throughout this internship, the interns developed practical accounting skills, analytical ability and overall experience in managing real accounting and financial data within a professional environment. Overall it can be said that, the three-month internship experience at Cloud Cake and Foods was a valuable learning experience that successfully connected the theoretical knowledge with practical application and contributed greatly to professional growth in the field of accounts and finance.

**Key words:** Sales transaction, accounting and financial activities, service company, Manager software, Bangladesh

## Table of Contents

Letter of Transmittal .....	i
Certification of Similarity Index .....	ii
Student's Declaration .....	v
Corporate Evidence .....	vi
Supervisor's Declaration .....	vii
Acknowledgement .....	viii
Executive Summary .....	ix
List of figures .....	xi
List of tables .....	xi
<b>Chapter 1: Introduction .....</b>	<b>1</b>
1.1 Background of the report .....	1
1.2 Objectives of the Report .....	2
1.3 Rationale of the Report .....	2
1.4 Scope and Limitations of the Report .....	3
<b>Chapter 2: Company Profile .....</b>	<b>4</b>
2.1 Company Analysis .....	4
2.1.1 Overview and History .....	4
2.1.2 The Profile of Management Body of Cloud Cake & Foods .....	6
2.1.3 Trend and Growth .....	8
2.1.4 Product/ Service/ Customer Mix .....	9
2.1.5 Company operations and activities .....	10
2.1.6 SWOT Analysis of Cloud Cakes and Foods .....	11
2.2 Industry Analysis .....	13
2.2.1 Specification of the Industry .....	13
2.2.2 Size, Trend and Maturity of the Industry .....	13
2.2.3 Industry SWOT Analysis .....	14
2.2.4 External Industry Factors .....	16
2.2.5 Competitive Market Analysis of Cloud Cakes and Foods .....	17
<b>CHAPTER 3: INTERNSHIP EXPERIENCE .....</b>	<b>23</b>
3.1 Position, Duties, and Responsibilities .....	23
3.2 Training and Development .....	24
3.3 Contribution to Organization and Operations .....	25
3.4 Evaluation of Internship Experience .....	25
3.5 Skills Applied and Developed .....	26
<b>CHAPTER 4: CONCLUSION AND KEY FACTS .....</b>	<b>27</b>
4.1 Recommendations .....	27
4.2 Key Understanding .....	28
4.3 Conclusion .....	28
References .....	29

## List of figures

Fig: 1: Board of Directors.....	7
Fig: 2: Organogram of Cloud Cake and Foods.....	7
Fig: 3: Cloud Cakes and Foods Logo.....	9
Fig: 4: SWOT Analysis of Cloud Cakes and Foods.....	12
Fig:5: Industry SWOT Analysis of The Food and Bakery Sector in Bangladesh...	15
Fig: 6: Comparative Analysis of Market Presence.....	20
Fig: 7: Comparative Analysis of Product Customization.....	21
Fig: 8: Comparative Analysis of Technology Use.....	22

## List of tables

Table 1: Company Profile.....	5
Table 2: Mission and Vision Statement.....	5
Table 3: Profile of Management Body of Cloud Cake and Foods.....	6
Table:4: Competitive Analysis between these bakery company.....	17

# Chapter 1: Introduction

## 1.1 Background of the report

This is an internship report prepared as part of the United International University BBA program requirements. As part of BBA (Bachelor of Business Administration) studies, completed a three-month internship at Cloud Cake & Foods. A good education is very important in educational institutes, but it is difficult for students to understand the real-world business environment using theoretical knowledge. Internships are the best way for students to gain hands-on experience in real-world business operations. Internships allow students to enter an organization's environment, learn about its culture and apply their theoretical knowledge. This report is based on three-month internship. This was an amazing and exciting opportunity.

Throughout the academic studies, gained knowledge in accounting and finance operations, management of accounting transactions, accounting reports and the theoretical functioning of a business's finance and accounting departments. Joined the Cloud Cakes & Foods Accounting department as an intern to gain real-world experience and knowledge of how a business organization's accounting & finance department manages their work and day-to-day transactions. During the internship, was involved in a variety of accounting and operational activities such as bank reconciliation, stock reconciliation, and purchase invoice management. They use software called MANAGER software. Main task was that input all the day-to-day bank transactions, payments, settlements of their seven outlets into this software for audit reports.

In whole internship report, will try to explain and share the experiences and knowledge that have gained by working closely and hands-on involvement in accounting activities with the accounting department. Additionally, will also discuss how these experiences and knowledge have contributed to the understanding of real-world business operations.

## 1.2 Objectives of the Report

The main objective of the study is to know the Accounting Procedures of a Service Company (Cloud Cakes and Foods).

### **Broad Objectives:**

The primary objective of the study is to complete the partial requirement of awarding of the BBA degree from the School of Business and Economics, United International University.

### **Specific objective:**

1. To highlight the accounting procedures of Cloud Cakes and Foods (CCF)
2. To evaluate critically the existing accounting practices.
3. To analysis the financial position of the Cloud Cake and Foods
4. To understand and analyze the accounting activities of Cloud Cake and Foods
5. To learn how to use accounting software
6. To gain hands-on experience and knowledge about bank reconciliation and stock reconciliation procedures
7. To understand the process of recording purchase invoices

## 1.3 Rationale of the Report

In order to fulfill the requirement of the Internship program it has chosen Cloud Cake and Foods Accounting Department placed me Head office of Mirpur 12. The overall topic of the report has been selected by discussion between me and my course instructor. The topic of my report is, "Accounting Procedures of a Service Company: A Case Study On "Cloud Cake and Foods".

