

**Supply Chain Management Department Practices of  
Super Star Group Limited:  
An Internship Experience**

Abu Sufian

111193094

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.

**Supply Chain Management Department Practices of  
Super Star Group Limited: An Internship Experience**



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

**SUBMITTED TO**

**Dr. Khandoker Mahmudur Rahman**

**Professor**

School of Business & Economics (SoBE)

United International University (UIU)

**SUBMITTED BY**

**Abu Sufian**

**111193094**

Major: Supply Chain Management

DATE OF SUBMISSION: 10 March, 2026

# Letter of transmittal

10 March, 2026

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

Subject: **Submission of the Internship Report**

Dear Sir:

The report is hereby submitted for your kind perusal. The largest benefit for me has been your instruction, which I truly appreciate. I followed your and my company supervisor's guidance while writing this report.

The experience of working with Super Star Group has been incredible. I think the skills and information I picked up from my internship will help me greatly in my future professional endeavors. I sincerely hope you will look over this report and offer your wise comments. If my report gave you a better understanding of the problem and relevant information, I would be extremely happy.

Sincerely,

Abu Sufian  
ID- 111 193 094  
Program: BBA  
Major: Supply Chain Management

## **Certification of Similarity Index**

This report has been in compliance with the requirements as declared by the policy of the United International University with regard to Similarity Index and satisfies the criteria as laid by the aforesaid authority. Should there be any detection of non-compliance, exceeding the accepted limit of similarity, or unlawful duplication of work without referring proper credits, the author will be liable to punitive measures as per the institutional policy in this regard. The report is hereby submitted which is subject to similarity evaluation according to the current policy at force, applicable and interpretable on a specific and relevant date and time when the similarity evaluation was done.

## **Declaration of the student**

Abu Sufian, author of this internship report, assumes personal responsibility for all information in the report, having collected and analyzed all information prior to using in the research, including accurate and relevant facts, and with appropriate authorization and consent, and not sharing or directly copying from another website without crediting the original author.

# Corporate Evidence



Ref: SSG/HR/Int/25

August 10, 2025

**Abu Sufian**

C/O: Sayed Md Shahjahan Meah

Address: 49/3, West Raza Bazar, Tejgaon, Dhaka-1215.

**Subject:** Appointment as an Intern

Dear Mr. Sufian,

We are pleased to appoint you as an **Intern (SCM Department)** under the following terms and conditions:

1. This Internship program will begin from **August 11, 2025** which is valid till **November 30, 2025**.
2. You will receive an all-inclusive remuneration of [REDACTED] during your Internship Program with SSG. [REDACTED] your Internship period.
3. Your duty hour will be from 08:30 AM to 05:30 PM. However, it can vary upon management decision.
4. Company may terminate your Internship at any time, with or without any cause and with or without any notice.
5. Your job profile will be decided by the concern unit personnel upon your joining.
6. During your Internship period, you may have access to trade secrets and confidential business information belonging to the Company. By accepting this offer of Internship, you acknowledge that you must keep all of this information strictly confidential, and refrain from using it for your own purposes or from disclosing it to anyone outside the Company. In addition, you agree that, upon conclusion of your Internship, you will immediately return to the company all of its property, equipment, and documents, including electronically stored information.

Sincerely,

**Kazi Tanvir Ahmed**  
Manager, HR

I, **Abu Sufian**, agree to work under the terms and conditions offered in this Internship program.

**Signature of the applicant**

CC: HRIS  
Personal File

**Super Star Group Limited**  
SSG Center, Nabosrista Plot # 1/A, Tejgaon I/A, Dhaka -1208, Bangladesh.  
Ph : +88 02 226603292-3

[www.ssgbd.com](http://www.ssgbd.com)

[/ssgbd](https://www.facebook.com/ssgbd)



## Acknowledgement

First and foremost, I would like to thank Allah for blessing me with the power and stamina to complete all of the BBA courses and to submit the report on time. It is the culmination of much research and work that consumed the full focus of several individuals. It is not possible without their guidance, support, cooperation, and navigations.

I want to express my love to all who contributed to this report, but in particular, to Dr. Khandoker Mahmudur Rahman, Professor, Department of School of Business and Economics (SoBE), United International University (UIU), who provided guidance for my internship report from the outset and provided regular guidance and criticism while I wrote this report.

I would also like to thank my team at Super Star Group for helping me fully comprehend how soft skills and technical training influence employee behavior and productivity, and for giving me this opportunity and supporting me to create a good report.

