

Marketing (Research & Market Analytics)
Department Practices of Unimart of United Group:
An Internship Experience

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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

**Marketing (Research & Market Analytics) Department Practices of
Unimart of United Group: An Internship Experience**



School of Business and Economics

United International University

SUBMITTED TO

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Professor

School of Business & Economics (SoBE)

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SUBMITTED BY

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Course Code: INT 4399

Major: Marketing

Date of Submission: 01 March, 2026

Letter of transmittal

01 March, 2026

Dr. Khandoker Mahmudur Rahman
Professor
School of Business & Economics (SoBE)
United International University

Subject: **Submission of Internship Report**

Dear Sir,

This report is all about the summary and analysis that I got from UNIMART LTD during my internship time.

Here I work practically and observe their day-to-day activities and the role of management and their competitor too. Here I learn great things. I gather all the information from my colleagues and secondary sources like the internet. By using all this information, I prepared this report.

In this report I might made many mistakes, please excuse me for the mistake Sir. I actively participated in the day-to-day operations of the company throughout my three-month apprenticeship at the Unimart Corporate Head Office. I appreciate all of your advice and steadfast support, which have been of incomparable benefit in advancing our project. I want to say how grateful I am for the chance to learn new things and develop my abilities. I look forward to hearing from you and learning more about your thoughts on the report's analysis.

Sincerely,

Luthfunnaher Rupa

ID: 111 201 239

School of Business & Economics (SoBE)
United International University

Certification of Similarity Index

This is to certify that the internship report has been prepared and submitted according to the standards and policies of United International University (UIU) regarding the Similarity Index.

To my best knowledge, this report is in accordance with the standards of academic integrity as set by the university. All information, analyses, and content within this report are original, derived from my intern experience at Unimart, and from authorized sources with proper citations.

I acknowledge that this report will subject to necessary review of university policy as mentioned as it relates contains parts with excess similarity or contains parts with unacknowledged duplication.

This report is submitted according to the policy on Similarity Index of United International University, signed and upheld at the time of submission.

Declaration of the Student

My name is Luthfunnaher Rupa, a student of the School of Business and Economics at United International University, hereby declare that the report is my original work. I have gathered and performed as an intern in the Procurement department of Unimart LTD a concern of United Group. The report has been prepared in fulfillment of the academic requirements for the BBA program and is based on extensive research, analysis, and personal efforts. I certify that all of the material that is included in the report is genuine, up-to-date, and derived from respectable resources. Any references, citations, or quotes that were used in the report have been suitably acknowledged via the inclusion of suitable citations and a bibliography.

Luthfunnaher Rupa

ID: 111 201 239

School of Business & Economics (SoBE)

United International University

Corporate Evidence

unimart

Date: September 25, 2025 Ref: Unimart/HR/September-2025/ID-200428

Luthfunnaheer Rupa
20, Ward No. 02, Block-B
Hatibari, Vatara, Dhaka-1212

United International University
Bachelor of Business Administration

Subject: Offer letter - Internship.

Dear Ms. Rupa,

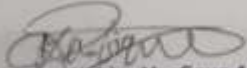
With reference to your application and recommendation letter from your university and subsequently your interview with us, we are pleased to inform you that you have been selected for the internship program at **Unimart Limited** for 03 (three) months under the **Procurement** department. Your internship shall commence on **September 25, 2025** and will end on **December 24, 2025**.


The terms and conditions of your internship with the Company are set forth below:

1. Subject to your acceptance of the terms and conditions contained herein, your duties and responsibilities during the Term will be determined by the supervisor assigned to you for the duration of the internship.
2. You are eligible for a stipend of [REDACTED] only per working day during the Term which shall be paid on completion of the tasks assigned to you during your internship to the satisfaction of the Company.
3. Your timings will be from 9.00 am to 6.00 pm, Sunday to Thursday. Please be sure to bring the required documents with you on your first day to complete your profile.
4. You will sign a confidentiality agreement with the company before you commence your internship.
5. The internship cannot be construed as an employment or an offer of employment with **Unimart Limited**.

Please confirm your acceptance of the terms of this offer **by September 25, 2025** failing which, we have the right to cancel the internship. We look forward to having you on our team! If you have any questions, please feel free to reach out to us.

