



**Analysis of Siemens Healthcare Limited and its Industry: An Internship
Experience Perspective**

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Submitted to:

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Date of Submission: 25-05-2020

Letter of Transmittal

31st March, 2020

Dr. Md Mohan Uddin
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Subject: Submission of Internship Report.

Dear Sir:

It is indeed a great pleasure to have the opportunity to submit my internship report on the experience gained during my three months' internship period at "Siemens Healthcare Limited". It gives me immense pleasure to inform you that I have completed my report under your kind hearted direct supervision. I hope that I have done a satisfactory job considering my level of experience and capability and have been able to relate the fundamental things with realistic applications.

In preparing this term report, I tried my level best and worked with most sincerity and tried to make it as well structured as possible. I hope this will help me to upgrade my knowledge about corporate world. I would be grateful for any clarification when required and highly obliged if you approve this report and provide your valuable judgment on it.

Thank you.

Sincerely,

.....

Abdulla Al Mamun

ID: 111-152-188

Acknowledgement

First of all, I would like to express my gratitude to almighty Allah for enabling me to complete the report in due time. The internship opportunity I had with Siemens Healthcare Limited was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

I would like to express my sincere gratitude to Prof. Dr. Md Mohan Uddin, Professor, School of Business & Economics, United International University for providing me with detail feedback and advice on this report. He gave me suggestions in order to make this study as flawless as possible.

I express my deepest thanks to Md. Abdul Latif, Deputy Manager, Finance & Accounts and Afeef Mahmud for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future,

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Executive Summary

The objective of this report is to study and to analyze the overall business process and condition of Siemens Healthcare Limited and its industry to identify the ins and outs of them, and to recommended policies to overcome the problems of Siemens Healthcare Limited. Both the primary and secondary data are used to prepare this report. This report will also help the policy maker and the Siemens Healthcare Ltd for making their decision.

Healthcare industry is not that much rich in our country. But the size of this industry is increasing continuously. Although there are some barriers but there is a huge opportunity for the industry because it is a growing market. Technology in this country is not up to date but it will be recovered in the near future by bringing the new technology.

Siemens has emerged in Bangladesh in 1956 as a leading innovator as well as implementer of leading-edge technology enabled solution in the core business segments industry. Siemens Healthcare Ltd is a business to business firm that provides healthcare solutions. The current strength, weakness, opportunities and threats have been described in this report.

It was a great experience to work as an intern in a company like Siemens Healthcare Ltd. I was given several tasks to perform that helped me to increase my knowledge skills. I got an opportunity to work expert and talented minds which will have a great impact in my professional life.

The main findings of the study are as follow: Siemens Healthcare Limited has less promotional activities and they don't take customer feedback and they only focused on standardize product which is not a good sign. Some recommendation of the study are they should moderate their policy as well as they should improve their advertising policy and also they should focus on customized product.

Chapter-01

Introduction

Introduction

From the very beginning of our life, we have gained knowledge from our text which does not enable us to accumulate down to earth learning. In this way internship is a great opportunity for us to get involved ourselves as an intern with an association to accumulate functional experience.

I have joined Siemens Healthcare Limited as an intern. Has emerged in Bangladesh in 1956 as a leading innovator as well as implementer of leading-edge technology enabled solutions in the core business segments of industry.

As described at the Siemens Intranet for employees, departments at Siemens is focused on making a substantial and lasting contribution to the success of our business activities. The primary goal is to ensure the availability and quality of the materials required to serve our customers. In order to achieve this goal, we require a globally balanced, locally anchored and close network with our supplier base, a well-conceived cross-functional approach for optimal exploitation of the innovativeness of our suppliers, and a clear focus on global functional excellence in implementation. We also believe that recruiting and developing the best and most capable employees is a fundamental prerequisite for excelling in these areas.”

As an intern I was given several tasks to perform that helped to increase my knowledge and to prepare my report. Through my report, I have tried to present the whole scenario of those departments where I worked of Siemens Healthcare Limited Bangladesh.

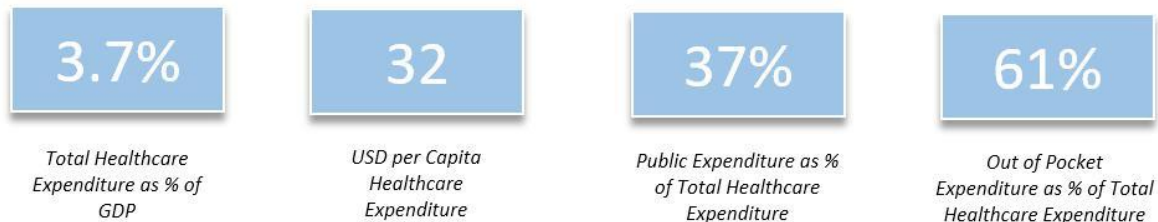
It was a great experience for me to work as an intern in a company like Siemens Healthcare Limited Bangladesh. I got an opportunity to work expert and talented minds which will have a great impact in my professional life.

1.1 Background of the Report

The state and level of healthcare in Bangladesh can be divided into three categories depending on the type of service a patient is required,

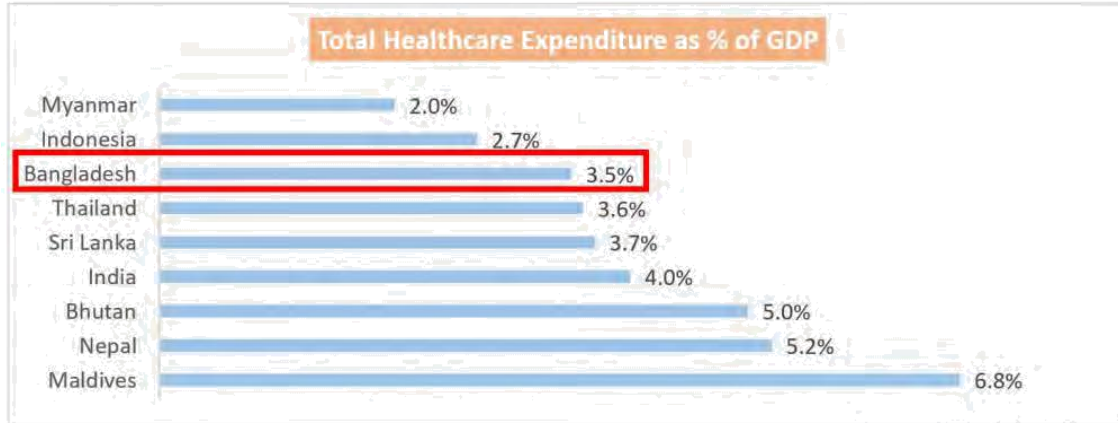
- i. **Primary Care:** Basic or general health care historically provided by doctors trained in: medical practice, pediatrics, medical specialty, and sometimes medicine.
- ii. **Secondary Care:** The medical aid provided by a medical practitioner who acts as an authority at the request of the first medical practitioner.
- iii. **Tertiary Care:** Specialized advisory care, typically on referral from primary or secondary medical aid personnel, by specialists operating in an exceedingly center that has personnel and facilities for special investigation and treatment.

Industry in numbers



Healthcare Expenditure

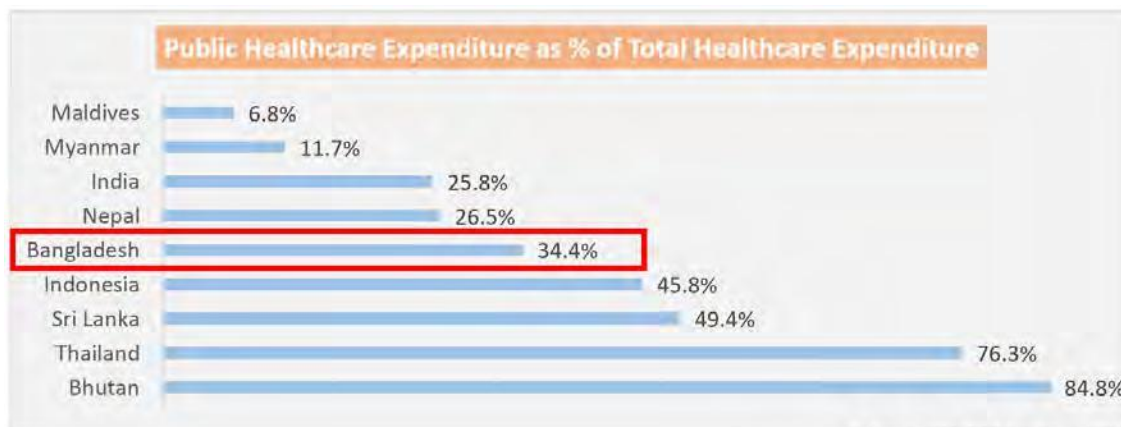
In recent times, the 57th largest economy within the world, Bangladesh has been creating vital socio-economic developments. GDP has been growing at a median rate of 6-7% over the past decade. However, despite rising healthcare indicators like decline in mortality rates and increase in average life expectancy, the health sector of the country is nonetheless to achieve its full potential. Total aid expenditure stands at solely 3.5% of total GDP.