This report covers Cloud Cake and Foods product and services, organizational overview, accounting activities performed by Cloud Cake and Foods, financial statement analysis.

## 1.4 Scope and Limitations of the Report

### **Scope of the report:**

The scope of the report includes practical activities in the accounting department at Cloud Cake and Foods. It includes areas such as bank reconciliation, stock reconciliation, purchase invoice processing, inventory write-offs and observation of basic accounting and finance operations. The report also highlights the learning outcomes and challenges faced throughout the whole three-month internship period.

### **Limitation of the report:**

Every matter has got some limitations. So this is also not an exception. The limitation of this internship report are been sated below:

- ❖ As an organization it has some restriction to serve all the real data to the general people as a result the study is mostly depends on official files and annual reports.
- ❖ Every organization has its own secrecy that is not revealed to others.
- ❖ The time three months is not enough for a research or study the whole organization. But have tried the best to complete this report as per the requirements.

## Chapter 2: Company Profile

### 2.1 Company Analysis

#### 2.1.1 Overview and History

Cloud Cake and Foods is a renowned brand of Cloud Foods Ltd., which is a sister concern of Future Destination Limited. This information indicates that both companies are in the same business group and operate under shared ownership and management. Cloud Cake and Foods was established in 2023. Currently Cloud Cake and Foods has seven outlets: Aftabnagar Outlet, Uttara Outlet, Rupnagar Outlet, Jigatola Outlet, Bashundhara Outlet, GP Outlet, and VNC Outlet.

Cloud Cake and Foods offers different varieties of well-decorated, customized, high-quality cakes and a wide range of frozen foods. They also take corporate orders and also serve catering services. Cloud Cake and Foods has been established with the vision and mission of maintaining consistent product quality and customer satisfaction. At Cloud Cake, their main goal is to make every bite a delightful experience for their customers. They are committed to crafting high-quality, delicious treats that bring joy to every celebration and everyday moment.

With the strategic support and business direction of its parent and sister concerns, Cloud Cakes and Foods has adopted modern business practices, including cloud-based accounting and inventory management systems. These initiatives have strengthened financial control, improved transparency and supported sustainable business growth. Over time, the company has expanded its operational capabilities and established itself as a trusted brand in the competitive food and bakery industry.

## Company Profile

**Table 1: Company Profile**

Name of the Company	Cloud Cake and Foods
Address of the Head Office	Mirpur 12. Ramzannessa Market(Lift 03), Mirpur 12, Dhaka, Bangladesh, 1216
Website	<a href="https://cloudcake.com.bd/">https://cloudcake.com.bd/</a>
E-mail	hello@cloucake.com.bd

## Vision, Mission

**Table 2: Mission and Vision Statement**

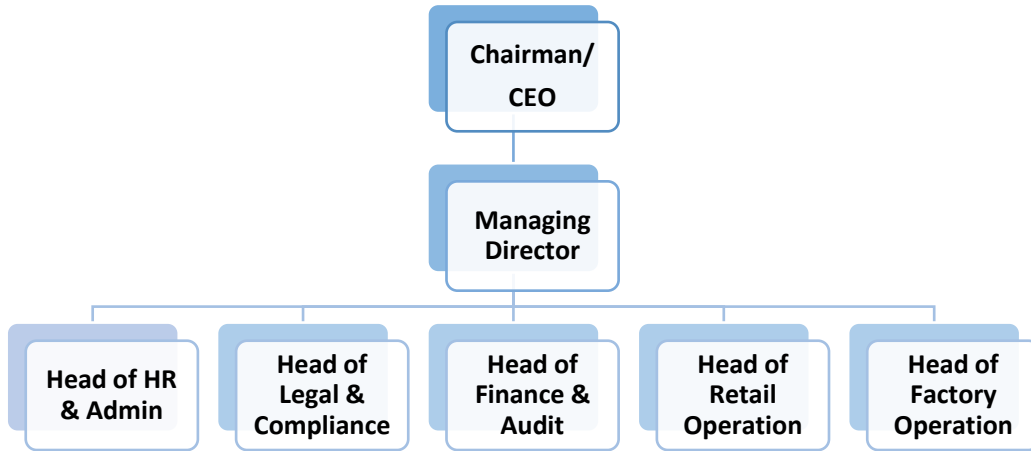
Mission	Aim of Cloud Cake and Foods is to deliver high-quality bakery foods while ensuring customer needs, proper hygiene and consistent supply. The company aims to maintain quality in all sectors through good management, accuracy and adoption of modern technology to support long-term growth.
Vision	Cloud Cake and Foods' objective is to become a trusted and well-known brand in food and bakery sector by delivering the best quality product, more customization options and maintaining transparency. The company has a strong desire to expand its market presence while maintaining high ethical and professional standards.