Sincerely, Accepted by,


Omar Heider Masfique Ahmed
Manager-HR
Unimart Limited
United Group

Name: Luthfunnaheer Rupa
Signature: 
Date: 25-09-2025

Unimart Limited FAX: 09666-700-900
United House, Madani Avenue Web: unimart.online
United City, Sataluk, Dhaka-1212 E-mail: unimart@unimart.com.bd

Acknowledgement

I would like to begin by expressing my sincere gratitude to the Almighty for giving me the strength and composure I needed to do the assignment in the allocated time. Because Unimart Ltd. allowed me to gain practical experience by observing and participating in a company's daily activities, internships are a crucial component of the BBA curriculum. An excellent organization to intern for was Unimart LTD.

I would like to take this opportunity to thank Dr. Khandoker Mahmudur Rahman, who served as my excellent internship supervisor and serves as a Professor in United International University's School of Business and Economics (SOBE). The accomplishment of this endeavor would not have been conceivable without his crucial counsel, which served as its foundation.

Also deserving of praise is the Procurement Team, my superior Md. Faijullah Rashid Shimul, Head of Procurement at Unimart, for his steadfast advice and perceptive comments during this project. I want to express my appreciation to all of the officers and employees at Unimart for their unflinching support throughout this trying period. Their confidence in my competence was essential to my achievement.

In conclusion, I would like to express my appreciation to my close friends, family members, United International University, and everyone at Unimart LTD for their unflinching support and encouragement throughout this study endeavor. This acknowledgment is a testament to the collaborative efforts and support from various individuals and entities, and I am truly grateful for their contributions. As a result, it was a pleasure to manage and watch operations throughout my internship.

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List of Abbreviations

MRP	Maximum Retail Price
SKU	Stock Keeping Unit
SCM	Supply Chain Management
ERP	Enterprise Resource Planning
HR	Human Resources
KPI	Key Performance Indicator
SOP	Standard Operating Procedure
BD	Bangladesh
CSR	Corporate Social Responsibility
F&B	Food and Beverage
R&D	Research and Development
QC	Quality Control
MD	Managing Director
GM	General Manager
AM	Assistant Manager
T&C	Terms and Conditions
FMCG	Fast-Moving Consumer Goods
POS	Point of Sale
TN Code	Transaction Number Code

Executive Summary

Unimart LTD stands as a beacon of distinction within the burgeoning landscape of retail in Bangladesh, embodying a unique approach to the super shop. This report delves into a critical aspect of Unimart's operations: its inventory management practices. Through the lens of ABC analysis, this study explores the efficacy of Unimart's inventory management strategies and their alignment with the company's overarching goals.

The paper begins with an overview of Unimart LTD, including information on its history, mission, and vision. It also briefly describes the inventory management system of the retail sector's importance within the context of the organization. The SWOT analysis of Unimart and how the inventory is managed by the company, how they deal with suppliers to source their product in Unimart Outlet.

Key findings reveal the nuanced dynamics of Unimart's inventory composition, with high-value items (Category-A) commanding strategic focus to ensure adequate availability and minimize stockouts. Meanwhile, moderate-value items (Category-B) require balanced management to prevent excess inventory while meeting demand fluctuations. Lower-value items (Category-C) necessitate streamlined handling to avoid undue investment of resources.

Furthermore, the report highlights the interplay between Unimart's broader business objectives, emphasizing the role of inventory management in fostering customer satisfaction, maximizing profitability, and sustaining competitive advantage.

The three-month project timeframe may have constrained the scope of data collection, and analysis, which the paper notes as one of its shortcomings. Additionally, the widespread use of sensitive data was constrained by worries about confidentiality. The section gives a thorough rundown of the internship experience. The tasks, responsibilities, outcomes, and any challenges faced during the internship are all described.

CHAPTER-1

1.1 Introduction

Internship forms an essential part of Bachelor of Business Administration (BBA). It provides students with the chance to view the dynamics of the business environment at work and to put theoretical knowledge into practice. As a BBA scholar, I found such experiential learning to be invaluable to supplementing my academic acumen as well as preparing me for a future encounter with professional activity.

However, theoretical constructions, although of pedagogical importance, lack value without being applied empirically. Therefore, the appearance of practical experience with the help of the engagement during the internship is crucial. As one of my internships, I worked in the Procurement Department at Unimart, which is a division of the United Group. This interaction helped me to realize the interdependence between marketing and supply chain operations of a running business.