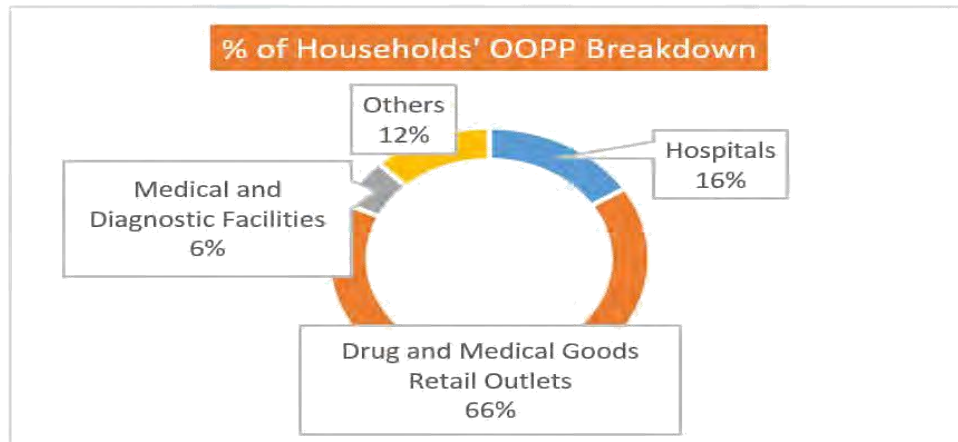
Source: WHO Database, 2007

The major share of total health expenditure in 2007 was spent on drug retail services (46.1%) and curative care services (28.6%) followed by interference and public health services (11.2%) (MOHFW, 2003).

Bangladesh ranks third from the bottom in Total aid Expenditure as percentage of value Index for the South East Asia region. However, once public expenditure as percentage of total aid expenditure is compared Bangladesh ranks among the highest five nations.



Source: WHO Database, 2007



Source: MOHFW, 2010

1.2 Scope of the Report

I was working at Siemens Bangladesh Limited, Gulshan. The scope of this report is that it is made on the basis of the tasks those I have performed at Gulshan office. The topic I have chosen is by consulting with my supervisor. Through practical experience I was able to gather information about relevant topic.

1.3 Objective of the Report

This report has three main objectives

- Analyze the healthcare industry
- Analyzing Siemens Healthcare Limited
- And analyzing self-experience

1.4 Significance of the Report:

This report is made on Siemens Healthcare Ltd and its industry. This report contains information about the overall scenario of healthcare industry in Bangladesh. It will show what is the current condition of healthcare industry and how much it is related to our GDP. Which will help policy

maker to make their policy. There are some barriers to enter in the markets for the new comers and also for the existing organization. Also there are some factors like political, economic, legal etc. which affect the industry described in this report properly. Policy maker can make their decision over it.

This report will also help the management of Siemens. Throughout this report I discussed about the healthcare industry of Bangladesh and Siemens Healthcare as well. From where they can know their positions in the industry, what is their strength, weakness, opportunities and threats. And it will help the management to take better decision for the future.

Finally, this report will help me also. Because it contains lots of information about the healthcare industry, which may help me in the future for the job life.

1.5 Methodology:

The required information for this report was collected by using noted techniques. The information has mostly collected from my office. Both primary and secondary sources were used to prepare this report.

1.5.1 Primary Data:

Primary data for this report has been collected as followings:

- Practical desk work.
- Face to face conversation with the CFO of Siemens Bangladesh Limited.
- Work observation while accomplishing day to day jobs.
- Regular briefing of supervisor at office.

1.5.2 Secondary Data:

Secondary data for this report has been collected as followings:

- Annual report and publication
- Official website of Siemens Bangladesh Limited.
- Different business reports.

1.6 Limitation of the Study:

As an intern, while doing study, I have faced many obstacles to prepare this report. However, I was able to overcome these limitations through my best effort. Such limitation of this study is given below:

- **Limitation of Resources:** Sufficient records, publications and up-to-date information were not readily available.
- **Time Limit:** Time limitation was a major constraint to collect required information in an organized way to prepare this report.
- **Lack of Information:** As I was an outsider, employees were hesitant and felt guilty to provide confidential information.
- **Lack of Co-operation:** As employees were too busy, they were not always available to co-operate with me to provide required information.

Chapter-02

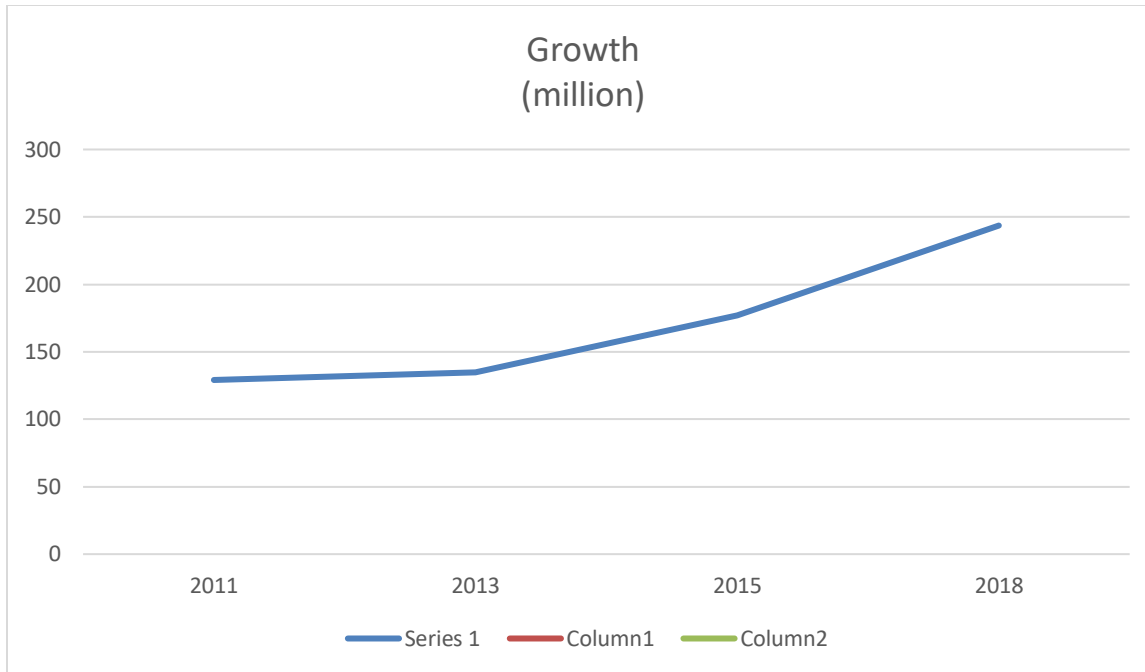
Analysis of the Industry

2.1 Specification of the Industry

Bangladesh is a developing country. Healthcare sector of this country is not that much rich. The boundary of healthcare industry also not that much big. Bangladesh has virtually no domestic manufacturing industry and only produces a negligible number of low tech medical items. Almost all medical goods have to be imported. Some specific private organization like Siemens, General Electronics, Philips etc. produce high tech medical equipment like X-ray, MRI machine and others equipment. And these specific organizations lead the industry. Also there are some local companies, who import these kinds of equipment but not that much. And there are some local companies who produce some specific equipment which is not highly priced and technologically sound. They supply some specific medical equipment to the customer.

2.2 Size, trend and maturity of the industry

The medical equipment market size is projected to USD 243.6 million in 2018. The trend of this business is 10-15% growth per year. As the demand is increasing due to population growth and establishing of new hospitals and diagnostic centers the number of companies in this field increasing day by day. The companies working in this business have a positive trend of increasing business. Sometime some small company's growth stopped due to big outstanding in the market. The market outstanding also becomes bigger day by day of the companies as the business trend is making due business in all respect of customer.



2.3 External Economics Factor:

PEST analysis of healthcare industry:

The healthcare industry depends on legislation, changes in economics rates and technological advancements. This PEST analysis of the healthcare industry provides a glimpse into how the system work and how it could change in future.

Political Factors: Government Subsidies

The healthcare industry is impacted by many factors including, insurance, tax legislation changes etc. Government spending for healthcare can be affected by tax policy change. It can be a benefit, allowing for increased subsidies or it can be a cause for concern.