## 2.1.2 The Profile of Management Body of Cloud Cake & Foods

**Table 3: Profile of Management Body of Cloud Cake and Foods**

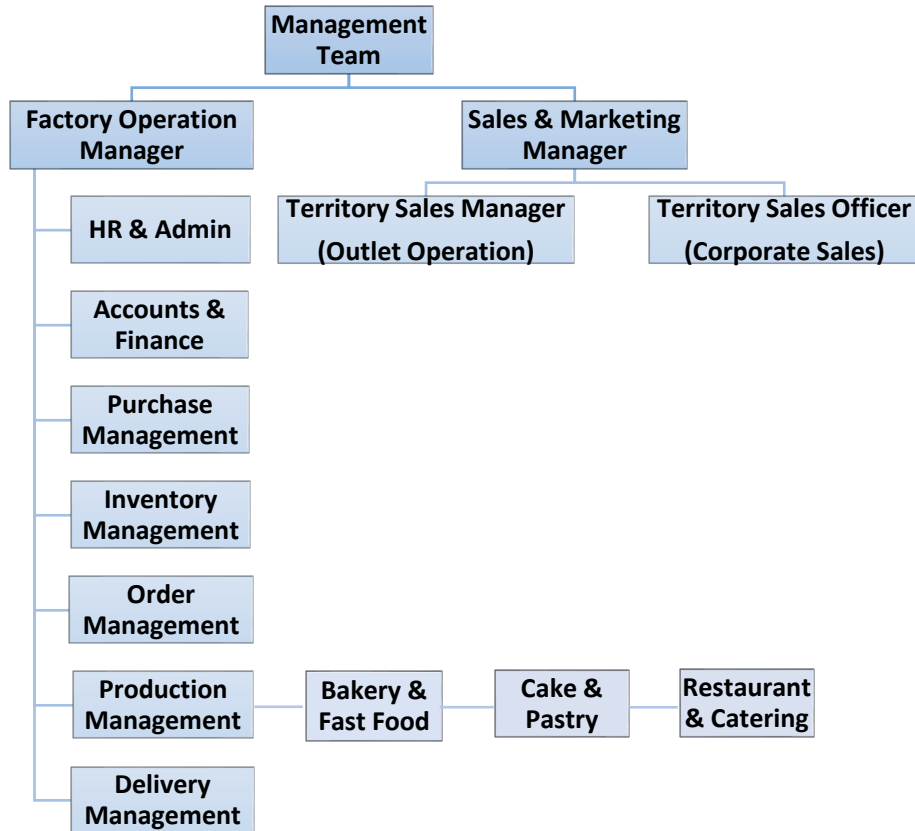
<b>Name</b>	<b>Designation</b>
Mohammad Kamrujjaman Sikder	Chairman & CEO
Nafiz Ahmed	Managing Director
MD. Al Mamun Sanaul Huq	Director-Finance & Audit
Muhammad Shahidul Alam	Director – Retail Operations
MD. Jasim Uddin	General Manager

## Board of Directors of Cloud Cake & Foods



**Fig: 1: Board of Directors**

## Management Team of Cloud Cake & Foods



**Fig: 2 Organogram of Cloud Cake and Foods**

### 2.1.3 Trend and Growth

Bakery products are extremely important in human nutrition and are the foundation of any daily diet (Mickiewicz, 2022). The fast food industry is a rapidly growing sector in Bangladesh. It is connected with the preferences and habits of the people. Over the last decade, people in Dhaka, Bangladesh's capital city, have changed their eating habits dramatically, particularly in the fast food segment (Islam & Ullah, 2022). As there are some improvements in customer's demand, lifestyle & choices for personalized cakes and other readymade frozen foods, the food & bakery industries in Bangladesh is expanding in a rapid rate in Bangladesh (Nayan, 2020). Now customer's first priority is fresh, healthy foods and quality products, along with reliable service, hygiene and timely delivery. Increasing customer loyalty through quality of service: Effective strategies to improve customer satisfaction, experience, relationships and engagement (Rane 2023). Cloud Cake and Foods has successfully aligned with this business strategy to compete in the market. Cloud Cake and Foods has accomplished steady growth since its establishment and also this company operates positively in the market influenced by increasing demand for ready-made and hygienically prepared food products.

The company has shown consistent growth by developing its customer satisfaction and improving internal operational activities. Key support for this growth is the acceptance of cloud-based accounting and inventory management software. By analysing financial records, stock levels, sales & expenses, it helps the managing authority to make appropriate decisions & adjustments for sustainable business improvements. Overall, the trend and growth of Cloud Cake and Foods shows a combination of modern technology, strong financial management operations and attention to the customers demands.

### 2.1.4 Product/ Service/ Customer Mix

Cloud Cake and Foods provides a variety of bakery and food products, such as customized cakes, pastries, desserts, cookies and ready-made frozen food items. The company's primary objective is to provide quality products maintaining hygiene standards and an appealing presentation to the customers.

Cloud Cake and Foods delivers to a wide range of customers like random, regular, online or corporate clients and bulk orders. To manage this varieties products and customers, the company employs cloud-based accounting and inventory management software. This software tracks invoices such as sales and purchase invoices. It also records inventory levels and transactions. It contributes to effective coordination between sales and accounting activities.



**Fig: 3 Cloud Cakes and Foods Logo**

### **2.1.5 Company operations and activities**

The operations of Cloud Cakes and Foods are organized across particular functional areas, including the production, sales & marketing team, human resources, inventory management and accounts department. To ensure smooth daily operations and effective service, each department works effectively and efficiently in coordination. The accounting department plays an important role in supporting overall business operations. Key activities include bank reconciliation, stock reconciliation, purchase invoice processing, sales recording, preparing salary sheet and financial reporting. These activities are performed using cloud-based accounting software named “Manager Software,” which allows the exact appropriate details of transactions and inventory movements. This software also initiates financial statements such as profit and loss accounts and balance sheets, allowing management to assess the company's performance. This software also supports audit procedures by enabling daily sales closing reports from each outlet to be prepared in an Excel file. These reports allow management to easily reconcile outlet-wise daily sales with bank statement records.