# Table of Contents

<b>Letter of transmittal</b> .....	1
<b>Certification of Similarity Index</b> .....	2
<b>Declaration of the student</b> .....	3
<b>Corporate Evidence</b> .....	4
<b>Acknowledgement</b> .....	5
<b>Executive Summary</b> .....	8
<b>COMPANY &amp; INDUSTRY ANALYSIS</b> .....	9
<b>1: Company Overview</b> .....	9
<b>1.1: Organization History</b> .....	9
<b>1.2: Organization Vision, Mission &amp; Values:</b> .....	11
<b>1.3: Board Of Directors:</b> .....	12
<b>1.4: Company Businesses</b> .....	14
<b>1.4 A: Super Star Electrical Accessories Limited</b> .....	15
<b>1.4 B: Super Star Wire</b> .....	16
<b>1.4 C: Super Star Electronics Limited</b> .....	17
<b>1.4 D: Super Star Fan Limited</b> .....	17
<b>1.4 E: Bulb IR Co Limited</b> .....	18
<b>1.4 F: Super Star Solar Limited</b> .....	18
<b>1.4 G: Super Star Engineering Ltd</b> .....	19
<b>1.4 H: SSG Holdings</b> .....	20
<b>1.4 I: SSG Agro</b> .....	20
<b>1.4 J: SSG Global</b> .....	21
<b>1.5: Awards &amp; Achievement</b> .....	22
<b>Global Marketing Excellence Award</b> .....	22
<b>1.6: Organization Clients</b> .....	23
<b>2 Internship Learning Experiences</b> .....	24
<b>2.1 Overview of the department</b> .....	24
<b>2.2 Activity and Contribution</b> .....	24
<b>2.3 Activity</b> .....	24
<b>2.4 Contributions</b> .....	27
<b>3 Learning</b> .....	28

<b>3.1 Communication skills</b> .....	28
<b>3.2 Analytical Skills</b> .....	28
<b>3.3 Interpersonal skills</b> .....	28
<b>3.4 Technical skills</b> .....	28
<b>3.5 People skills</b> .....	29
<b>3.6 Personal development</b> .....	29
<b>3.7 Interactions with Supervisors and Co-workers</b> .....	29
<b>4. Challenges Encountered</b> .....	30
<b>4.1 Confidentiality</b> .....	30
<b>4.2 Vendor Management</b> .....	30
<b>4.3 Getting Unethical Offers:</b> .....	31
<b>5. Differences between Expectations and Reality</b> .....	31
<b>6. Influence of Internship in my Career Plan</b> .....	32
<b>7. My Perception Regarding The Organization</b> .....	32
<b>Conclusion</b> .....	33
<b>References</b> .....	34

## Executive Summary

This internship report highlights my three-month practical experience at SSG, specifically in the Supply Chain Management department. As part of my BBA program at United International University (UIU), this internship allowed me to apply theoretical Managerial knowledge in a real-world business setting and gain hands-on exposure to various market research activities.

In this report, I summarize my experience as an intern in the Supply Chain Management (SCM) department at SSG, where I gained exposure to key functional activities and practical knowledge of basic supply chain operations such as interdepartmental communication, vendor coordination, inventory monitoring, procurement, and document handling. I observed and assisted in procedures like creating purchase orders, tracking prices, updating supplier databases, making raw materials and packaging available in a timely manner, assessing suppliers, and preparing comparative statements to help me understand cost-effectiveness and sourcing.

Furthermore, I took part in field visits to observe in-store product displays, retailer feedback, and distribution challenges in different areas of Dhaka. These visits helped me understand the practical challenges of supply chain gaps and competitor threats.

Overall, this internship not only strengthened my understanding of market research and consumer behavior but also taught me valuable soft skills such as communication, observation, and critical thinking. The experience provided a bridge between classroom learning and actual corporate practices, contributing significantly to my personal and professional growth.

# COMPANY & INDUSTRY ANALYSIS

## 1: Company Overview



### 1.1: Organization History

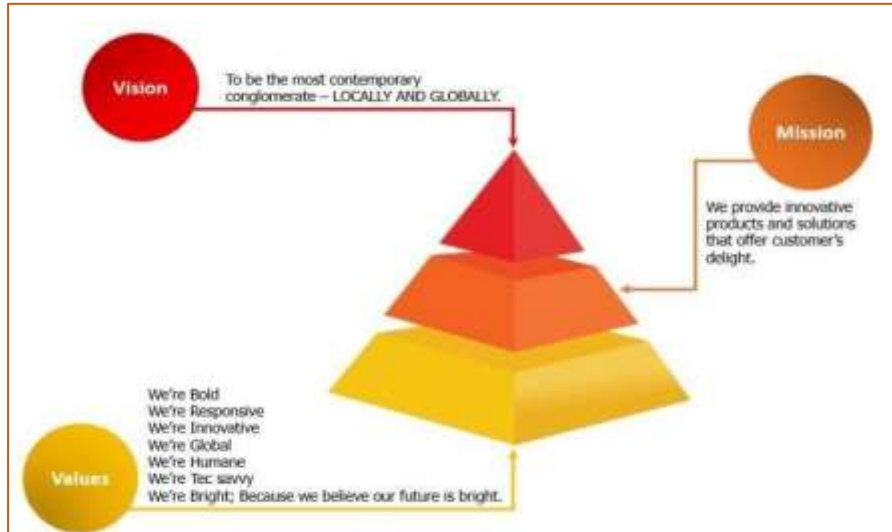
Super Star Group has been a leading and successful producer, importer, and marketer of electrical equipment and accessories under the "SUPER STAR" brand for the last 20 years. The company established its first business, an incandescent lamp plant, in Narayangonj in 1994. Super Star Group has a range of electrical solutions, such as lighting, for commercial, residential, and other special needs. It is the top lighting industry in Bangladesh because it offers high-quality lighting solutions to a wide range of customers.