During three months, I gained knowledge about the processes of product sourcing, pricing and promotion before giving the products to the retail stores. I also explored the possibility of the procurement in supporting marketing efforts by making sure products are available, quality is not compromised, and customers are satisfied.

1.2 Origin of the Study

The motivation behind the creation of this report is the completion of a BBA course unit that was assigned as Internship. The internship was done at Unimart Limited, which is one of the subsidiaries of the United Group. During this time, I was able to become accustomed to the ways in which the supply chain functions are practically implemented as I was able to become part of the Procurement Department itself. My roles included sourcing of products, control of inventory at the retail stores and stock management. The report is written to explain the way in which Unimart Limited coordinates its supply chain activities, provides logistic and inventory services, acquires various products and weighs various distribution options in all outlets. The report is entitled “An Internship Experience at Unimart LTD”

1.3 Objectives of the Study

The overall aim of the investigation will be to establish the relationship between marketing and supply chain (procuring) functions and to evaluate their role in determining the operational effectiveness of Unimart.

There are certain goals, such as:

- To reveal the important information about the corporate background of Unimart.
- To explain the organizational structure and the organizational procedure.
- To apply theoretical knowledge into practice in a real-world environment.
- To research the procurement process including the sourcing of products, product coding, and pricing.
- To see how the procurement provided support to the marketing in terms of promotions and availability of products.
- To analyze the supplier engagement modalities and practices of negotiation.
- To examine the research methods used on lifestyle products and current market trends.
- To assess how the procurement decisions have influenced customer satisfaction and business performance.
- To gain hands-on experience of corporate strategy.
- To determine the importance of inventory management in areas of operations.
- To record existing inventory management practices in leading stores.
- To determine inventory control practices used.
- To examine inventory tracking systems both within Unimart and the supply chain.

Besides these, I had a personal goal to achieve genuine business experience to meet degree requirements as well as to prepare to move to the next stage of professional growth.

1.4 Scope of the Study

The present study will focus on the operations of Procurement Department of Unimart. Even though I have the academic specialization in Marketing, the internship in the procurement niche shed light on the proximity between the two areas.

The internship was majorly based on the lifestyle product area which consists of objects like napkins, towels, dispensers, waste bins and kitchen accessories. The market research was carried out to determine the demand profiles and suitability of the prospective projects of Unimart.

This report encompasses:

- Operation Procurement team processes in product coding, descriptive updates and price revisions.
- Pedagogical activities performed, including Excel formulas application, usage of VLOOKUP functions, and building Pivot tables.
- Meeting the suppliers and sampling the products.
- Outbound store visits to determine the effectiveness of the promotion and display arrangements in the stores.
- Trending and valuable lifestyle products research within Bangladeshi market.

Due to the considerations of confidentiality and time, not every department was covered; however, the report provides a complete description of the procurement activities and their interaction with marketing in a massive retail company.

1.5 Methodology

The research was carried out in a systematic approach which involved selection of topic and finally writing a final report. Data collection was an important stage and then it was organized systematically, examined, analyzed and presented to extract meaningful findings. The report is designed to inform the reader about the types and subtypes of products related to Unimart and clarifying the inventory management and operation areas of the company.

The methodology is described below:

1. **Primary Data**

- Observation
- Practical Work
- Compile Data
- Acquisition of information of colleagues
- Outlet visits

2. **Secondary Data**

- Unimart report, article, newspaper
- Unimart website
- Official records

1.6 Limitations of the Study

Any initiative is subject to constraints. There are some limitations that were experienced in this report. Unimart is a privately owned corporation, and the company does not release official annual reports; hence, some information was not available. Brief access to the ERP software offered certain informational access but limited the scope of information. Due to these limitations, one would at times need to assume. Also, the tight schedule of company staff did not contribute to the intensive data gathering.

- In regard to confidential information, Unimart limited access to the company benefit.
- The secondary data were not obtained fully, with the publicly available websites failing to provide all the necessary information.

But I have overcome all of the obstacles to completing my internship report with the blessing of Allah, and guidance from my course instructor.