Economic Factors: Loss of Service

Healthcare organizations will be affected by many economic factors especially inflation, unemployment and interest rates. Companies who manufactures or imports medical devices won't have many people able to pay their rate if the unemployment rate is increased. In Bangladesh unemployment rate is much higher. And it will have an impact on healthcare industry.

Social Factors: Changes in belief

Healthcare relies on understanding the changes in values. In Bangladesh certain communities share fear, beliefs and cultural norms. If hospitals aren't aware of these conditions while they treat that public, it can cause problems. Ultimately hospitals use the medical equipment.

Technological Factors:

The healthcare industry is seeing positive changes in treatments because of technological advancements. Developments with medical devices allow patients to receive better care.

Bangladesh is not a rich country but new technologies are coming day by day.

2.4 Technological Factor:

New technologies provide new products, processes and innovation. Technology can lower the costs, increase product quality and lead to innovation. These improvements can benefit consumers as well as the organizations providing the products. High technology companies face a variety of challenges in Bangladesh. They develop and deliver products that are highly innovative and cost sensitive while competing in the distributed global market. However, technologically and economically Bangladesh is pretty much handicapped. Bangladeshi customer doesn't know how to run the new technology and also they cannot bear the technological cost which is a very big concern for the industry. The local demand of technological products and other solutions are mostly met by imported goods. At the same time the local productions suffer as the technical knowledge is missing among the workers and technical helps are unavailable.

2.5 Political, Legal and Regulatory Factors:

Political factor refers to government policy such as the degree of intervention in the economy. The political situation in Bangladesh is unfavorable for any business. Political strikes, vandalisms are observed frequently in the country. All these unwanted political activities adversely affect the private sectors. Due to such unfriendly political environment the investment in the country is very

low. Although political unrest exists, the industry is not much affected as no production facilities exists here and most of the activities based on the imported material from outside of Bangladesh.

Legal factors are related to the legal environment in which firms operate. Legal changes can affect a firm's costs (e.g. if new systems and procedures have to be developed) and demand (e.g. if the law affects the livelihood of customers buying the good or using the service). Different countries have different types of legal system for human rights, property rights all over the world. Administrative inertia is a fundamental problem faced by any business while dealing the legal issues in Bangladesh. In many cases there is practice of dishonesty. The intellectual property rights are not matured and implemented enough. The rule of law is not so strictly practiced. Besides the tax imposed on electronic product is very high. All these legal issues have hindered business of Siemens in Bangladesh.

Rules and regulations are changing continuously in Bangladesh. Which creates lots of problems for the industry. They have to adapt with this kinds of situation.

2.6 Barriers to Entry

There are some barriers an organization have to face to do business in Bangladesh. I divide those barriers into three parts

1. Economic barriers
2. Social barriers
3. Political and legal barriers

Economic barriers: Bangladesh is a developing country. Its economic condition is not that much high. Peoples per capita income is very low. Whereas Siemens is from Germany, from a developed country. They invent new technology regularly and which is costly. So selling their technology in Bangladesh is very challenging. Because Bangladesh economic condition is vey low. Bangladesh governments budget for healthcare sector is not healthy as required. Private sectors cannot afford too much cost. But facing those barriers Siemens are doing business in Bangladesh as a leader of the market.

Social barriers: The social and cultural environment, which form part of informal institutional dimensions, include the attitudes, tastes, beliefs, behavior's, lifestyle and relationships among the population. Business activities objectively meet the demands of the people, whereas, the demands of the people are based on social needs, functional requirements and cultural aspects. In cases of international business activities, the role of the social and cultural environment is more predominant. By crossing the national boundary through the internationalization process, firms involve themselves with a different culture and society.

Political and legal barriers: Politics is the combination of efforts by government, and other bodies and groups, to give future direction to the country - considering the value and interest that people hold - in addition to maintaining governmental and state affairs. Generally, government develops the rules and procedures for day-to-day life through a political and legal framework. Business is considered as the integral part of this daily life, therefore, cannot be conducted against the tide of the political and legal system. The political and legal system of each country directly influences the business environment by amending policies, regulations and laws. Government determines a fiscal and monetary policy that directly influences the way of doing business. Finally, political stability has a huge and contributing impact on the way business is conducted. In Bangladesh there is political instability and rules and regulation changes continuously which is a very big concern.

2.7 Supplier power:

Supplier have some power they are given below

1. As Bangladesh have no local manufacturer for medical equipment so they control the market.
2. Suppliers fix the price as the industry is not that much big.
3. Suppliers do contract with their customer, that's why customer cannot switch them very easily.
4. What suppliers supply, buyers have to buy those kinds of products. Because of higher export cost suppliers don't want to supply high technological and high price product.

2.8 Buyer Power

Siemens has two types of buyers mainly, one is the government and the other is private hospital.

Buyers have some powers those are

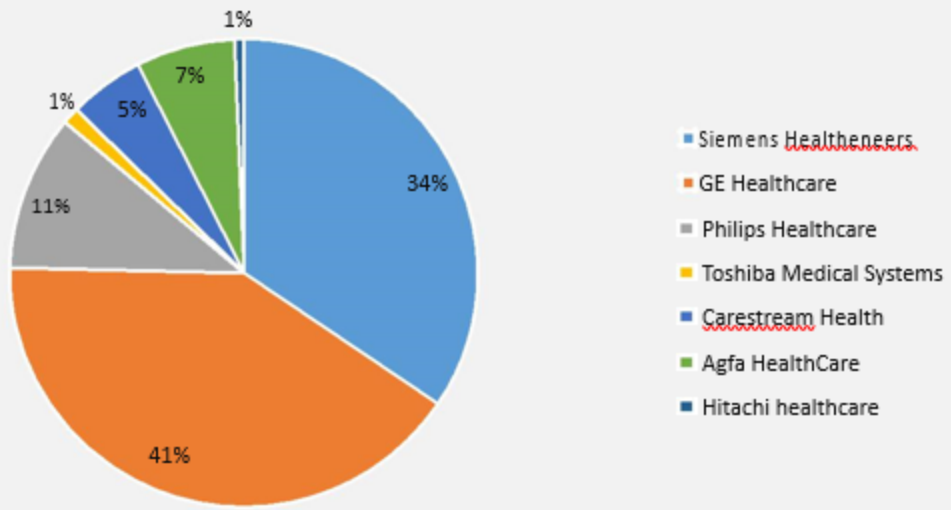
1. Sometimes buyer want to visit the factory and supplier bring them for factory visit. Otherwise the deal can be cancelled.
2. Buyers choose supplier for the other supportive products like battery.
3. Buyers have the power of rejecting the deal if there is a valid fault.
4. Buyers have the negotiation power.
5. They can switch the supplier if their demands are not met.

2.9 Threat of Substitutes and Industry Rivalry

Competition in the healthcare industry can be identified by interpreting the revenue of major players within the industry.

SI No.	Company	Revenue Yearly 2017
01	Siemens Healthcare	USD 16 Billion
02	GE Healthcare	USD 19 Billion
03	Philips Healthcare	USD 5 Billion
04	Carestream Health	USD 2.4 Billion
05	Toshiba Medical Systems	USD 0.54 Billion
06	Agfa HealthCare	USD 3.2 Billion
07	Hitachi healthcare	USD 0.3 Billion

Yearly Revenue in Billion Dollar



2.10 Challenges and Opportunities:

As I said before that new technologies are inventing regularly, which is good but it increases their product cost. The first challenge minimizes their product cost. Because Bangladesh is not a rich country and the customers cannot bear the high price. Another challenge for the industry is to educate the people about the new technology. Most of the customers are not familiar with the new technology and they need training for this.

With all the challenges there are some opportunities also. As I said before that Bangladesh is a developing country. Its economy gets richer day by day. It's a densely populated country. Health sector of this country is not that much rich. The government will take so many steps in the near future to develop its health sector. Both government and the private sector will build hospitals in the near future. Which is a big opportunity for the industry.

Chapter-03

Analysis of the Organization

3.1 Overview and History

Siemens Healthcare (formerly Siemens Medical Solutions, Siemens Medical Systems) is a medical technology company and is headquartered in



Erlangen, Germany. The company dates its early beginnings in 1847 to a little privately-owned company in Berlin, helped to establish by Ernst Werner von Siemens.