#### **Accounting software design at Cloud Cake and Foods**

Cloud Cake and Foods use the MANAGER accounting software for doing their daily accounting activities.

In cloud cake and foods MANAGER software has following features:

- Bank and cash accounts
- Receipts
- Payments
- Inter account transfers
- Sales orders
- Sales invoice
- Credit notes
- Suppliers
- Purchase invoices
- Debit notes
- Inventory Items

- Inventory write-offs
- Inventory transfers
- Payslips
- Fixed assets
- Intangible assets
- Capital accounts
- Special accounts
- Journal entries
- Reports

## **2.1.6 SWOT Analysis of Cloud Cakes and Foods**

### **Strengths**

- Strong maintenance of product quality
- Use of cloud based accounting software
- Efficient accounting and record-keeping systems
- Supportive management and skilled workforce

### **Weakness**

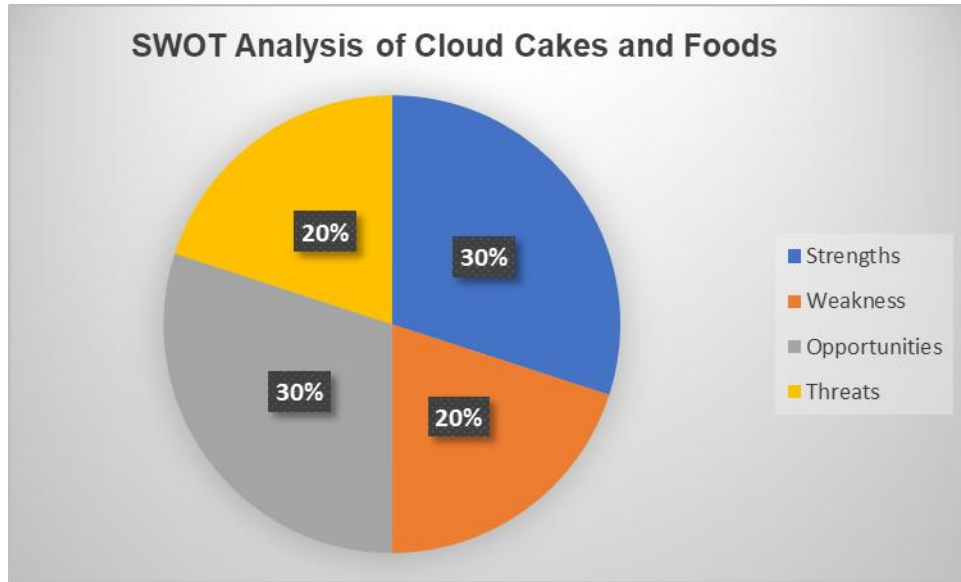
- Limited promotional and marketing activities
- Limited operational scale compared to large competitors
- Dependency on manual input in some operational areas

### **Opportunities**

- Growing demands for bakery and ready-made food products
- Expansion through online food delivery platforms
- Then automation of accounting and inventory processes

### **Threats**

- Huge competition in the food and bakery industry
- Rising cost of raw material
- Changes in consumer preferences



**Fig: 4: SWOT Analysis of Cloud Cakes and Foods**

This SWOT analysis shows that Cloud Cakes and Foods has strong internal strengths and growth opportunities. Although, existing weaknesses and external threats point out the needs for continuous improvement and strategic planning to remain competitive in the bakery and food industry. The SWOT analysis percentages are based on qualitative analysis and are used only for academic purposes.

## **2.2 Industry Analysis**

### **2.2.1 Specification of the Industry**

Cloud Cakes and Foods operates within the food and bakery industry, which includes the production, processing and distribution of bakery items and ready-to-eat food products such as cakes, pastries, desserts, and related items. This industry is now the most demanding in the market because on every occasion people prefer desserts, well-decorated cakes, and easy-to-cook food items. This industry is highly customer-driven and concentrates on product quality, maintaining hygiene standards, taste consistency, and timely service delivery.

The food and bakery industry needs efficient operational management, accurate quality control and proper inventory and financial management. To success in this industry sector, customer satisfaction is a must-have because now consumers' tastes and preferences are getting changed day by day. Businesses in this industry must maintain correct and proper accounting practices, stock monitoring, and compliance with food safety and regulatory standards to maintain sustainability and competitiveness in the market.

### **2.2.2 Size, Trend and Maturity of the Industry**

The food and bakery industry in Bangladesh has grown positively over the years and continues to expand due to development, population growth and changing people's lifestyles. With busy daily lifestyles increasing the demand for readymade and customized food products, service has contributed greatly to the growth of this industry (Gamos,2020).

In terms of growth, the industry is relatively mature, as it includes both traditional bakery concepts and modern, technology-based food businesses (Lagnevik, 2003). The growing use of digital systems and technology, such as cloud-based accounting systems and inventory management software, is a main trait of the industry. These process can help businesses keep records, manage costs, improve quality control and make decisions.