CHAPTER 2: COMPANY & INDUSTRY ANALYSIS

2.1 Company Overview

2.1.1 Unimart Company

Unimart Limited is a major retail hypermarket organization in Bangladesh that is part of the **United Group**. The company was founded in **2013** with a strategic goal of providing modern shopping experience to the customers. Unimart, unlike other traditional grocery retailers, has a unique selling proposition of a one-stop shopping experience, where customers can purchase groceries, food products, lifestyle products, household items, cosmetics, electronics, and clothes, all in the same place.

Unimart currently sponsors a chain of stores in Dhaka, **Gulshan -1, Gulshan -2, Dhanmondi, United City Satarkul, Wari** and has expanded outside of the capital to **Sylhet and the Airport Centrepoint**. The upcoming growth of the brand has been propelled by its high-end environment, its expansive product portfolio and supply-chain infrastructure.

2.1.2 Unimart Brands



2.1.3 Unimart Branch



Gulshan-1



Dhanmondi



Gulshan-2



Wari



Airport CenterPoint



Sylhet



United City

Organization History:

Unimart is considered to be one of the most famous retail chains in Bangladesh and it is a part of the United Group which is one of the largest local conglomerates. It was started in 2013 and was aimed at providing the Bangladeshi consumer market with a modern shopping experience. The first store was opened in Gulshan 2, Dhaka and the following years new stores were opened in the major cities such as Dhanmondi, Uttara and Chattogram.

Unimart offers a wide product range, which includes groceries, lifestyle products, household products, kitchen appliances, electronics, health and beauty product, and baby care products. The unique qualities of Unimart are a combination of quality merchandise, good prices, and unique in-store experience.

I was able to notice during my internship that the Procurement Department is in the central position of keeping the product diversity and ensuring a seamless supply chain. The department will interact with local and international vendors, negotiate prices, test quality of products, and provide prompt delivery to the retail outlets.

Unimart has also over time built a good reputation of being reliable, professional, and trusted by the customers, and at the same time, the company has adopted social responsibility through ethical sourcing, environmental sustainability, and employment of young people.

2.2 Organization Mission and Vision

The mission statement of Unimart is to provide an overall solution to the daily needs and lifestyle needs. The organization aims at offering a global shopping experience with high level of product and professional service to its customers in a single environment.

The important mission objectives include:

- Maintaining a high degree of product quality and diversification in all customer categories.
- Formulating a contemporary, convenient and fulfilling retailing experience.

- Building resilient relationship with suppliers and partners to have efficiency in operation.
- Ensuring that there is business transparency and ethical conduct of all business.
- Competing prices and high product standards in the market.

Vision: Unimart hopes to be the most trusted and desirable retail chain in Bangladesh and maintain the quality, contemporary customer service, and ongoing development in retailing business.

Core Values: In my internship, I observed that Unimart greatly focuses on:

- Service excellence and customer satisfaction
- Honesty in product management and pricing
- Maintaining product quality and hygiene
- Efficient operational and inventory system
- Professional work environment and teamwork
- Continuous improvement and innovation

These are the decision-making values in the organization.

2.3 Organizational Structure

Unimart uses a properly organized management system. Though detailed internal information was not available, hierarchical flow was apparent as part of day-to-day activities:

Top Management:

Chairman → Managing Director → CEO → COO

Departments:

Procurement | Operations | Finance | HR | Marketing | IT | Quality Control

Store/Outlet Level:

Supplier → Floor Manager → Shelf/Back-store Staff

Both the departments work together across the functional lines to see the products at the right time and customer satisfaction.

2.4 Product Category Overview

Unimart has a catalog of over **60,000+ items** and these items have been systematically categorized into various items. Some of the broad product lines include:

2.4.1 [Food & Grocery](#)

Rice, flour, spices, canned food, snacks, beverages, dairy items etc.

2.4.2 [Perishable & Fresh Food](#)

Fruits, vegetables, meat, fish, frozen food. These require quick turnover.

2.4.3 [Lifestyle & Apparel Items](#)

Clothing for men, women and children, footwear, accessories.

2.4.4 [Home & Living](#)

Cookware, glassware, decor items, household cleaning supplies.

2.4.5 [Beauty & Personal Care](#)

Cosmetics, skincare, perfumes, grooming products.

2.4.6 [Electronics & Toys](#)

Home electronics, kitchen appliances, toys, stationery and seasonal gifts.

The range of products explains the customer preference they show towards Unimart compared to traditional shops.