They also become the exclusive distributor of Khaitan Fan of India in Bangladesh under their brand, Super Star Fan. These products are durable and of good quality, and we are proud of the intrinsic and aesthetic value of each of these products, and we are genuinely pleased to provide our esteemed and potential customers with quality products.

In 2012, Super Star Group created a new company, Super Star Engineering Ltd., which was able to manufacture, supply, install, test, and commission electrical sub-stations and full turnkey electrical solutions. Super Star Group, a well-established and known brand in Bangladesh, entered the renewable energy business in 2013 under the name of Super Star Renewable Energy Ltd. This business develops innovative renewable energy-related products under the "SUPER STAR SOLAR" brand that meet consumer needs.

To accommodate the growing demand for city living, Super Star Group diversified its real estate business under Super Star Properties Ltd. in 2011. The objective is to offer customers the most value for their money through quality, comfortable living and commercial space. The company is managed by a team of well-qualified and experienced professionals with a good corporate culture. All SSG products are made by experts, all product designs are copyrighted to prevent illegal use, and it maintains a good credit rating with banks and other financial institutions. Super Star Group participates in a variety of CSR activities.

## 1.2: Organization Vision, Mission & Values:








**Vision:** To be the most contemporary conglomerate - LOCALLY AND GLOBALLY.

**Mission:** We provide innovative products and solutions that offer customers delight.

**Values:**

- We're Bold
  - We're Responsive
  - We're Innovative
  - We're Global
  - We're Humane
  - We're Tec savvy
  - We're Bright
- Because we believe our future is bright.

### 1.3: Board Of Directors:

	<p><b>Md. Joynal Abedin</b> Board Advisor Super Star Group Limited</p>
	<p><b>Mohammed Ibrahim</b> Founder (Late Chairman) Super Star Group Limited</p>
	<p><b>Md. Jalal Uddin</b> Chairman Super Star Group Limited</p>
	<p><b>Md. Mohiuddin</b> Vice Chairman Super Star Group Limited</p>
	<p><b>Md. Harun Ar Rashid</b> Managing Director Super Star Group Limited</p>

	<p style="text-align: center;"><b>Md. Tofael Ahmed</b> Additional Managing Director Super Star Group Limited</p>
	<p style="text-align: center;"><b>Sheikh Sadi Abbdul Mojid</b> Deputy Managing Director Super Star Group Limited</p>
	<p style="text-align: center;"><b>Md. Mahabubur Rahman</b> Deputy Managing Director - SCM Super Star Group Limited</p>

## **1.4: Company Businesses**

The company operates in over 10 different industry sectors. These industries include

**1. Electrical Accessories Super Star Limited**

**2. Super Star Wires**

**3. Electronics Super Star Limited**

**4. IR Bulb Company Limited**

**5 Super Star Fan.**

**6. Renewable Energy Super Star Limited**

**7. Limited, Super Star Engineering**

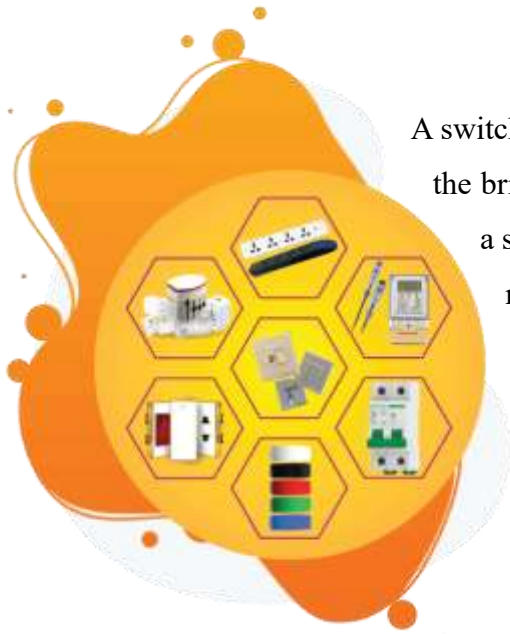
**8. Holdings SSG**

**9. Agro SSG**

**10 Global SSG.**

Here, a brief synopsis of these businesses and contests is provided gradually.

## 1.4 A: Super Star Electrical Accessories Limited



A switch is not as simple as it seems. Your switch to the bright, sunny day from the pitch-black night is a switch. We know that the switch plays a large role in your life, yet you will never know it, so we offer you and your family the best switches and every day electronic accessories.