Siemens Social Healthcare is associated with the bigger partnership, Siemens AG. The name Siemens Medical Solutions was received in 2001, and the change to Siemens Healthcare was made in 2008. In 2015, Siemens named Bernd Montag as its new worldwide CEO. Worldwide the organization has 45,000 representatives, the greater part of them in Germany (contrasting with 46,000 at GE Healthcare and 33,000 at Philips Healthcare) and 17.2 billion US-\$ deals in 2007 (16.997 billion US-\$ for GE). The historical backdrop of Siemens Healthcare is gigantic. It is portrayed in brief beneath:


3.1.1 Vision

We are a leading medical technology company with over 170 years of experience and 18,000 patents globally. With more than 45,000 dedicated colleagues in over 70 countries, we will continue to innovate and shape the future of healthcare.

3.1.2 Mission

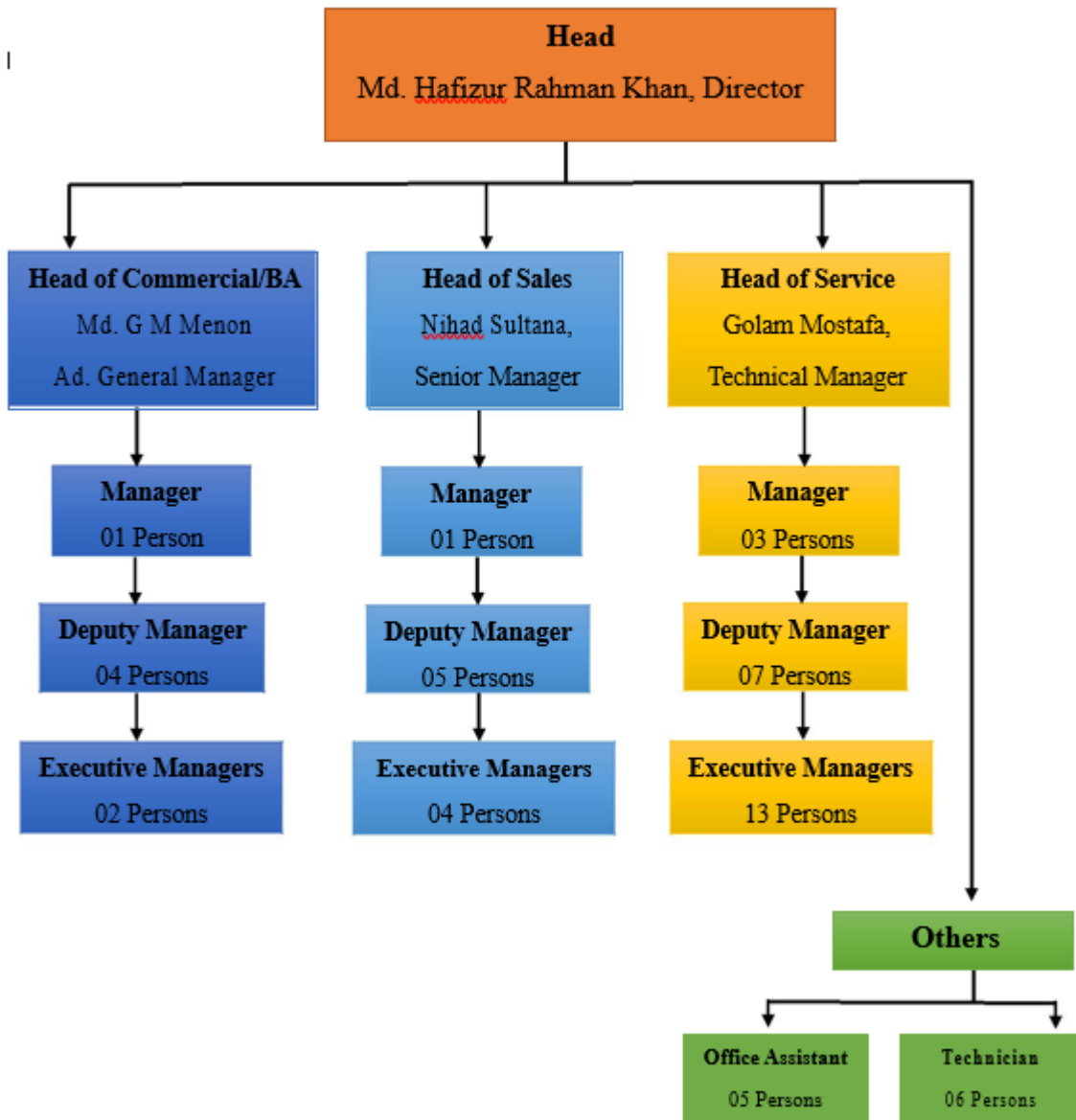
We make real what matters by setting the benchmark in the way we electrify, automate and digitalize the world around us. Ingenuity drives us and what we create is yours. Together we deliver.

Company Profile

Company Name	Siemens Healthcare LTD
Logo	
Type	Public Limited company
Traded as	DE000SHL1006
Industry	Healthcare
Founded	1847
Headquarters	Erlangen, Germany
Area Served	Worldwide
Key People	Bernd Montag (CEO) Jochen Schmitz (CFO)
Number of employees	45,000 (2016)
Parent	Siemens AG
Product	<ul style="list-style-type: none"> ➤ Angiography and Interventional X-ray Systems ➤ Computed Tomography ➤ Radiation Oncology ➤ Laboratory Diagnostics ➤ Molecular Diagnostics ➤ Molecular Imaging ➤ Magnetic Resonance Imaging ➤ Point-of-Care Diagnostics ➤ Refurbished Systems ➤ Services ➤ Syngo Imaging Software ➤ Ultrasound ➤ X-ray Products
Website	www.healthcare.siemens.com

3.1.3 Organogram

Siemens Healthcare Limited has almost 60 employees. They divided into 03 major departments – Sales, Service and Commercial (Siemens Healthcare Limited Internal Document 2018).

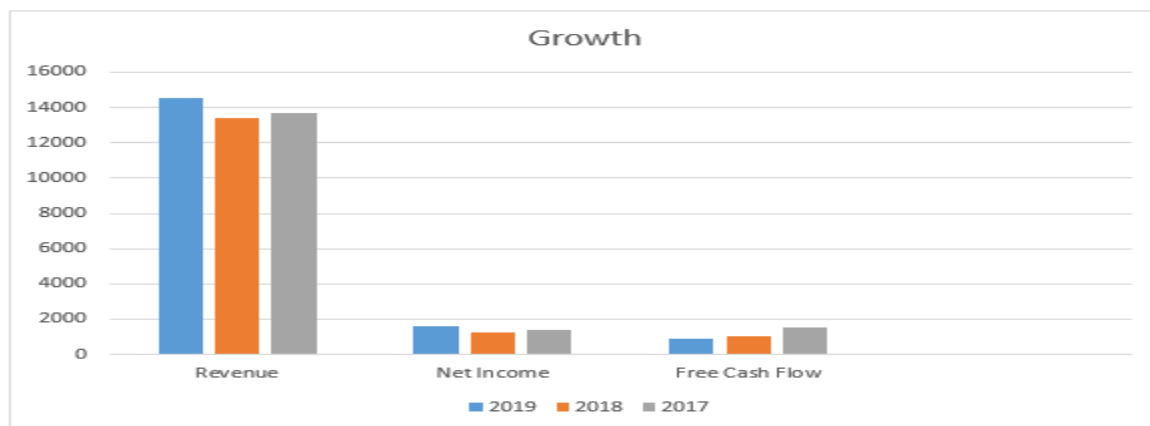


3.2 Trend and Growth

Description	2019	2018	2017
Revenue	14,518	13,429	13,677
Net Income	1,586	1,284	1,396
Free Cash Flow	920	1,065	1,509
Earnings per share	1.57	1.26	1.38

(Note: in million Euro except EPS)

We can see in the table that Siemens financial position is not stable. In 2018 their net income decreased than 2017 where as in 2019 their net income increases. In 2019 their EPS is 1.57 euro which is good and showing that their organization is growing better day by day.