2.5 Inventory & Supply Chain System

My internship provided me with an idea of the great role that comes with product availability management. Unimart operates **ERP (Enterprise Resource Planning)** system and POS framework to document the flow of all products. Whenever a product is scanned in register, the system scales out the item in inventory and reflects stock levels.

Key stages observed include:

1. Planning of forecasting and purchasing.
2. Supplier acquisition and contracting.
3. Purchase order processing.
4. Goods reception on the warehouse.

5. Barcode tagging and storage.
6. Doing distribution to retail outlets on a demand basis.

A **FIFO (First-In First-Out)** is used in case of perishable goods like vegetables, dairy, and meat to maintain a fresh product.

2.6 Lead-Time & Order Cycle

The lead times are different in terms of product types. Observed data indicate:

Knowledge of lead time makes it easy to reconcile the inventory theory with the real-life operations

Product Type	Lead Time	Remarks
Perishable	1-3 days	Fast rotation, limited storage time
Frozen/Dairy	1-3 days	Requires proper storing
Apparel/Toys	7-12 days	Depends on supplier production
Grocery	3-5 days	Ordered in bulk
Household	Weekly	Stable consumption

2.7 Inventory Management of Unimart

The main issue under inventory management is the establishment of the right amount of stock level and product location. Inventory management is necessary in different locations in a facility or in different nodes in the supply system in order to protect both the normal and scheduled production against unexpected shortages of materials. The inventory and asset management domain involves a number of interrelated issues including replenishment lead time, inventory carrying costs, asset stewardship, inventory prediction, inventory valuation, inventory visibility, future price prediction, inventory count physical constraints, space-constrained inventory, quality management, replenishment, returns and defects, customer demand forecast.

Unimart is a leading retail chain that has a well-developed inventory management system that is aimed at optimization of stocks, operational efficiency and successful adaptation to customer demands. Unimart has more than sixty thousand different products making sure that inventory is accurately tracked throughout supply to the point of sale. The system is aligned with the supply-chain operations of the company allowing to create automated reordering and reduce the risks of overstocks or stockouts. Additionally, Unimart uses predictive analytics to project the trends of demand hence combining inventory with consumer purchasing trends. This is a strategic effort that minimizes the cost of operations and maximizes customer satisfaction due to assured availability of products and meeting of time requirements.

Unimart follows a set of core values, the core values include customer focus, honesty, and professionalism. The values are used in the operations of all departments such as procurement, sales and marketing.

The key values of Unimart are:

- Customer Commitment: This is to continuously ensure that the needs and satisfaction of customers are prioritized.
- Integrity: Doing business fairly, honestly and responsibly.
- Quality Focus: Maintaining the excellent quality of all products categories.
- Teamwork: Nurturing collaboration, communication and respect amongst employees.
- Innovation: To keep on enhancing operations, technology and service quality.
- Corporate Social Responsibility: Promoting ethical sourcing and supporting the society in a positive way.

2.8 Organizational Chain of Command (Hierarchy for Procurement)

Unimart also has a semi-horizontal structure which also enables easy communication among the departments. These sections are autonomous yet are linked to upper management through frequent coordination meetings.

Chain of Command of the Procurement Department:

Designation	Level
Managing Director (United Group – Retail Division)	Top Management
General Manager (Procurement & Operations)	Senior Management
Assistant Manager (Procurement)	Mid-level Management
Procurement Officer / Category Officer	Operational Level
Intern / Trainee	Entry Level

As an intern, I was reporting to the Assistant Manager (Procurement), Mr. Atiq, who guided me in my day-to-day operations, and assisted me in learning the procurement process at Unimart.

2.9 Company Businesses

Unimart is a business in United Group that is a highly diversified business conglomerate in Bangladesh. United Group was established in 1978 and is involved in investment in a number of areas, which include:

1. Retail/Lifestyle: Unimart, Chef table.
2. Power and Energy: United power generation and distribution company Ltd.
3. Real Estate and Construction: United City, United Property Solutions.
4. Education & healthcare: United international university (UIU), United hospital.
5. Textiles and Manufacturing: United Polymers Ltd. United Lube Oil Ltd.
6. Logistics and Transportation: United Shipping and Logistic Services.

Unimart, being the retail division, indicates the level of dedication by United Group to delivering quality consumer goods and services to the fast-expanding urban market.