**Production Site:** Ramarbag, Kutubpur, Fatullah, Narayangonj

### **Related Products:**

<ul style="list-style-type: none"><li>• Switches &amp; Sockets</li><li>• Circuit Breaker</li><li>• Energy Meter</li><li>• Extension Socket</li><li>• Holders &amp; Ceiling Roses</li><li>• PVC Tape</li></ul>	<ul style="list-style-type: none"><li>• Distribution Box</li><li>• Mosquito Bat</li><li>• Switch Box</li><li>• Tester</li><li>• Main Switch</li><li>• Power Cord &amp; Plugs</li></ul>
---	--

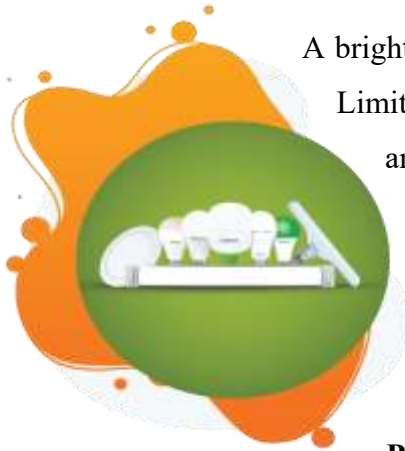
## 1.4 B: Super Star Wire

Super Star Wire, a brand established in 2020 and a part of the Super Star Group, one of the most trusted names in the electrical industry in Bangladesh, has been committed to providing high-quality, reliable, and safe electrical cables for both residential and commercial sectors since its inception. Super Star Wire adheres to the highest quality standards, invests in innovative manufacturing techniques, and operates under the ethos of trust, integrity, and excellence that has become synonymous with the Super Star Group name.



**Production Site:** Vitikandi, Voberchor, Gozariya, Munshiganj

## 1.4 C: Super Star Electronics Limited



A brighter future begins with today, and so, Super Star Electronics Limited offers world-class lighting products that bring brightness and beauty to the lives of customers. The products are characterized by exquisite design and quality that ensures a long life. Not only will it fit into the rest of your home, but it will also provide you with beauty and tranquility during the day and night.

**Production Site:** Godnail, Bhuiyanpara, Siddirgonj, Narayangonj

### Related Products:

- LED
- TUBE LIGHT
- CFL

## 1.4 D: Super Star Fan Limited

In the case of comfort in your home, it is all about keeping you cool from the outside heat. Even if your home is the most beautiful, you will not enjoy it until a breeze of wind is there to cool you down as soon as you walk through the door. Your home is your sanctuary, and Super Star Fan will be the breeze of nature in your room.

**Production Site:** Vitikandi, Voberchor, Gozariya, Munshiganj

### Related Products:



<ul style="list-style-type: none"><li>• Ceiling Fan</li><li>• Net Fan</li><li>• Exhaust Fan</li><li>• Stormy Fan</li></ul>	<ul style="list-style-type: none"><li>• Wall Fan</li><li>• RECHARGEABLE Fan</li><li>• Table Fan</li><li>• Pedestal Fan</li></ul>
--	--

## 1.4 E: Bulb IR Co Limited



**Production Site:** Vitikandi, Voberchor, Gozariya, Munshiganj

**Related Products:** Incandescent lamp

The purpose of technology is to improve our lives every single second. In light of this, SSG IR bulbs represent the next generation of lighting solutions when energy conservation is a concern. Unlike other lighting options, infrared lights can produce more lumens while using less energy. This makes it the ideal choice for lighting in the future.

## 1.4 F: Super Star Solar Limited



Super Star Group will never compromise when it comes to securing your future, and that is especially true for the energy sector. The world we pass on to our children and grandchildren is supposed to be better than this world, and we can make it better by selecting the right type of energy that we consume today.

**Production Site:** Bisic I/A, Kachpur, Sonargaon, Narayanganj

**Related Products:**

- Solar D Light
- DC Fan
- DC LED Light
- Solar Adapter
- Solar Battery
- Solar Water Pump
- Solar Charge Control & Solar Street Light

## 1.4 G: Super Star Engineering Ltd

In 2012, we entered the vertical transportation market with the incorporation of Super Star Engineering Ltd. and today we supply, install, test, commission and maintain elevators and escalators for both public and private projects. Our elevator division is managed by a team of experienced officials, engineers, and technicians with 15–25 years in the lift industry working with brands such as TKE, SJEC, Fujizy, and our own SSG Lift.



with

**Production Site:** Vitikandi, Voberchor, Gozariya, Munshiganj

**Related Products:**

- Passenger Elevator & Villa Elevator
- Distribution Transformer
- Switchgear
- Generator
- BBT & Cable Tray

## 1.4 H: SSG Holdings

At Super Star Holdings, we understand how critical it is to have the perfect house that meets your requirements for security and safety; the house where you can come home to your loved ones, to comfort and peace. And you can pay for it. We want to give that to you: the perfect house at the perfect price, the house that meets all your needs.