3.3 Customer Mix

Siemens Bangladesh Limited supplies varieties of machines to both government and private hospitals. Some of their top customers are listed below:

Government:

1. CMSD, Dhaka (consist of 180 clinic/hospital end user)
2. BSMMU, Dhaka
3. NICVD, Dhaka
4. Combined Military Hospital (CMH), Dhaka
5. NITOR, Dhaka
6. ICMH, Dhaka
7. AEC (Consist of 10 NMC)
8. Cancer Hospital, Dhaka
9. Zia Heart Foundation, Dinajpur

Private:

1. Ibn-Sina Trust, Dhaka (Consist of 6 clinic/hospitals)
2. Lab Aid, Dhaka (consist of 2 hospitals)
3. Popular, Dhaka (consist of 5 Diagnostic Centers)
4. Square Hospital, Dhaka
5. BIRDEM, Dhaka
6. Metropolitan, Dhaka
7. United Hospital, Dhaka
8. Chevron, Chittagong

3.4 Product and Service Mix

Siemens Healthcare Limited offers comprehensive healthcare from a single source, combining the latest laboratory diagnostics with imaging systems and specialized information technology. Currently, Siemens Healthcare enjoys 52% market share in Bangladesh with the following medical products and services:

1. Angiography Systems
2. Lithotripsy Systems
3. Magnetic Resonance Imaging (MRI) Systems
4. Mammography Systems
5. Mobile C-Arm Systems
6. Computed Tomography (CT) Systems
7. Color Doppler Machine
8. Gray Scale Digital Ultrasound Systems
9. Linear Accelerator & Simulator Systems
10. Nuclear Medicine (Gamma Camera & PET) Systems
11. X-Ray (Radiology & Fluoroscopy) Systems
12. Mobile X-Ray Systems
13. Simulator
14. Echocardiography
15. OT Table
16. Ultra Sonogram
17. Anesthesia Machine
18. Patient Monitoring
19. Gas Pipeline
20. OPG
21. Dental X-Ray
22. Servo Ventilator
23. Dental Chair
24. OT Light (Siemens Bangladesh Intranet 2012)

Some pictures of products



X-Ray (Radiology & Fluoroscopy) Systems (Source: Siemens Health Care Limited)



Ultra Sonogram (Source: Siemens Health Care Limited)

3.5 Operations

The duration of the time which is required to complete the following sequence of events, in case of a manufacturing firm, is called the operating cycle:

- Transformation of cash into raw materials.
- Transformation of raw materials into work-in-process.
- Transformation of work-in-process into finished goods.
- Transformation of finished goods into debtors and bills receivables through sales.
- Transformation of debtors and bills receivables into cash.

The length of an operating cycle is usually depending on the nature of business.



3.6 SWOT Analysis

Strength:

1. Strong brand image: Siemens doing business since 1847. Over the year it has created very good impression to its customer by providing excellent service and they have earned the trust of their customers.
2. Technology: Siemens invest huge amount of money for new invention. And they bring new technology to the market before its competitor.
3. Strong service department: Siemens have most qualified service employees. Also they have some foreign trainers, who trained the employees as well as the doctors also.
4. After sales service: Siemens provides lifelong service for its products. Also they provide 24/7 service.
5. Diversified customer: Siemens have both public and private customers.
6. Customer training: Siemens provides customer training facilities, where they trained their customer about the new technology and their machine.

Weakness:

1. High price: As I said Siemens spent huge money on new invention, that's why their price is higher than their competitor. And it's a huge disadvantage for them.
2. Higher service charge: Siemens provide excellent service than its competitors to its customer and its service charge is higher than its competitor also.
3. Lack of sales force and promotional activities: Siemens have only few members in their sales force which reduces their sales. And they have lack of promotional activities. Unfortunately, they don't have marketing department.

Opportunities:

1. Growing market: Bangladesh markets are growing day by day. So there is a very big opportunity to get new customers also.
2. Improvement of customer knowledge about the facilities of quality system.

3. Being enlisted as supplier in more public and private hospitals, and get involved in direct marketing with government facilities.

Threat:

Entrance of low price producer and suppliers of medical equipment like China and India can lower the market demand of Siemens product.

2.7 Strategies to meet the challenges and opportunities

Siemens healthcare Limited is one of the most successful companies in the country. With the majority of the market share in the field of medical product and service, Healthcare is generating a big amount of revenue. Some of the major strategies followed by Siemens Healthcare to have a lead in the market of medical technology are stated below

- 1) **Customer Relationship Management (CRM)** – The most important marketing strategy that could made Healthcare a huge success is their CRM process. The company needs to try to maintain a very healthy relationship with their customers and clients, (especially the doctors, specialists, radiologists, cardiologists). And to do so, they have to provide excellent customer care, like replying customer queries in time, making necessary arrangements to make required repairing, modification according to the warranty terms and conditions, installing of machineries and providing technical training to operate them properly etc.
- 2) **Synchronizing Workflows** – As I said earlier that providing service on time is a big challenge. Siemens needs a group of workflows who have a higher level of dedication. If they provide service on time they will be successful.
- 3) **B2B & B2C Policy** – Siemens healthcare Limited have to practices both Business to Business (B2B) and Business to Customer (B2C) policy to increase their market range and sell medical products and solutions. B2B includes direct marketing with the private and public hospitals, clinics, diagnostic centers, laboratories, Government facilities etc.; on the other hand, B2C includes direct marketing with the doctors, specialists, physicians, clinic owners, procurement heads and other personnel.
- 4) **Cost Minimizing** - Siemens product price is higher in compare to their competitors. So they have to take proper steps to reduce their product price. Otherwise it will be very difficult to compete in the market with the competitors.

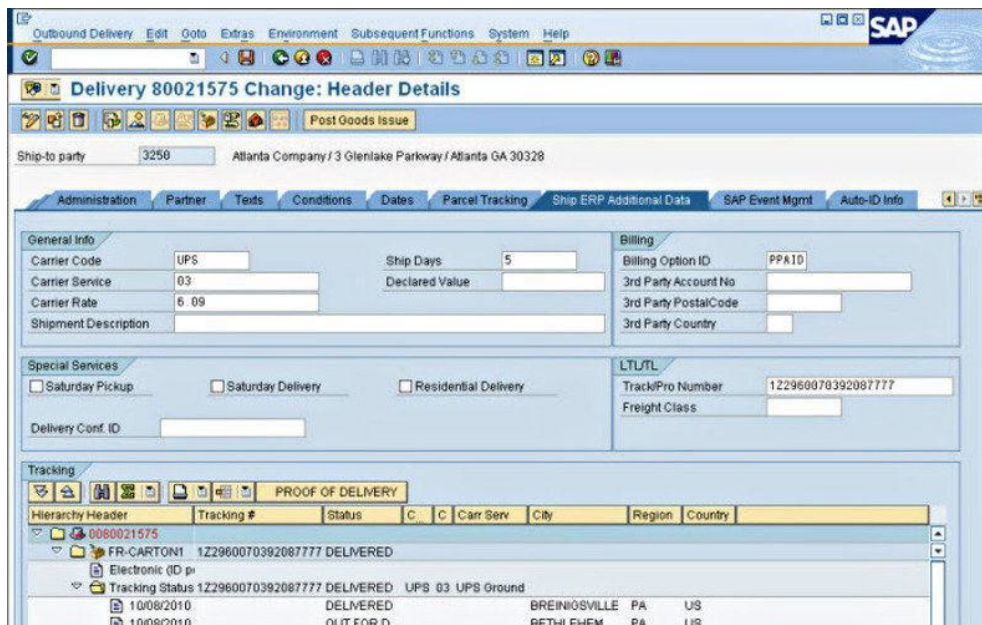
Chapter-04

Internship Experience

4.1 Positions, duties and responsibilities

During my internship program at Siemens Healthcare Ltd., I have been involved with the following functions and processes as described below:

Utilizing the SAP: SAP is a part of ERP (Enterprise Resource Planning) which is a high extend software that use worldwide by different renowned companies as a part of technological Advance, the full arbitration of SAP is System Application Program. This is basically used it integrated all the parts of business and to see a consolidated report among different business and countries. In Bangladesh small group of company use this software. In this software company can keep all their documents related to the business which is very safe, all the employees can access this software, but before using this software everybody must have their own access card. By this access card they can update daily activities and also they can check all the information. This software can't read word, that's why every information has a different number so that software can read easily.



SAP (Source: Siemens Health Care Limited)

Creating Letter of Credit (LC): After all approval I used to open an LC by filling up an LC Form. They open LC for service business by HSBC bank. Here they need to put the name of importer on the top of the left side and exporter on the top of right side. Every LC require a validity. They applied for 3 months valid LC. Then I input their account number, Amounts of LC both in Number and word format, is the partial shipment allowed or number they require "At sight LC" means that after the shipment will done exporter get the payment.

Here I input port of Landing "Hazrat Shajalal International Air port" & port of loading "Any German Airport".

To: **The Hongkong and Shanghai Banking Corporation Limited** Original
Shanta Western Tower, Dhaka Office

Note: 1. Please mark (x) where applicable.
 2. Please use separate blank sheet if space is not enough.