2.10 Retail Operations

Unimart is essentially a chain of supermarkets where they offer a well-organized shopping experience to the customers. The business combines retail innovation with current supply-chain system to ensure unending product availability and freshness.

2.10.1 Lifestyle Segment

The Unimart Lifestyle Section includes home and kitchen product including napkins, storage containers, cleaning supplies, towels, and decoration. This division has grown exponentially and I had a close experience with this division during my internship as I was doing product research and analyzing customer demand.

2.10.2 Food & Beverage Section

Groceries area includes a large number of local and imported foodstuff products, drinks, dairy, spices and frozen goods.

2.10.3 Health & Beauty

Unimart sells high-end global and local cosmetic brands, skincare products, and wellness products which are sourced in relations to the work of the procurement department with the cooperation of the suppliers which are trusted.

2.10.4 Electronics & Appliances

The electronics category deals with kitchen and household products like blenders, rice cookers and ovens. To be accurate about stock and promotional prices, the procurement department sources, codes and updates these products on a regular basis.

2.11 Sales Volume and Growth

Although the precise internal numbers are a secret, Unimart has registered a consistent increase in its sales volume and outlet in recent years. Its good reputation of quality and accessibility places it above other vendors in the high-end retail market. According to market observations, Unimart has been gradually expanding its sales and its clientele,

which was caused by the improved variety of the product, advertising campaigns, and loyalty programs.

2.12 Size of Workforce

The Unimart has more than 1,800 employees in its outlets and departments in Bangladesh. Such a workforce consists of the procurement, inventory, sales, customer service, logistics, and administrative specialists. Further, United Group assists in cross-departmental operations to guarantee effective HR, IT and finance workforce in the case of Unimart.

2.13 Unimart's Competition in the Retail Industry

The retail sector in Bangladesh has been very competitive over the recent years. Unimart also operates in the same line of business with other contemporary-trade stores, such as:

- Shwapno (A.C.I. Logistics Limited)
- Meena Bazar
- Agora
- Carrefour (DarazMart partnership entry)

Shwapno is the strongest rival among them in terms of its country-wide presence and reasonable prices. Unimart, in its turn, is dedicated to high-quality products and customer service, addressing the market of upper-middle and high-income.

The combination of high-quality imported goods, clean store design, and a secure supply chain is what enables Unimart to maintain a specific brand image in the modern retail sector of Bangladesh.

Unimart has a centralized procurement and distribution system.

All the products are procured by the head office of United Group which is the central procurement office. Once the quality test and labeling are done, goods are shipped to their respective outlets according to the stock demand and forecast reports.

Distribution Flow:

Supplier → Outlet Store Inventory → Store Shelves → Final Consumer

My internship experience taught me that procurement planning helps to prevent outlet stock-outs and timely delivery of all promotional materials.

2.14 Product Line of Unimart

Unimart has a wide variety of product divisions under a single roof. According to my internship experience, the procurement team deals with the following major categories:

Category	Examples of Products
Grocery & Staples	Rice, lentils, spices, oils, sugar, flour
Beverages	Juices, tea, coffee, soft drinks, mineral water
Health & Beauty	Skincare, makeup, shampoo, hygiene products
Home & Kitchen	Napkins, storage containers, dish racks, cleaning tools
Electronics	Blender, mixer, rice cooker, air fryer, induction cooker
Lifestyle	Towels, organizers, décor items, kitchenware

Baby & Kids Baby food, diapers, skincare items, toys

Imported & Premium European snacks, cosmetics, and health supplements

Unimart increases the number of products to be offered to consumers by meeting with suppliers and seasonal promotions.

2.15 Product Pricing and SKU Details

Management of SKU (Stock Keeping Unit) and MRP (Maximum Retail Price) are some of the main activities of the procurement unit in the retail industry. I used spreadsheets in Excel on a regular basis in my internship to update product SKUs, prices, and promotional offers.

Example of SKU & Pricing (Lifestyle Category):

Product Name	SKU / Pack Size	MRP (BDT)
Premium Paper Napkin	100 pcs	95
Kitchen Towel Roll	2 rolls	180
Waste Bin (Plastic)	10L	499
Dish Rack (2-Tier)	Standard	1250
Glass Storage Container Set	3 pcs	890
Dishwashing Sponge	3 pcs	120
Cleaning Gloves	Pair	220
Napkin Dispenser	Standard	550
Bottle Brush	1 pc	180
Dish Drying Mat	Medium	350

These prices can vary according to negotiations with suppliers, product prices and promotions.