**Production Site:** SSG Suraiya's Memento House:112, Road: 06, Mohakhali DOHS, Dhaka.

**Related Products:** Plot, Flat

## 1.4 I: SSG Agro

Welcome to one of Bangladesh's most cutting-edge and vibrant aquaculture farms. making an effort to adhere to the Sustainable Aquaculture Management Best Practice Guidelines. SSG AGRO owns a processing and packaging facility, an ice factory, and a feed mill. Fish culture ponds have features like auto feeders



and aerators. Currently, SSG Agro nurses, grows, processes, markets, and sells a variety of freshwater fish, including tilapia, pangas, shorpui, mola, tengra, shing, magur, and carp (Rui, Catla, Bighead, Grass Carp, Carpio, Black Carp).



**Production Site:** Moulvibazar

**Related Products:** Fisheries

## 1.4 J: SSG Global



A harmonic masterpiece is comparable to a flawless production process. The actions appear to be a musical composition when all the pieces come together. And each component must be flawless in order for that mixture to be flawless. It is SSG Global's primary objective. supplying you with top-notch logistical support to ensure that your business, manufacturing, and daily tasks operate as smoothly as possible.



## 1.5: Awards & Achievement

### Awards & Achievements

- ISO 9001:2008 for Quality Management.
- ISO 14001: 2008 for Environment Management.
- BUET certification on Quality.
- BSTI Certification
- Energy Star Level.
- UKAS certification.
- Global Leap Award for highest quality, most energy efficient, and affordable off grid LED light appliance in 2014.
- Global Excellence Marketing Award 2014.
- The Golden Globe Tigers Summit Award 2015
- Global Excellence Marketing Award 2016



### Super Star Group (SSG) a Proud Gold Member of IES



Super Star Group proudly announces itself as a gold member of IES (Illuminating Engineering Society). IES is established in 1906 and is the recognized technical and educational authority on illumination. For over 100 years its objective has been to communicate information on all aspects of good lighting practice to its members, the lighting community, and consumers through a variety of programs, publications, and services.



## The First LEED PLATINUM Factory in Bangladesh



Super Star Group (SSG) is delighted to achieve the prestigious recognition towards working for building a sustainable environment for a brighter future. Super Star Group would like to

thank USGBC, its Project Consultants, its Stakeholders, Business Partners, Consumers, and Well-wishers.

## The Global Leap Award



Global LEAP Awards Outstanding Off-Grid LED Room Lighting Appliance Competition recognizes the SSG (Super Star Group) as the winner in two categories 12 VDC LED bulb 5w and T5 tube at the 5th Clean Energy Ministerial in Seoul, Korea, on 12 May

2014. The Global LEAP Awards off-grid LED appliance competition seeks to identify and promote the world's highest quality, most energy-efficient, and affordable off-grid LED lighting appliances. The Global LEAP Awards is an initiative of the Clean Energy Ministerial Global Lighting and Energy Access Partnership and is co-sponsored by the U.S. Department of Energy and the Climate Works Foundation.



### **Global Marketing Excellence Award**

SSG (Super Star Group) has been awarded the Global Marketing Excellence Award in the Brand Leadership category from the World Marketing Congress in association with the CMO Council, THOUGHT LEADERS, and the World Federation of Marketing Professionals.

## 1.6: Organization Clients



## **2 Internship Learning Experiences**

### **2.1 Overview of the department**

On August 11, 2025, I joined Super Star Group as an SCM Intern. In my SCM Department there are about 35 permanent employees. On my first day, the AGM of my Supply Chain department- Istiaque Ahmed, introduced me to the people in the department. He showed me around the office, and told me his expectations from me. I was assigned to work under Md Saiful Islam (Assistant Manager). First, he introduced with the flow chart of their work. Then gradually he gave me some tasks. They gave tasks that needed to me done, and with passing weeks, the list of tasks increased. After being handed the tasks, I was and am briefed about what their expectations are from me. Giving me a clear idea about my role in Supply Chain Department.

### **2.2 Activity and Contribution**

#### **2.3 Activity**

My internship at Super Star Group started on 11 August, 2025. Under the Supply Chain department, I was offered the internship, where I had to agree to some terms and conditions. The Head of Supply Chain and my supervisor in my department were very warm and welcoming. They gave me a tour of the workplace and told me about the organization culture. I am lucky that I was sharing my desk with Assistant Managers of local and international purchasing also assistant manager of local purchasing. My first day there was nothing assigned to me; I simply waited in my chair while some of my coworkers entered and engaged in chat. That's all there was to the first day. My supervisor started asking one of his coworkers to briefly describe their process flow chart on the second day. The supply chain department oversees both international and domestic procurement. I learned how the task begins and ends. I spent the remainder of the week sitting with various individuals and learning about the supply chain department's entire flowchart. The purchasing process is one of the most crucial parts of managing a supply chain network. The process is of even more significance when