### **2.2.3 Industry SWOT Analysis**

#### **Strengths**

- High and strong demand for food and bakery products
- Large Customer base across different income groups
- Increasing the use of technology to improve operational efficiency

#### **Weaknesses**

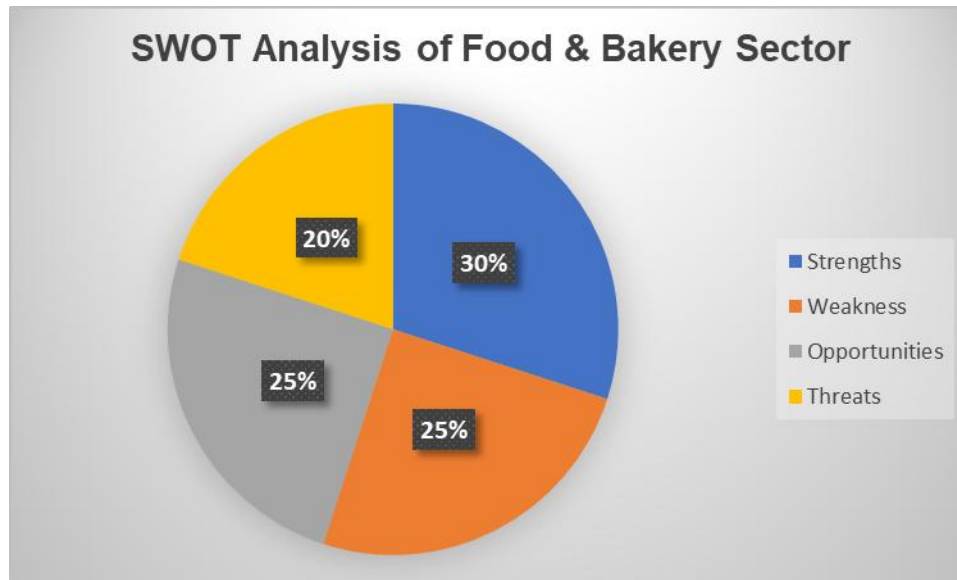
- High level of competition among the existing industry
- Need to dependent on raw material availability and price stability
- Limited profit margins for small and medium industry

#### **Opportunities**

- Huge opportunity to grow through online food delivery platforms
- Increasing demand for premium and customized bakery products
- Adoption of the use of advanced accounting and inventory technologies

#### **Threats**

- Increasing the cost of raw materials and operational costs
- Huge competition from both local and branded businesses and challenges in regulat
- Challenges in regulatory and compliance



***Fig:5: Industry SWOT Analysis of The Food and Bakery Sector in Bangladesh***

This pie chart shows the overall SWOT analysis of the food and bakery industry in Bangladesh. In some particular areas strengths and opportunities represents strong consumer demand and growth possibilities through technology and online platforms. However, some weaknesses and threats such as high competition and limited profit margins, increasing costs and regulatory challenges. All of these highlights the need for efficient operational and financial management for sustainable industry growth.

## **2.2.4 External Industry Factors**

### **Economic Factors**

Economic phenomenon like change or increase in price of raw materials, purchasing power directly can affect the food & bakery industries. Increase in cost of ingredients can greatly impact on profitability and price of the final products.

### **Technological Factors**

Use of cloud-based accounting, inventory management systems and sales reporting has been increasingly important in the industry. With the help of this technology efficiency, accuracy, accountability and transparency has been increased rapidly in business activities.

### **Barriers to Entry**

The barriers to entry in the bakery and food industry are moderate. While primary capital investment and technical knowledge are required, new businesses can still enter the market with proper planning and quality management.

### **Threat of Substitutes**

The industry usually faces competition from substitute products like homemade food, alternative snacks items and another food businesses offering similar items.

### **Industry Rivalry**

Competition in between the industries is high due to the large number of competitors offering same kinds of products in the market. Businesses compete based on price, quality, customer service, delivery time and brand reputation. Efficiency in controlling the cost and proper financial management play a huge role in this domain.

### **2.2.5 Competitive Market Analysis of Cloud Cakes and Foods**

In the recent business environment the bakery and food industry in Bangladesh is highly competitive including both large-scale and medium-sized branded bakery (Perry & Alam 2005). These are some of competitors Tasty Treat, Well-Food, Ajwah and other renowned brands. These companies have strong brand fame, wide distribution networks and loyal customers. Cloud Cake and Foods competes by focusing on quality products, efficient operations and strong financial control.

#### **Tasty Treat**

Tasty Treat is one of the most popular bakery brands in Bangladesh which has a large customer base. This company focuses on large scale bakery production and serves a wide range of various customers. This brand sells a huge variety of products including traditional and birthday cakes, pastries, fast food (such as Mexican burgers and chicken momos), desserts, cookies and other sweet treats. It has a strong position in Bangladeshi food business.

#### **Strengths**

- Strong brand reputation
- Large product variety
- Large-scale distribution network

#### **Weakness**

- Less focus on customization
- Higher operational difficulties due to large-scale operations

Compared to Tasty Treat, Cloud Cakes and Foods operates on a more focused scale, allowing better customization, outlet monitoring and organized financial activities.

## **Well Food**

Well Food is another well known bakery brand which is known for affordable bakery products and consistent quality. It's main focused area is primarily to price-sensitive customers.

### **Strengths**

- Competitive pricing
- Strong appearance in local markets
- Strong demand

### **Weaknesses**

- Limited product innovation
- Less attention on premium offerings

Compared to well food, Cloud Cake and Foods offers different variation of customized and premium bakery products supported by improved accounting and inventory management application.