APPLICATION FOR IRREVOCABLE DOCUMENTARY CREDIT (DC)

Applicant (Name and Address) Siemens Bangladesh Ltd. ZN Tower (Siemens House) Gulshan Avenue, Road # 8 Plot # 2, Gulshan-1 Dhaka-1212		DC Number [Redacted]
Beneficiary (Name, Address and Phone/Fax Number) Siemens Healthcare GmbH, Customer Solutions Hartmannstr 16, D-91052, Erlangen, Germany		Documents must be presented of this DC
Import Account Number: 001-044799-011	DC to be despatched by: <input type="radio"/> teletransmission <input type="radio"/> courier <input type="radio"/> (air) mail <input type="radio"/> with brief advice by teletransmission <input type="radio"/> collection at counter	Telephone Number: [Redacted] Fax Number: [Redacted]
DC to be Transferable: <input type="radio"/> Yes <input type="radio"/> No	Confirmation of DC: <input type="radio"/> Required <input type="radio"/> Not Required	Contact Person: [Redacted]
Allowance of Increase/Decrease in DC Amount: [Redacted]	Corresy and Amount in Figures: [Redacted]	Currency and Amount in Words: [Redacted]
Partial Shipments: <input checked="" type="checkbox"/> Allowed <input type="checkbox"/> Not Allowed	Transshipment: <input checked="" type="checkbox"/> Allowed <input type="checkbox"/> Not Allowed	Drafts: <input checked="" type="checkbox"/> at sight / <input type="checkbox"/> at [Redacted] days
Place of Taking in Charge/Dispatch From: [Redacted]	Port of Loading/Airport of Departure: Any German Airport	Drafts drawn on The Hongkong and Shanghai Banking Corporation Limited, Hongkong for full invoice value of goods.
Place of Discharge/Airport of Destination: Hazrat Shajalal Intl Airport, Dhaka	Period for Presentation of Documents: [Redacted] days after the date of shipment but within the validity of the credit.	Trade Term For Shipment by Sea: <input type="checkbox"/> FOB <input type="checkbox"/> CFR <input type="checkbox"/> CIF For Shipment by any Mode of Transport: <input type="checkbox"/> FCA <input checked="" type="checkbox"/> CPT <input type="checkbox"/> CIP <input type="checkbox"/> Others (please specify):
Name of the Goods, Description of Goods, Quantity, U.S. Code and Price: Spare parts of X-Ray, CT scan, MRI & Ultrasonogram machine medical equipment for Hospital use.		Allowance of Increase/Decrease in DC Amount: [Redacted]
Insurance to be covered by (for CFR/CPT or FOB/FCA shipment only): <input type="radio"/> Ultimate buyer <input type="radio"/> Applicant <input checked="" type="checkbox"/> Insurance already/will be arranged by us.		
+ Documents Required: 1) Signed commercial invoice in 2) Packing list in 3) For shipment by sea, full set original clean "On Board" or "Notify" 4) For shipment by air, original Air Waybill marked "For the consignee/shipper" signed by the carrier or his agent, marked "Freight Prepaid / Collect", showing flight number and date of despatch of goods, consigned to and mentioning this DC number. 5) Cargo Receipt issued and signed by the authorised signatory of applicant (whose signature(s) must be in conformity with the record held in the issuing bank's file) certifying that the goods have been received in good order and condition, mentioning this DC number, date of receipt of the goods, total value and quantity of goods received. 6) Marine / Air Insurance Policy or Certificate in negotiable form and blank endorsed for full CIF/CIP value plus 10% covering Institute Cargo Clauses (A) / (Air). 7) Institute War Clauses (Cargo/Air Cargo) and Institute Strikes Clauses (Cargo/Air Cargo) evidencing claims payable at destination in the currency of the Credit. 8) Beneficiary's certificate certifying that one set of shipping documents has been faxed to applicant within [Redacted] day(s) after shipment.		
+ Additional Conditions / Other Documents Required: "PSI is not required" Please insert a clause that "Repairable defective component mentioned in the dispatch note must be return to Germany subject to prior approval from local authority"		Charges: Type To be paid by (please mark "x") Applicant Beneficiary DC Opening Commission Issuing Bank's Other Charges Correspondent Bank's Charges Transit Interest Bank's Charges Delayed Reimbursement Commission (for finance DC's only) Bill Commission/Commission-In-Lieu DC Confirmation Charges
Period debit DC opening commission, advising expenses, and if payment under DC not required) to our account number % payment (to be reimbursed)		In case of query please telephone number and ask for
We request you to issue your Irrevocable Documentary Credit for our account in accordance with the above instructions (Marked with an "x" where applicable) and subject to the conditions printed overleaf.		
Authorized Signature(s) and Company Stamp (if applicable) [Signature] [Stamp: Siemens Bangladesh Ltd.]		S.V.
For Bank Use Only		
Captured by	Checked by	Approved by
Date	Place of Issuance	Telegrams
Postage	Total	

LC (Source: Siemens Health Care Limited)

Invoices: An invoice is a commercial document that itemizes a transaction between a buyer and a seller. It is very important for the parties.



SIEMENS Invoice Page 1 of 3

Siemens Healthcare GmbH

Siemens Bangladesh Ltd.
ZN Tower (Siemens House)
Gulshan Model Town
Gulshan Model Town
Plot 02, Block SW (1)
Road No. 8, Gulshan Avenue
1212 DHAKA
BANGLADESH

Invoice

Please note by payment:
Document No.: 564K0099435391
Your customer No.: 123399
Date: 03.05.2016

Order No.: 7021124
Dispatch note No.: SSM110103152783
Prepared by: Healthcare CS ML DELIVER
Phone: 4919131846159
ORG-ID Buyer: A1204519
ORG-ID Supplier: AKS00085
Final cost order

Purchase order No.: 12781514 Date of purchase order: 03.05.2016 Name of ordering party:

Forwarding address: Siemens Bangladesh Ltd. ZN Tower (Siemens House) Gulshan Model Town Gulshan Model Town Plot 02, Block SW (1) Road No. 8, Gulshan Avenue 1212 DHAKA BANGLADESH

Way bill: Mode of dispatch: Internatl Express Incoterms: CPT HAZRAT SHAHJALAL AIRP, Dhaka Forwarder: Schenker International Luftfracht/Seefracht Nummer: Quantity of Packages: 09007 Gross weight: 119,100 KG Net weight: 104,400 KG

Terms of Payment: Against letter of credit
Date of delivery/service: 05.2016
IRREVOCABLE DOCUMENTARY CREDIT NUMBER DC DAK

CPT HAZRAT SHAHJALAL INT'L AIRPORT, DHAKA, BANGLADESH = SPARE PARTS OF X-RAY, CT SCAN, MRI AND ULTRASONOGRAPH MACHINE MEDICAL EQUIPMENT FOR HOSPITAL USE AS PER INVOICE NO. 12781514
DATED 28APR2016 ISSUED BY SIEMENS BANGLADESH LTD., ZN TOWER (SIEMENS HOUSE), GULSHAN AVENUE ROAD NO. 8, PLOT NO. 2, GULSHAN-1, DHAKA-1212 BANGLADESH HAVING BANGLADESH BANK PERMISSION NO EC/DAIR/1729/57280-GEN AND C/C I AND E'S INDENTING REGISTRATION NO. B-2895.

BANGLADESH BANK DC NO. 000289296011925, LCA NO 096620, H.S CODE NOS 9022.90.00 AND 9023.90.00, INC NO BA-98296, E TIN: 79669879342 AND BIN/VAT REGN. NO 18141910324.

PACKAGE: EXPORT STANDARD PACKING WILL BE USED.

Siemens Healthcare GmbH
VAT Reg. No. DE815548623

Pharmazie AG
Siemens Healthcare GmbH
Siemens Healthcare GmbH
Siemens Healthcare GmbH

Pharmazie AG
Siemens Healthcare GmbH
Siemens Healthcare GmbH
Siemens Healthcare GmbH

Office Address:
Helmholtzstr. 18
D-91052 Erlangen

Member of the Supervisory Board: (Supervised Institution: Munich, 1488 (13/01)
MEE Reg. No. 18 0401/00

SIEMENS Invoice Page 2 of 3

Siemens Healthcare GmbH

564K0099435391
03.05.2016

WE HEREWITH CONFIRM, THAT THE QUALITY, QUANTITY, OTHER PARTICULARS AND UNIT PRICE OF THE MERCHANDISE SUPPLIED ARE STRICTLY IN CONFORMITY WITH THE ABOVE PROFORMA INVOICE.

WE HEREWITH CONFIRM THAT GOODS ARE OF GERMANY AND SOUTH KOREA AND CHINA ORIGIN.