CHAPTER – 3 (INTERNSHIP EXPERIENCE)

3.1 My Internship Experience at Unimart LTD

In the process of the three months internship with **Unimart LTD**, a major supermarket chain that functions in the whole of Bangladesh, I was accorded the occasion to learn substantively by being exposed to the work of the **Procurement Department**. The experience helped me to see and learn how the retail procurement process works and how critical an effective supply chain is in supporting the large-scale retail process. My role and knowledge acquired will be explained in the following paragraphs:

3.1.1 Excel-Based Work

To ensure proper records of inventory and products, a Microsoft Excel was used to perform a few crucial tasks:

- **Price Changes:** It altered the prices of products in line with the changes made by suppliers and to the existing market trends to make sure that retail outlets charged their customers the right prices.
- **New Product Codes:** new products were given numbers that were identified as new since it had already undergone quality tests hence ensuring only good products could be shipped to the outlets.
- **Product Descriptions & Promotions:** Descriptions of the products were amended due to weight, size, or name changes and offers such as discounts, packages, and buy-1-get-1 offers were also incorporated to make the products more attractive.

3.1.2 Purchase Order (PO) Conversion in ERP System

In the ERP system, purchase requisitions were transformed into official purchase orders, and the process entailed the following steps:

- Assessment of purchase requisitions made by outlet managers.
- Verification of the specifications of each requisition and ensuring that all the necessary approvals were obtained.
- Preparation of correct purchase orders to facilitate goods to be procured on time.

3.1.3 Product Meetings

I always attended product meetings where we:

- Accepted samples of new goods, imported and local.
- Evaluated the quality of these samples and established whether they could be sold or not.
- Reviewed the suppliers already and provided new product codes to approved products.

3.1.4 New Supplier Enlistment

I helped with recruitment of new suppliers by:

- Meeting and reviewing sample products.
- Checking the reliability of the possible suppliers and the quality of their products.
- Preparation of the legal documentation and providing supplier codes to the products.

3.1.5 Product Label Branding (PLB) for Spices

I was involved in the creative part of the internship when I was involved in spice labeling which involved:

- Researching the existing spices products and suggesting new ideas of branding.
- Distributing with procurement and marketing units to create attractive and informative packaging.
- Quality management of raw material and production of labels on time.

3.1.6 Inventory Management

- Ensured that all the outlets had the right products.
- Ensured that suppliers provided goods on time and with precision.

3.1.7 Documentation

- Kept detailed records of all the procurement operations to establish transparency and accountability.

3.2 About Unimart LTD

Unimart is a large chain of supermarkets with a vast chain of stores in Bangladesh. The company is established with over ten years of service to its customers, and it is recognized to provide quality products and services to its clients. The organization functions under various departments which coordinate to achieve the vision and the mission of the organization. During my internship, I was able to see how these different teams liaise to ensure that business goes smoothly

3.3 My Learning from the Internship

My internship experience was a very educational one at Unimart. I gained hands-on experience with regard to the procurement processes, inventory management, coordination with suppliers as well as promotion of products. This has equipped me with a strong base through which I can establish a career in the field of retail and supply chain management in the future.

3.4 My Recommendations for Unimart

After a very close cooperation with the procurement department, I have outlined some places where improvements could be made:

1. Modernize the server system since the current occasional downtimes are hindering the effective management of data and purchase orders.
2. Increase the interconnection of ERP and SAP systems to reduce the number of manual errors and shorten the decision-making period.
3. Enforce product quality assurance to increase customer satisfaction and confidence.
4. There should be regular procurement team training that will make the team up-to-date with the new tools, trends and best practices.
5. Establish an effective supply-chain model where duties are allocated among the departments to reduce workload concentration.
6. Carry out strict inventory tracking and prioritization to prevent inventory shortages.

7. Enhance the communication channels with suppliers to ensure supply of goods to outlets at the right time.

3.5 Conclusion

Overall, my internship in Unimart LTD was a good career experience. I increased the scope of my knowledge of procurement, supply-chain management, and the way a large retailing organization function. I appreciate the fact that I got an opportunity to work with such a trained team, and I expect to use this knowledge in my career in the future.