## **Ajwah**

Ajwah is known for its premium quality products. This brand targets customers who prefer higher-quality and specialty bakery products.

### **Strength**

- Brand Reputation
- Quality products
- Strong customer loyalty

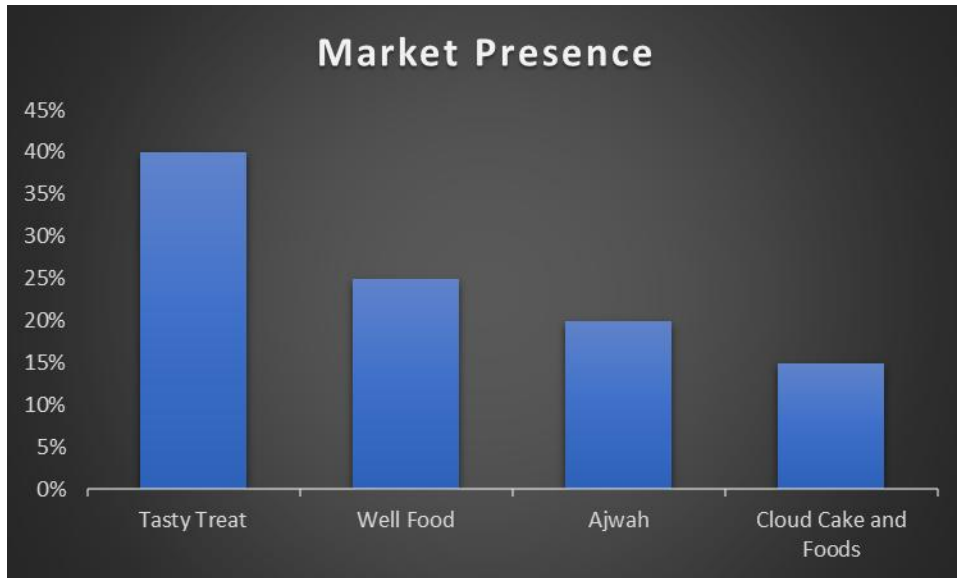
### **Weakness**

- Higher price rate
- Limited accessibility to price sensitive customers

Cloud Cakes and Foods Competes with Ajwah by maintaining quality and affordability while continuing with operational efficiency through its organized financial activities.

**Table:4 Competitive Analysis between these bakery company**

<b>Factors</b>	<b>Tasty Treat</b>	<b>Well Food</b>	<b>Ajwah</b>	<b>Cloud Cake &amp; Foods</b>
<b>Market position</b>	Mass-market	Mid-range	Premium	Mid to premium
<b>Product Customization</b>	Low	Low to medium	Medium	High
<b>Price Range</b>	Affordable	Affordable	High	Moderate
<b>Technology use</b>	Moderate	Low-Moderate	Moderate	High
<b>Financial Control</b>	Centralized	Moderate	Moderate	Strong outlet-wise control
<b>Digital Payment system</b>	Moderate	Limited	Moderate	Extensive



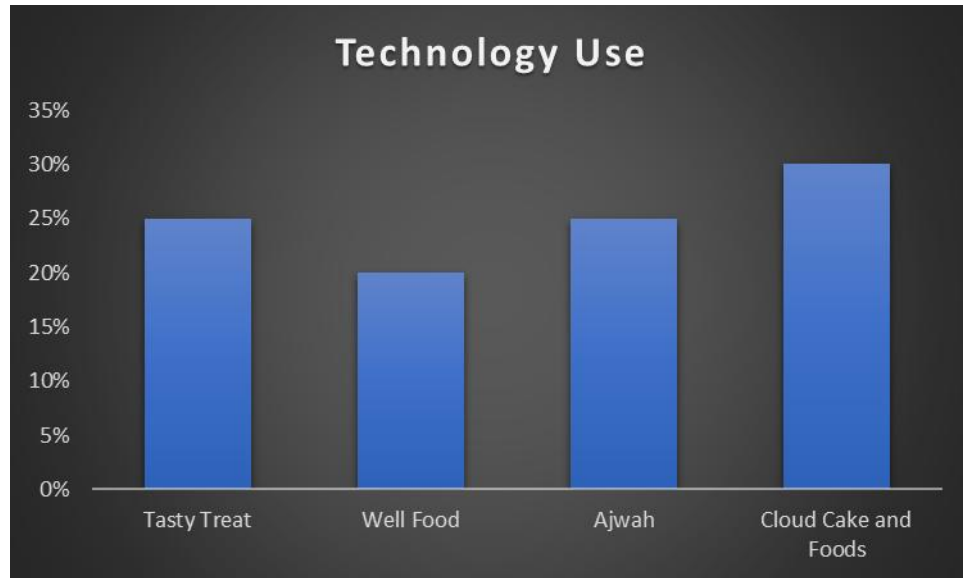
***Fig: 6: Comparative Analysis of Market Presence***

The graph highlights that Tasty Treat has the highest market presence at approximately 40%, due to its huge distribution and long-established brand reputation. Well-Food occupies nearly 25% and Ajwah occupies 20%, both have maintained moderate positions in the market. Cloud Cakes and Foods represents 15%, currently holds a smaller market share; however, its organized operations activity and quality focus indicate strong possibilities for future growth.