we take into account live-saving products such as electrical raw materials. Such materials are not only highly sophisticated but also are responsible for providing luxury related to human safety. Therefore, it only adds to the significance of choosing a suitable supplier and transport system so that the best quality products can be obtained in the safest possible way. The purchase process is also of major significance because the quality of the RMs and PMs will determine the efficiency of the electronics that these will be used to produce and in the highly competitive and specialized market of electrical products, the efficiency of the products determine the market position of the company. This in turn determines the revenue generation of the company. SSG has been on the top of the market for a very long time and to maintain this position, they have come up with a very efficient model for purchase for both their local and international purchase. Their purchase process is aimed towards finding the best quality raw materials at the minimum cost and to find the best alternative of transport system to carry these materials. A purchase process which has stood the test of time has given them the upper edge over all their competitors and this report from here onwards will explain in details how each of the individual steps in the process work. My supervisor gave me an idea of **how LC were opened** and what kind of information was written on LC paper, they supplied me three files from LC opening from the previous year. I read every paper and occasionally used the internet to learn more details. They demonstrated the LC form they employ to open LC for SSG. My boss gave me the order to open a demo LC for our company after I had been learning for two days. We must obtain government approval from BSTI by submitting a block list from our company's ID because our primary import use is to make electrical items. During my internship period my boss handed me a database with information about the products, their tracking numbers, order times, order quantities, and order dates. I have to fill out the database of the **POs** I've lately issued with all the essential details. It was a sizable database with numerous data. So, on the first days, I entered those data slowly and carefully. Then I accelerated gradually. Working on a database has taught me how much I've learned about data sets that I've already worked with. My boss informed me that it would be beneficial for our internal audit. Since every piece of information, including the order price, amount, date, delivery time, vendor name, etc., is available, a higher authority could make an accusation.

My designated coworker demonstrated to me how we ask our vendors for quotes following a PR. I had to find the quotation and come up with a comparison. Since the job is extensive, we must request a quote several times; else, they won't respond. We begin working on the project once we have received at least three quotes from three distinct vendors. We don't just get quotes; we also compare them to market norms to see if their prices are reasonable. If not, we urge our vendors to reevaluate their prices and provide new quotes. When the rates are reasonable, we finally get to work and give the lowest bidder a PR. During my internship, I worked on **crate purchase orders, recorded bills, and obtained authority approval for PO**. It was enjoyable work as my supervisors created a list of urgent payments and proposed amounts. We all engaged in gossip and provided our own justifications for why the vendor payment was necessary right away. There was a total of 60 payments, so I updated the file by removing these 60 payments and matching them with their tracking number numbers. The finance department had issued checks to the suppliers, so I was tasked with removing the bill amount and all pertinent data from the excel file and reporting the total due amount after payment.

The vendor I worked with presented me with a significant hurdle because they lack technology sophistication and are accustomed to working in the old-fashioned way (offline), whereas SSG conducts all of its business online. So everything, including requesting quotes, receiving quotes, and issuing purchase orders, happens online. Such suppliers, who don't even have an email address, have come across me. I had to phone those who had email addresses to let them know I had sent a message and to ask them to reply to it appropriately. Sometimes when I called to check on the production of the PO that I had given them, they surprisingly responded that they had not received a PO, even though I had informed them that I had provided the PO. During my internship period I have **learned how to communicate verbally with potential Vendors; the Product category calls for you to speak to each Vendor differently**. Recognized the value of teamwork. had a revelation regarding the meaning of the body language. When I had a concern or a query, I would speak out. Not only was communication important

in SCM, but it could also affect the course of events. By negotiating, we might lower the price of the product and postpone payment.

During my internship period I was ordered to go on a market visit. The department's senior manager called me on the third day of July and mentioned a few products. Products include safety helmets, safety shoes, nylon ties, circuit breakers, AC gas, and other industrial accessories. I'm holding a long list of products. The center for this type of industrial goods is Nowabpur. I was told to gather three things: the product price, the delivery date, and the best substitutes for the product. The following day, I traveled to Nowabpur to get the goods; the entire neighborhood is occupied by industrial shops. I first categorized the product before moving on to that specific market. To find out the pricing, I had to visit several stores. I had to work on the pipeline status which I worked before, by doing this job I had to see the all the material current status and the monthly requirement to run the factory smoothly based on that in my excel file I made filed of current material on hand, order quantity, requirement, and variance

## **2.4 Contributions**

I made a contribution to my company's overall success by completing my duties, not just to my SCM department. The following is a list of my contributions to SSG: After receiving the quote, I assisted the SCM department in updating the CS so that, upon approval, we could order the packaging supplies. I created an excel file with all the data and information in a format that was simple to examine and convey. helped the business see the need for a more time-saving Excel format than the default one. creating a CS format that required less time to input data and automatically provided meaning-filled data went to the market to physically check the material's price

## **3 Learning**

### **3.1 Communication skills**

Learnt how to verbally speak with potential Vendors, the Product category requires you to speak differently to each Vendors. Understood the importance of teamwork. Had an insight about the information behind the body language. Speaking up, when I had a problem or question. Not only that in SCM communication was main, a proper communication could be game changer, by negotiation we could decrease the product price, and could delay the payment.