PREPAID FREIGHT CHARGES: 214,11 USD

Item	Part No. Description	Quantity Unit	Unit Price Currency	PU	Total Price Currency
10	05879606 IRS Tower 8F *1* Ser.No.20209 Country of origin: DE AL: N ECCN: N	1,000 PC	USD	PC	USD
20	10346317 X300 3.0-6.0 BE PWA Ser.No.1202061 Country of origin: KR AL: N ECCN: EAR99	1,000 PC	USD	PC	USD
30	10429325 Assy: TI MODULE, X300 5.0 Ser.No.914045 Country of origin: KR AL: N ECCN: N	1,000 PC	USD	PC	USD
40	10307011 Gas spring unit Country of origin: CN Nichtgemeinschaftsware AL: N ECCN: N	2,000 SET	USD	SET	USD

Microsoft Excel: I used to make new database and also checking some tasks on Microsoft excel for keeping the records regularly/correctly. It has improved my proficiency in Microsoft excel a lot.

Evaluation sheet: I also make evaluation sheet for new equipment's and outward remittance.

Quotation Summary Sheet for UPS (Per Unit Basis)							
Purchase of	400 KVA, 300 KVA, 200 KVA, 160 KVA, 120 KVA, 80 KVA, 60 KVA, 40 KVA, 30 KVA, 10 KVA, 6 KVA, 3 KVA and 2 KVA online UPS						Date: 20.08.2014
Supplier's Name	Siemens Requirement	Ark Power Limited	G4 Technologies Limited	Express System Limited	Z & Z Associates	Orient Computers	
QN Date & Validity	20.02.2018	19.02.2019	20.02.2018	19.02.2019	18.02.2018	17.02.2019	
Item/QN Reference	TVSL/MHR/1406/SB/PO198	G4TL/SIEMENS/EMERSON/04/101	ESL/SHORIF/0218/SIEMENS/DCF-398			OCHO/QMHK/SIEMENS/18/0251	
400 KVA True Online UPS							
Capacity:	400 KVA	400 KVA (IGBT Based)	400 KVA	400 KVA	400 KVA (GITS & MB Based)	400 KVA	
Brand:	Riello	EMERSON (VERTIV)	EATON	ZIGOR	Vision		
Model:	MHT 400	Hipulse-U	93E	Ottawa Pro Z (12- Pulse)			
Origin:	Preferred EU/USA origin	EU (Italy)	USA & Mnf. INDIA	USA & Mnf. EATON	EU (Spain)	EU	
Backup time:	6-10 minutes at full load	10 Minutes	10 Minutes	10 Minutes	10 Minutes	10 Minutes	
Battery:	At least 100 Ah, 12V	12V, 100Ah, 80 Nos.	12 V, 150 Ah, X 62	12 V, DC*40 Nos (32-40Nos.	12 V, 100 Ah	12 V, 100 Ah	
Power Factor	At least 0.9	>0.99	0.99	0.9	0.09	0.9	
Frequency	50/60Hz	50/60Hz (selectable)	50/60Hz	50Hz	50/60Hz	50/60Hz	
Delivery:	Delivery time will be mentioned	90 days from PO	Ready Stock/6-8 Weeks	10-12 Weeks from PO		Ready Stock/6 Weeks	
Warranty	1 year from handover	01 year from handover	01 year (all UPS & Battery)	01 year from Delivery		01 year from handover	
Tax & VAT	Inclusive	including	including	including		including	
Payment	30 days from handover						
Original Price:		61,70,000.00	54,95,500.00	53,69,000.00	47,50,000.00	42,75,000.00	
Discount:							
Evaluated Price:							

Quotation Summary Sheet (Source: Siemens Health Care Limited)

Sl#	Name of beneficiary	Country receiving Pymt	Trainee/ Trainer	Particulars of Training	Institution/ Hospital	Purchase Order	Travel period	Currency	Value	Invoice No.	Invoice Date	Pass port	Visa (Arrival and Depart	Application Training Report	List of Trainees with signature	Training completion certificate	Request for Business Visa	Remarks	Need to check LIV is done
6	Siemens Healthcare	India	Kunmun R	Application Support for		4.51E+09		USD	1,443.02	6917700677	11/6/2017	Nil	Nil	Nil	Nil	Nil			
7	Siemens Healthcare	India	RAHUL M	Reimbursement charges	Square Hospital	4.51E+09	1.2017 to 12.01.2	USD	1,113.64	6917700679	11/6/2017	Yes	Nil	Yes	Yes	Nil	Yes		
8	Siemens Healthcare	India	Kunmun R	APPLICATION SUPPORT - KUNMUN PASSI		4.51E+09		USD	2,250.00	6917700674	11/6/2017	Nil	Nil	Nil	Nil	Nil			
9	Siemens Healthcare	India	Kunmun R	APPLICATION - Kunmun	Square, Popular	4.51E+09	7.2017 to 14.07.2	USD	1,728.85	6918702712	7/9/2017	Yes	Yes	Yes	Yes	Nil	Nil		to be amended
10	Siemens Healthcare	India	Mr. Shabeer	Reimbursement charges of Mr. Shabeer		4.51E+09		USD	867.71	6917700672	11/6/2017	Yes	Yes	Yes	Yes	Nil	Yes		
11	Siemens Healthcare	India	Subin K	Reimbursement charges of Subin K		4.51E+09		USD	1,319.30	6918702538	2/9/2017	Nil	Yes	Yes	Yes	Nil	Yes		
12	Siemens Healthcare	India	Subin K	APPLICATION - Subin K MRI May'16		4.51E+09		USD	907.39	6917700681	11/6/2017	Yes	Yes	Yes	Nil	Nil	Yes		

Outward Remittance Sheet (Source: Siemens Health Care Limited)

Tender submission: I also gained the experience of working with some Hospitals Purchase managers like BIRDEM Hospital for Tender submission and tender opening which will help me in future carrier development.

Creating application: I used to write application about meeting arrangement, get together, invitations reply from customers and also gate pass, which means if company want to carry out something (big box, carton etc.) from the organization, they need to show gate pass to reception.

Photocopying: I used to do photocopy regularly and I learned lots of function about photocopy machine. Now I know how to do photocopy, print and scan.

4.2 Training

As I was new at corporate level, so I have gone through the training process. I didn't have any kinds of knowledge about corporate culture, office specific software, printing, photocopying etc. First few days they helped me a lot. My supervisor gave me lesson over my duties and responsibilities. He taught me how to run software like SAP, CIRCADIAN. DAEMEX, PHATAK, KAIZOE etc. He also taught me how to print, photocopy. Then he taught me about LC, invoice, quotation evaluation sheet etc. He gave me lesson over where to take signature, from whom to take signature. And also he presented me to the vendor also. After the training I tried to do my job properly.

4.3 Contribution to departmental function

I worked under several departments at Siemens Healthcare Ltd. I have worked for Finance, Commercial, Sales and Human Resource departments.

Contribution to Finance Department:

Reimbursement in finance: The employees of SHL travels various places while maintaining their business, some of them goes to domestic and some of them goes to foreign also. On the job I was given a document called Travelers Agreement, which includes all the rules and regulation of paying the bills. My task was to recheck the bills and allocate all the documents.

Assisting in the preparation of Tax and Vat return: When I came to Siemens Healthcare, at first they gave me a lesson about tax and vat return because they hired me for this particular job mainly. They taught me how to prepare all the documents. After knowing all about this I worked on excel sheet where I had to input all the necessary things and I submitted this file accordingly.

Assembling the Tax and Vat Challan: SHL have to pay the tax and vat with all the required documents to the Bangladesh Bank. My task was to assemble those documents and tax and vat challan. After finishing the job I made an excel sheet and that submitted into Bangladesh Bank.

Purchase requisition (PR) making: As an intern I also made purchase requisition. They gave me the access of the software. There was a software called KAIZOE, where all the thing were set, I just had to input necessary information an submit it to the authority.

Contribution to Commercial Department:

Most of the time of my internship period I have spent with the commercial team. Where I had to do lots of work. Those are

1. Making invoice
2. Creating LC
3. Deals with the vendors
4. Properly filing the documents
5. Visit other organization
6. Visiting DHL for providing the return
7. Checking the bills
8. Creating the bills
9. Checking quotation evaluation sheet
10. Checking the Airway Bill

Contribution to Sales Department:

I have worked under the sales department for few days. Where my major job was order placement and tender submission.

Placing the Order: When SHL gets an offer from its client, they have to inform Germany. At the initial stage of the order they inform Germany through the DAEMEX software. When the order become final then SHL place the order through the PHATAK software. And I have done that during my time.

Tender submission: For submitting the tender lots of papers are required. Without those papers tender will not be accepted. My job was to assemble those required paper.

Contribution to HR Department: I was at HR departments for 10 days. Where I worked with the provident fund auditing team. Where I support the team by providing the required documents they needed.