***Fig: 7: Comparative Analysis of Product Customization***

This graph shows that Cloud Cakes and Foods has a strong focus on product customization compared to mass-market competitors. Cloud Cakes and Foods leads in product customization with approximately 40% which is greater than another three brands. Ajwah product customization percentage 25%, shows that its focus on premium and customized bakery items. Well food contributes approximately 20%, while tasty treat percentage is about 15%, as mass-market brands generally focuses on standardized products. This analysis highlights that Cloud Cakes and Foods earns a competitive advantage by its ability to offer customized qualityful products, increasing customer satisfaction and brand loyalty.



***Fig: 8: Comparative Analysis of Technology Use***

Cloud Cakes and Foods leads in technology usage with about 30%. Cloud Cake and Foods uses accounting software and digital payment systems, as well as banking and stock reconciliation processes. Tasty Treat and Ajwah use technology approximately 25%, indicating moderate use of technology in their operations. Well Food's use of technology is lower at about 20%. The use of more technology by Cloud Cakes and Foods can boost operational efficiency and effectiveness and financial transparency.

## CHAPTER 3: INTERNSHIP EXPERIENCE

### 3.1 Position, Duties, and Responsibilities

Completed a three months internship at **Cloud Cakes and Foods** in the Accounts and Finance Department where intern was able to gain practical knowledge of financial operations of a multi-outlet business. The company operates seven outlets & each outlet generating daily sales and a large number of financial transactions. This made the work environment fast-paced and detail-oriented. My main responsibility as an intern was to assist with daily financial activities and ensure that all the records were accurate, complete and properly maintained using the company's accounting system software called "MANAGER".

One of the key task was to collect all the daily sales closing reports from all outlets. These reports were usually submitted in Excel format. Then reviewed the data carefully and then entered it into the company's accounting software. This included recording transactions those were made through digital payment platforms such as bKash, Nagad and City Bank. Here accuracy was the prime requirement for working; because even small errors could affect the company's overall financial data records. Besides entering the sales data also helped to learn the process of digital payments. This required checking whether each payment was correctly matched with its actual transaction. For example, when a customer paid through bKash or Nagad responsibility was to check if the payment was correct in both the sales report and the accounting system software. This process helped maintain the chain between reported sales and actual payments. Another important responsibility had to accomplish was working with bank settlement reports. The company used several banks i.e. including Dutch-Bangla Bank Limited (DBBL), MTB Bank and City Bank. Assisted in recording the settlement transactions, inter-account transfers and digital payment settlements from these banks. While doing this task, gained the general understanding of how bank transactions are tracked and reconciled in a business with multiple outlets and payment channels. Apart from all these, was also involved identifying mismatches between daily sales reports and bank settlement reports. Whenever I found out any abnormality, informed it to the supervisor

as soon as possible so that it could be resolved. This experience taught me how important it is to give attention to minor details. Also how important it is to report to the authority in maintaining accurate financial records.

In addition, regularly updated purchase invoices in the accounting software. I also assisted with salary sheet preparation which me helped to understand how employee salaries are calculated and processed. I was also involved in stock inventory management as well. This required checking physical stock against the inventory records & identifying any error or differences in between the record & the actual inventory items. Through this, I gained practical knowledge on inventory management and its importance in business management.

### **3.2 Training and Development**

At the beginning of this internship, received some basic trainings on the company's accounting procedures and the cloud-based software called "MANAGER" which is used by the accounts and finance department of this company. Supervisor and senior colleagues were very much supportive in all the aspects and guided me throughout the internship program. They explained everything in details about the working process of digital payment platforms such as BKash and Nagad and also how the bank payment reports are handled.

As time passed, became more familiar with the system and the nature of the work. Gradually, was assigned with more responsibilities which include reconciling daily sales reports with bank statements. This helped to develop a clear understanding of how financial data from different sources must align with each other. Also learned how to identify errors, trace their causes and report them to proper authority in time.

The continuous supervision and guidance received from all colleagues helped me to be confident. After completing the internship program, became faster, efficient and accurate in handling data entry, reconciliation and creating basic financial reports. This experience played a major role in strengthening the understanding of real world accounting practice.

### **3.3 Contribution to Organization and Operations**

My contribution was directly related to the smooth operation of the accounting and finance departments. By entering daily sales data, bank settlements, and purchase invoices on time, the company's financial records remained up to date. My involvement in reconciling digital payments and bank transactions helped to reduce errors and improve the accuracy of all transaction data. Because the company has multiple outlets that has various payment methods; which is why accuracy is a must. By identifying differences early and reporting them to the concerned authority, was able to improve financial management and ensure maximum transparency. Also contributed to internal control processes by helping with inventory management, which was ensured by matching inventory records with the actual stocks. This is critical for both financial management & efficiency. While assisting with salary sheet preparation, understood the importance of timely and accurate payroll processing.

Overall, my contribution helped improve accuracy, reduce the risk of errors. This contribution supported better financial management within the organization with utmost sincerity and transparency.

### **3.4 Evaluation of Internship Experience**

Looking back on the internship at Cloud Cakes and Foods, consider it a very important and fruitful experience. It allowed me to apply what I had learned in the academics to the real world business situations. I gained a clear understanding of how financial operations are managed in a multi-outlet organization and how to process all the financial data.