### **3.2 Analytical Skills**

I gained the ability to identify issues and develop solutions based on my expertise. I applied my personal skills and knowledge that I had gained from experience to certain issues. When my team was presented with a fresh issue, I promptly offered them useful solutions. I only saw three different prices for the same material in computer science, but the biggest issue was when I noticed that one vendor's price was so much lower than the prices of the other four. In that situation, I had to use my analytical skills to determine the nature of the material because counterfeit goods were widely available in Bangladesh.

### **3.3 Interpersonal skills**

Learnt to depend on colleague to share the burden of work. Developed patience when overloaded with work. Learnt the art of negotiation. Would always ask for feedback after submitting my work for improvement.

### **3.4 Technical skills**

Learnt using excel to make CS and maintain the database.

### **3.5 People skills**

Learnt time management. Learnt dressing up formally for work and office events. Learnt the importance of time and how vital punctuality is. Learn how to formally address my supervisors when talking to them about a certain issue. Learned the importance of etiquette at work.

### **3.6 Personal development**

Recognized the purpose and execution of workplace universal codes of behavior. learned the procedures and how to use them while working. learned how to contact potential suppliers, engage with them, and invite them to the office for a meeting. When an issue arose, I discovered who to contact for the best assistance in finding a solution. learned how to manage several tasks at once. I gained knowledge on how to handle several issues at once and find solutions.

After joining SSG I have learned how to negotiate on a big scale. I don't have any practice of negotiation before but when I went to product sourcing in market I faced a tough day on my first day as the suppliers are very cunning, they stick fix on their price and they even don't maintain the quality. They shows one quality and gives another quality. In this situation I have realized that I need to get proper knowledge about my products, so I started learning about my product specification from internet. Now I know about my product which helped me a lot in bargaining with the price and quality. Before joining SSG I just know little about supply chain and its activity, but after joining I just had a brief idea how bigger activity had SCM and not only that SCM had an important role in a company like who manufactured goods in a large quantity. In my whole working period I just learnt many thing which was important for me.

### **3.7 Interactions with Supervisors and Co-workers**

At Super Star Group on my first day there. I was a little scared and extremely anxious. The entire workplace was presented to me by my line manager and supervisor. I had never really experienced a corporate culture before. My first day, the entire staff ate lunch together at a table in the cafeteria. If I encountered someone for the first time throughout the day and recognized them from my office, I would say hello or say salam.

The SCM department staff members were really polite and grateful. I was even brought out to lunch a few times before I had been there for three months since I had assisted a colleague in finishing their task. Everyone in the office was quite cordial, and over time, I fond of everyone. Everyone at work treated me like a part of the employee, and they kind of became my family. Although I only worked in SSG for 3 months. It was an amazing experience for me.

## **4. Challenges Encountered**

### **4.1 Confidentiality**

Confidentiality is something which involves a set of rules or a promise usually executed through confidentiality agreements that limits access or places restrictions on certain types of information. The very first day of joining my internship a form of confidentiality was given where which document are confidential and which are not are briefly explained. There are some terms and condition on how to deal with the confidential documents and mentioned the consequences if I breach those terms. My supervisor faces a lot of difficulties when he was about to give me any kind of work, he had to think twice as I am a temporary member of the organization. During my whole internship period many confidential information like quotation from the vendors, future expected quantity to buy, vendor selection criteria and many more. I need to handle them with great sensitively and not to disclose anything outside

### **4.2 Vendor Management**

Vendor management is a discipline that enables organizations to control costs, drive service excellence and minimize risks to gain greater value from the vendors during the deal life-cycle. I faced a great challenge with the vendor I dealt as my vendors are not technologically advanced, they are used to in working traditional method(offline), but SSG's all process runs via online. So everything like asking quotation, getting quotation, issuing PO going on through online. I have faced such vendors who don't have any email ID even. Those who have email ID, I had to call them to inform them

that I have sent a mail and please response the mail accordingly. Sometimes when I called them to know how the production was going on of the PO that I gave them, they replied with a surprise that they didn't get any PO, but I told them that I have sent the PO, please check your mail and start the work as soon as possible.

### 4.3 Getting Unethical Offers:

Maintain ethics in SCM department is one of the biggest challenge I think as all purchase of the entire organization done thorough this department. Every month products purchased nearly 0.8 million TK. Other departments mock SCM department by saying that, "SCM executives doesn't need salary." There are many scope doing unethical work in this department. Vendors sometimes directly offer commissions so that they get PO. Even I got direct commissions offer when I went to market visit in Nawabpur. In this situation I had to cope with greed and maintain my ethics. My supervisor tells me that once I sold my ethics to the supplier, I will be their hostage for entire life. During my internship period I maintained my ethics strictly so that nobody could buy me and take advantages.

## 5. Differences between Expectations and Reality

SL no.	Expectations	Reality
1.	Before starting my internship, I thought they would assign me menial tasks like-photocopying, printing.	In reality, I was given a platform where I could be a part of the recruitment process, as well as, learn a lot of different other things.
2.	I thought people in the office would treat me like an outsider.	People were friendly and really helpful all around.
4.	As an intern I thought I could chill at my workplace, with little or no work pressure.	I had to meet deadlines on the day in was given, so excuses accepted.
5.	I thought my job would similarly match with what I have learnt in theory about SCM in my undergraduate classes.	Real life SCM practices are much different than what I have learnt in theory.