CHAPTER – 4 (ANALYSIS & FINDINGS)

4.1 SWOT Analysis of Unimart

<u>Strength</u>	<ul style="list-style-type: none"> ❖ A large shopping mall, rather than regular superstores ❖ Skilled employees are set in the store to serve consumers according to their needs. ❖ About 60000 products are available in the store which gives freedom of purchase decision. ❖ The advanced technology inventory system is used to manage the inventory system. <p>Convenient location for target market.</p>
<u>Weakness</u>	<ul style="list-style-type: none"> ❖ The price of the product is comparatively higher due to added VAT, and tax which may cause dissatisfaction from the customer. ❖ The organization is more foreign customer-centric rather than local ones. ❖ Small outlets are not set up for further customer reach. <p>Due to small outlets installed by other competitors may lose potential customers.</p>
<u>Opportunity</u>	<ul style="list-style-type: none"> ❖ Opportunity to conduct mass promotion to attract more customers. ❖ Increase more outlets to reach more customers. ❖ Local customers should be on the priority list. <p>Develop strategic partnership</p>
<u>Threats</u>	<ul style="list-style-type: none"> ❖ More operational expansion by the competitor is causing a loss of market share. ❖ Greater challenges might come if it's established in a different region. <p>Since huge products are available in the outlet promotion avoidance may cause unawareness of potential customers.</p>

4.2 ABC Classification of Unimart

ABC analysis is a procedure in the inventory management process that aims at classifying the products in relation to their relative value, which is usually measured by their contribution margin. There are three categories of inventory **A**, **B**, and **C**, which are determined in this method.

- **Items** are valuable products that generate a relatively high proportion of the revenue, but a relatively small share of the total inventory.
- **B items** have medium value and influence, which is a compromise between quantity and revenue.
- **C items** are low-value products that make up most of the inventory but have a low impact on the revenue.

Using ABC analysis will help the firms focus on the most critical product lines hence lead to better stock control, less cost and greater customer satisfaction.

Inventory management is of special importance in **Unimart Super Shop**, a large retailer chain, due to the enormous presence of about **60,000 SKU** (stock-keeping units) with more than **10,000 imported** or sourced domestically. In order to administer this inventory, the items are classified using the concept of ABC where the items are categorized as high, medium and low-value items to make decisions about the stocking intensity and clearance that will be based on the consumer demand.

Because of the huge product lines, ABC also makes it easier to identify fast and slow-moving products. Placing inventory based on this classification will provide a better view of products that are bought regularly.

The analytical process will include gathering sales and inventory data and calculations of consumption measures on monthly or yearly bases, classification of items on the basis of value, and then further division into three categories:

- **A Class:** the most 20% of the items that consume 70-80% of the total consumption value.

- **B Class:** the next 30% of the items with 15%-25% of total consumption value.
- **C Class:** the rest of the 50% of items that constitute 5%-10% of the total consumption value.

Such an approach to doing things facilitates effective inventory management, facilitates prioritization of resources and improves overall procurement effectiveness.

CHAPTER 5: RECOMMENDATIONS & CONCLUSION

5.1 Conclusion

The internship experience at Unimart Limited was also an important learning experience, as I was able to understand how the operations of a big retail chain involving continuous availability of products and customer satisfaction work. The ABC inventory project provided me with more concrete experience in the way data analytics contribute to making decisions in organizations.

I am happy to have had a chance to work with professional procurement team, be involved in communication with suppliers, design purchase orders and be able to monitor real-time activities. This not only helped to improve my technical skills but also gave me a boost of confidence in following the career path in the corporate environment.

Conclusively, the internship is a turning point in my career path in the supply chain management field and I hope that the lessons learnt will accompany me in my career.

5.2 Recommendations

Based on the analysis conducted in Chapter 4, as well as the experience I gained during my internship, I would present several suggestions that may help Unimart to make its inventory management more efficient:

- Improve demand forecasting using seasonal insights
- Monitor C-class products more carefully to avoid excess purchase
- Introduce discount and bundle offers for slow-moving categories
- Strengthen lead-time agreements with suppliers
- Regular ERP training for new employees to reduce errors
- Faster communication flow between outlets and procurement team

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