My supervisor and colleagues played a vital role in my learning with their years of experience, guidance and demonstrations. Whenever needed any help with any of the tasks was given with, they were always there. This made both the learning process smooth and encouraging and the work environment healthy and comfortable to learn and progress further.

The internship also helped to understand the complex financial management systems. Especially in areas such as digital payments, bank reconciliation and inventory

management. It improved my problem solving ability, attention to minor detail and the ability to work responsibly even when under pressure. Most importantly, the experience strengthened the interest in pursuing a future career in accounts and finance by showing me the practical importance of this field in the real world situations.

### **3.5 Skills Applied and Developed**

Completion of this internship program has provided with a variety of skills that will help in the future career in the accounting and finance department. These are:

**Accounting skills:** Real life experience in maintaining records of transactions for accounting skills.

**Bank Reconciliation:** Bank Reconciliation involves matching sales data with the bank statements and find out the differences.

**Digital Payment system managing:** Also experienced with digital platforms like bKash, Nagad and City Bank transactions.

**Excel and Data Entry:** It helps with the efficient ways of storing, organizing and updating financial information.

**Communication Skills:** Proper reporting of the daily works to the supervisors that helps to gain professional communication skills

**Time Management:** Day to day finish the work timely is very important for professional working place

**Inventory Reconciliation:** Proper and correct updates of stock with the actual inventory items.

This internship provided with the tools to grow personally and professionally, and gave the opportunity and ability to operate confidently in a work environment as an accountant, even within a complex and multi-functional organization. It also provides a very solid base for future career in the finance department.

## CHAPTER 4: CONCLUSION AND KEY FACTS

### 4.1 Recommendations

I have been working here at Accounts and Finance Department of Cloud Cake and Foods for quite a few months. Working at Cloud Cake and Foods, was a great experience for me. I have learnt many things throughout my internship period. From my little knowledge what I have some recommendations as follows:

- Cloud Cake and Foods company has a very few employee at account management department whereas the work pressure is high. So the department could increase their workforce and share the work together.
- Secondly, to increase the rate of work efficiency they need faster computer with user friendly operating system. There is customized accounting software in the organization which is not beneficial. The company should update the software and appoint a professional operator so that it might save time, money, labor and execute an impact for the long run.
- In the company, Accounts department have little area for working and practicing of many aspects of theoretical field, comparing with vast working area of these subjects knowledge base. It is because of policies of higher authorities and owners of the company. Scope of cost or managerial accounting in today's world is considerably high. Proper utilization of resources, assessing new investment opportunities, allocating resources in least cost and many more can be done effectively by using knowledge of vast field of accounting. Proper utilization of knowledge and expertise makes a company not only more efficient but also more profitable.

## **4.2 Key Understanding**

This internship provided a key understanding of the practical activities of the Accounts and Finance Department in a service company. Over the three-month internship, insight included learning the significance of accurate and appropriate recording of daily transactions, the significance of post reconciliations and bank settlements and timely communications with supervisors in the event of discrepancies in transaction amounts.

The experience emphasizes the role of cloud based accounting software in the generation of sales, purchases as well as its recording and banking transactions. It also emphasizes the importance of maintaining proper documentation, ensuring financial transparency and adhering to accounting procedures effectively and efficiently in order to support organizational growth.

## **4.3 Conclusion**

Internship is viewed as a link between academic learning and real-world experience. Looking back, three months internship here was very interesting. Introduced to so many wonderful people here who could help me later with jobs or other opportunities. Cloud cake and foods provided an invaluable opportunity to learn about how the accounting and finance departments work in a service company. Cloud Cake and Foods successfully manages a strong financial system that is supported by technology. This technology provides transparency and accountability. Overall, this internship opportunity has helped to improve both technical and analytical skills. It has also taught the value of workplace discipline. As a result, it has contributed to the development of skills and a renewed interest in accounting and finance. It provided a solid foundation for future professional development in this area.

## References

Cloud Cakes and Foods. (2025). Internal accounting records and operational documents. Accounts and Finance Department, Cloud Cakes and Foods.

Future Destination Limited. (2025). Corporate overview and group structure. Internal records.

Rane, N. L., Achari, A., & Choudhary, S. P. (2023). Enhancing customer loyalty through quality of service: Effective strategies to improve customer satisfaction, experience, relationship, and engagement. *International Research Journal of Modernization in Engineering, Technology and Science*, 5(5), 427–452

Nayan, H. M. (2020). Opportunity in ready to eat food products market during the outbreak of Corona Virus in Bangladesh.

Islam, N & Ullah, SGM 2010, “Factors Affecting Consumers”

Gamos, O. (2020). Landscaping Study–Modern Foods.

Lagnevik, M. (Ed.). (2003). *The dynamics of innovation clusters: a study of the food industry*. Edward Elgar Publishing.

Perry, M. R., & Alam, Q. (2005). *The impact of global and local competitive factors on small-to-medium enterprises in the Australian baking industry*. Department of Management, Monash University.

Mickiewicz, B., & Britchenko, I. (2022). *Main trends and development forecast of bread and bakery products market*.

### **Online sources:**

Future Destination Limited, (20<sup>th</sup> December, 2025) <https://fdlfamily.com/about/>

Cloud Cakes and Foods,(20<sup>th</sup> December, 2025) <https://cloudcake.com.bd/>

Bakery and Confectionery Industry in Bangladesh,(17th January 2026)

<https://businessinspection.com.bd/bakery-and-confectionery-industry-in-bangladesh/>