## **6. Influence of Internship in my Career Plan**

I'm grateful that all BBA students at United International University must take an internship in order to graduate from their undergraduate program. I now have a better understanding of business culture and the corporate world thanks to my internship. My internship has given me the opportunity to gain firsthand knowledge of how work and living are in the real world. Prior to my internship, I intended to enroll in an international MBA program. However, in order to gain a more varied work experience, I now intend to work for at least a year or two. I had a wonderful time traveling across my job and personal lives and learning new things about myself. If anything, because of my internship, I learnt I love to work under pressure and I love the sense of achievement I get when I my boss says a "job well done". I look forward to working in any organization full time now on.

## **7. My Perception Regarding The Organization**

I've always had a favorable opinion about SSG, but it became even more favorable during my internship. During my time at SSG, I have observed that they are highly careful about the raw materials they use in their goods. Higher authorities have made it quite clear that product quality cannot be compromised under any circumstances, not even if the company is losing money. Additionally, I have seen that any new product that is in the development stage is subjected to a number of QC and QA tests.

## **Conclusion**

The report was produced with the intention of throwing light on my experience as an intern at SSG, where I discovered how the largest pharmaceutical firm in the nation, Super Star Group, purchases raw materials and packaging materials for both domestic and foreign sales. According to the report, they have a successful chain of procedures that have proven to be quite effective in acquiring resources whenever they are required. They are extremely well-coordinated across departments. Supply Chain negotiates with suppliers, finds new vendors, and QA checks for quality assurance all happen under a smooth coordination between marketing and supply chain. When it comes to their purchasing process, SSG is an extremely effective business and any new company can highly benefit from looking into their model to devise a model of their own.

## References

- Annual Report of Super Star Group 2023-2024. Retrieved from: <https://www.ssgbd.com>
- Ahmed, K., Islam, S., Noor, N. A. M., Rahman, K. M., & Ahmed, F. (2019). Toward a theoretical framework of relationship marketing in the business context. *Trziste= Market*, 31(2), 209-226.
- Ahmed, M. S. (2020). A Proposed Lighting Design Strategy for Retail Stores. *International Design Journal*, 10(2), 405-414.
- Chawla, D., & Joshi, H. (2017). High Versus Low Consumer Attitude and Intention Towards Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Dholakia, R. R., & Anwar, S. F. (Eds.). (2009). *Marketing practices in developing economy: cases from South Asia*. PHI Learning Pvt. Ltd..
- Hasan, M. R., Shams, S. R., Rahman, M., & Haque, S. E. (2020). Analyzing pro-poor innovation acceptance by income segments. *Management Decision*, 58(8), 1663-1674.
- Hossain, A. (2023). Influence of Celebrity Credibility on Perceived Brand Trust Study on Multinational Mobile Service Brand in Bangladesh. *Sri Lanka Journal of Marketing*, 9(1).
- Rahman, K. M. (2016). Packaging. *Strategic Marketing Management in Asia*. Emerald Group Publishing Limited, 261–293.
- Mashrur, F. R., Rahman, K. M., Miya, M. T. I., Vaidyanathan, R., Anwar, S. F., Sarker, F., & Mamun, K. A. (2024). Intelligent neuromarketing framework for consumers' preference prediction from electroencephalography signals and eye tracking. *Journal of Consumer Behavior*, 23(3), 1146- 1157.
- Mashrur, F. R., Miya, M. T. I., Rawnaque, F. S., Rahman, K. M., Vaidyanathan, R., Anwar, S. F., ... & Mamun, K. A. (2021, November). MarketBrain: An EEG based intelligent consumer preference prediction system. In *2021 43rd Annual International Conference of the IEEE Engineering in Medicine & Biology Society (EMBC)* (pp. 808-811). IEEE.
- Rahman, K. M. (2016). Strategic Planning and Marketing Models. In *Strategic Marketing Management in Asia* (pp. 59-110). Emerald Group Publishing Limited.
- Rahman, M. Z. (1982). An Evaluation of the Problems of Measuring the Profit Performance of Multinational Enterprises in Less Developed Countries: A Case Study of Bangladesh. The University of Manchester (United Kingdom).
- Rahman, K. M., & Haque, M. (2011). Exploring price sensitivity of a green brand: a consumers' perspective. *World Review of Business Research*, 1(2), 84-97.
- Rummana, R., Rahman, K. M., Aziz, S., & Nishat, B. (2008). URBAN POLLUTION IN DHAKA CITY: A TRI-PARTITE QUALITATIVE MODEL FOR ALLEVIATION AND PREVENTION. *Proceedings: International Conference on Sustainable Urban Environmental Practices*, 297. <https://doi.org/10.13140/RG.2.1.3285.2962>