4.4 Evaluation of internship performance

As an intern, I worked under the supervision of Mr. Afeef Mahmud in the commercial department of Siemens Healthcare Limited. My tasks were limited to oversee the entire commercial activity the company undertakes to purchase a machine or item and to help the team with any scrutiny they come forth with. And I also worked under the supervision of Mr. Abdul Latif in the finance and accounts departments. On the whole, my three months in the company were exciting and a good learning curve to have.

Although, three months is not enough to know the entire business process completely but a good amount of work can be learned with focus and dedication. Moreover, during the internship period I took an interest in the process of their business. Hence, writing this report on the very topic. I have been grateful to my faculty and to all my colleagues at Siemens Healthcare Limited for their continuous support at each and every step of writing this report.

Eventually, this internship experience will help me groom for my future success as I look forward to utilize this experience into my first job I get.

4.5 Skills applied

Technical skill: SHL is a multinational organization and they are highly dependent on the technology. They use multiple software to run their organization. As an intern at first I learned that software and I applied accordingly. Also I applied my Microsoft office knowledge.

Analytical Skills: I have learned the rules and regulation that a company needs to follow while paying tax and vat. On the other side, these rules and regulations also taught me the pros & cons and the procedure that a company needs to go through when they are stuck in tax associated cases. Furthermore, I got to know about different sections of tax, and what are the sections mostly comprehend on the tax disbursement regulations of a company.

4.6 New skill developed

Interpersonal Skills: While I working in the organization I learned how to communicate with the colleague, how to be respectful to others. And also I learned how to deal with the vendors, how to welcome the guest and many other things.

Personal Development: One thing I have improve the most is time management. I always have to finish my task within the given time. And I have always finished my task within the time. I had to do multiple task at a time, so I had to manage the time, so that I can finish my task within the given time.

Developed professional skill: Working at the SHL taught me how to be professional. They give special importance on professionalism. It is also one of the standards to full fill corporate requirements. They were formal and very professional on their jobs. The professionalism increases the efficiency and reduces the errors which ensure standard and quality service with maximum client satisfaction.

4.7 Application of academic knowledge

Communication skill: During my internship period I had to phone our clients and employees also. And also I had to mail them and I had to made application. Which I have learned during my study of Business Communication and Organizational Behavior courses.

Presentation: During my internship period, I had to present what I have learned and what I have done. Which became easier for me to present because I did it during my study in every course.

Others: Other subjective knowledge of Finance, Accounting and Marketing which also helped me during my internship. For creating LC, Invoice, Bills etc. I applied my subjective knowledge.

Chapter-05

Recommendation

5.1 Findings

Siemens healthcare Limited is a multinational company. By working in this company, it gives a valuable insight as to where improvements are necessary in their overall structure. There is no doubt about their performance, product quality and their service which is their first preference. After collecting the opinion through the survey and interview, there is some mismatch in the management process but that do not happen always, it basically occurs when they get order for big price range equipment. By analyzing this I found:

Siemens Healthcare Limited has two different types of client: private hospital and government hospital. They have certified based on their quality of product and service. So, they always ensure about their service also get zero tolerance of any compliances. For that, they provide their sales and services through their own terms and conditions as well as set different vendor and local supplier for product requirement. There are different mood of clients Siemens Healthcare limited has. They try to frequently interact with them which make their clients loyal, reliable, and responsive towards them. To monitor their client's feedback, sometimes they use online survey portal but usually those situations are handled over the phone or face to face by Siemen's employees.

Siemens healthcare Limited has a small number of suppliers. Their responsibility is to only fulfill the local needs on behalf of Siemens healthcare Limited to clients.

- Siemens healthcare Limited is loyal to their clients. They always do regular business with their actual client. (ex: Ibn Sina Hospital). And they also keep their loyalty to Siemens healthcare Limited.
- They provide world class quality medical product and great service for maintaining the equipment.
- Many of the clients are dissatisfied about the price of Siemens is offering because they are expensive compared to their competitors especially in X-Ray, MRI, CT-scan, MI machine.
- List amount of clients are dissatisfied about their warranty period.

- Though they operate their supply process by their own that creates a boundary which sometimes raises difficulties to fulfill their clients demand.
- They don't involve any promotional activities that they loss their popularity among new clients.
- Without the help of the intermediate they always bound to communicate directly with their client which is difficult to handle for them.

5.2 Recommendation for improving departmental operations

From my point of view there are some areas where SHL can improve their operation & performance.

- Siemens Healthcare Ltd. has less promotion activities than rest of the Siemens AG group. SHL should increase advertising expenditure more than before. In fact there is no marketing department in SHL. They should create a marketing team.
- In Bangladesh Siemens Healthcare Ltd. should establish a factory to produce some of their low cost machine because every machine SHL sells in Bangladesh are imported from the other factories or warehouses in the world.
- There is no repair workshop of damaged spare parts of the machines in Bangladesh. All damaged spares are exported to Germany or USA for repairing. Establishing a workshop will reduce this cost and improve the job experience of the engineers in Bangladesh.
- SHL don't have own finance department. They take service from Siemens Bangladesh Ltd. For that reasons their clients/suppliers don't get their bills on time.
- Commercial departments are also dependent on finance department. Sometimes the work gets slow down because of finance departments problems. SHL should create its own finance department.
- There is lack of sales force in sales departments. And most of the employees are from engineering background. SHL should hire new employees who have relevant knowledge.
- Finance department also have few number of employees, that's why they cannot pay the on time. Also they should hire new employees.

- Only one people in the human resource department at SHL. Who can't handle all the pressure single handily. They should recruit their also.

5.3 Recommendation for improving self-performance

During the internship program in Siemens Healthcare Limited, I have learned so many things which will help me in near future. But there are some areas where I should improve.

- ✓ Being a new entrant in the corporate sector, my confidence about the work or task has developed, what is given to me is reliably and consistently done by me. And for any kind of related task, I am capable to do it confidently.
- ✓ As a part of corporate world now I can easily understand what to do, what I should not do in a corporate culture. But still I have to understand the environment very well.
- ✓ Every year my senior or supervisor officials are setting the individual and group target. And I should be very much target oriented.
- ✓ After joining in a corporate world my interpersonal skills have improved. Like, the way to handle vendor, communicate with customers, negotiation with bank and vendors etc. But to become success I have to improve a lot in this area.
- ✓ As a student of United International University, it is my aim be a leader in any position. But it has improved while I have joined in the corporate world. But I have more to improve.
- ✓ I worked in several departments. I did a lots of tasks and I have to improve my multi-tasking ability.

Chapter-06

Conclusion

Conclusion

In this report I have talked about so many points of Siemens Healthcare Ltd, and their financial performance all over the world. Siemens Healthcare Ltd doing a great business in Bangladesh. Almost every well-known hospital is using their medical equipment. Siemens always try to invent the best product possible. That's why their product demand is very high in the market although their price higher in comparison to their competitor.

With its more than 160 million populations and on an average more than 7% GDP growth for the last five years, Bangladesh has lucratively positioned itself for the Medical imaging diagnostic industry due to the increase awareness in the healthcare industry.

In the Healthcare sector of Bangladesh, the presence of multinational companies is very eminent. SHL is the market leader of the sector. There are also multinational companies like General Electronics, Phillips, Hitachi, Shimadzu etc. There are no local companies in this sector. Bangladesh fully relies on the MNC's for these service products.

As Siemens Healthcare Ltd. is the 2nd edition of Siemens Healthcare sector it is though for SHL to be a fully operational & efficient within just 5 years of its launch as a public limited company from just a section of Siemens AG. SHL still takes shelter under the umbrella of Siemens AG group.

In the end with a few limitations, Siemens Healthcare Ltd. is doing a better job and growing financially strong year by year. If the management of the company can sustain the company will do better in the future and become the market leader from the market follower.

Reference

Internal Documents and Reports:

- 1) Siemens Healthcare Internal Document (2012 And 2017), List of all the Siemens Manufacturers, Sales Department, Healthcare Sector, Siemens Bangladesh Limited [Accessed 14 June 2012]
- 2) Siemens Healthcare Internal Document (2012 And 2017), Organogram of SBL Healthcare Sector, Sales Department, Healthcare Sector, Siemens Bangladesh Limited [Accessed 15 July 2012]
- 3) Siemens Bangladesh Policy.

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- 1) Siemens Healthcare Limited., *Mission & Vision*, Retrieved from:
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- 2) Siemens Asia (2012), *History*, Retrieved from:
<<http://www.siemens.asia/MY/EN/about-us/history.aspx>> [09 July 2012]
- 3) Siemens Healthcare Limited, *History of Siemens Healthcare Limited*, Retrieved from:
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