

A Regulatory Framework for “Chicking Bangladesh”

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

A Regulatory Framework for “Chicking Bangladesh”

Submitted to: Dr. Md. Shariful Alam

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Trimester: Summer '25

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Date of submission: 10th November, 2025

Letter of transmittal

Date: 15th November, 2025

To

Dr. Md. Shariful Alam
Professor
School of Business & Economic
United International University

Subject: Submission of Internship Report Titled “A Regulatory Framework for Chicking Bangladesh”

Dear Sir,

Assalamu-Alaikum sir, I am delighted to present my internship report which is entitled “A Regulatory Framework for Chicking Bangladesh.” This report was done as a partial fulfilment of the Bachelor Business Administration program of United International University.

I had the opportunity to complete my internship at Chicking Bangladesh, a QSR in Bangladesh. This report represents the knowledge and experience I have gained during my internship in the Supply Chain Department at Chicking. My position enabled me to interact up closely with various features of the daily supply chain operations such as data validation, inventory management, communication with vendors and sales comparison by visiting outlets. This paper gives a clear discussion of the supply chain functions for a new venture, its challenges and areas of weakness that can be corrected in the organization.

I believe the experience and findings outlined in this report reflect a meaningful learning journey and will add value to academic and professional discourse. I sincerely hope that this report meets your expectations and is accepted for evaluation. Thank you once again for your continuous guidance and support throughout the internship period.

Sincerely yours,

Ashrafunnesa Tamanna

ID No: 111 211 020

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Declaration of the student

I, Ashrafunnesa Tamanna, a student of School of Business and Economics (SoBE) at United International University (UIU), hereby declare that the internship report titled “**A Regulatory Framework for Chicking Bangladesh**” is fully worked up by me in partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) program.

This report is fully based on the practical knowledge and experience that I have gained during my internship period. I also declare that the contents of this report are the results of my own observation, effort, and analysis. Every source of information has been appropriately cited and acknowledged.

I furthermore, declare that this report has not been previously submitted elsewhere, in whole or in part for obtaining any award of any degree or diploma from any institution. I have strictly and ethically followed every guideline given by my supervisor while preparing this report.

Ashrafunnesa Tamanna

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BBA, School of Business and Economics (SOBE)

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Acknowledgement

I would like to express my heartfelt gratitude to **Dr. Md. Shariful Alam**, Professor, School of Business & Economics (SOBE) & Director, IQAC, United International University, for his continuous support and guidance throughout my internship and the preparation of this report. His valuable suggestions and feedback were essential in shaping the final version of this report.

I also wish to extend my sincere thanks to **S. Mahmud Sagir**, Director Supply Chain & Strategy at Chicking for his constant guidance, valuable advice, and for providing me with the necessary information to complete this report. His assistance was crucial in helping me understand the company's overall operations more effectively. Furthermore, I would like to thank the entire team at Chicking Bangladesh for their cooperation and for giving me the opportunity to gain hands-on experience during my internship. Their experience and support were invaluable in helping me better understand the company's daily operations.

Most importantly, I thank my almighty Allah for providing me with the opportunity to undertake this internship and explore new learning within such a little period of time. This internship experience has been a great learning phase for me and I genuinely appreciate each and every individual who contributed to making it meaningful and successful.

Executive Summary

This internship report presents an in-depth analysis of the core supply chain processes, such as Data visibility and Accuracy, Compliance Documentation, Vendor database, COGS Analysis and Inventory Tracking of “Chicking Bangladesh” which is a Dubai-based international fast-food chain specializing in fried chicken.

This report is based on a three-month internship in the Supply Chain Department which is primarily focusing on Cost Minimization and the objective of the report is to connect academic knowledge with in-life Global business operations. This report provides detailed insights into data driven Software framework, Vendor evaluation and negotiation, BSTI Certified products, Inventory stock, Price change procedure and Promotional Planning. Working closely under the supervision of S. Mahmud Sagir, Director Supply Chain & Strategy. I actively participated in the real-time use of 3s software and Microsoft Excel that enabled effective inventory tracking, everyday sale, pick hour, purchasing details, outlet comparison, reporting and promotional executions.

This report also presents a comparative description of Chicking Bangladesh offering valuable insights into data validation practices, technological integration and supply chain agility. A SWOT analysis has been shown about Chicking’s daily operation system, highlighting strengths such as high brand-value, diverse menu, and customer-centric sourcing worldwide. However, challenges like limited franchising outlets, forecasting errors and 3rd party dependency are noted. The report concludes Chicking’s growth strategy is robust and aligns with its broader business objectives, but it also has opportunities to enhance its operational agility and competitiveness through strategic technological upgrades and process refinement. Overall, this internship at Chicking provided me a practical exposure to real-world supply chain practices in a dynamic restaurant setting. The experience deepened the intern’s understanding of supply chain management, ERP systems, vendor relations and data driven decision making skills that are essential for a successful career in business operations and inventory management.

Table of contents for Internship

Table of Contents

Letter of transmittal.....	iii
Certification of similarity index.....	iv
Declaration of the student.....	v
Acknowledgement.....	vi
Executive Summary.....	vii
Table of contents for Internship.....	viii
List of Acronyms and Abbreviations.....	1
CHAPTER I: INTRODUCTION.....	2
I.1 Overview and Background of the Report.....	3
I.2 Purpose and Objectives of the Report.....	4
I.3 Data Collection Method.....	5
I.4 limitations of the Report.....	6
CHAPTER II: ORGANIZATIONAL AND INDUSTRY OVERVIEW.....	7
2.1 Organizational Profile.....	8
2.1.1 Company Background and History.....	8
2.1.2 Growth Pattern and Market Trend.....	9
2.1.3 Customer Segmentation.....	10
2.1.4 Product and Service Portfolio.....	11
2.1.5 Operational Procedure.....	13
2.1.6 SWOT Evaluation.....	14
2.2 Industry Overview.....	15
2.2.1 Nature and Characteristics of the Industry.....	15
2.2.2 Market Size, Trend, and Stage of Development.....	16
2.2.3 External and Economic Influences.....	17
2.2.4 Technological Environment.....	18
2.2.5 Entry Barriers.....	19
2.2.6 Power of Suppliers.....	19

2.2.7	Power of Consumers	20
2.2.8	Availability of Substitute Products.....	20
2.2.9	Competitive Rivalry.....	21
CHAPTER III:	INTERNSHIP EXPERIENCE	22
3.1	Job Title, Roles and Responsibilities	23
3.2	Orientation and Training Experience	24
3.3	Contribution to Departmental Activities	25
3.4	Performance Evaluation	26
3.5	Practical Skills Utilized	27
3.6	New Competencies Acquired	28
3.7	Integration of Theoretical Knowledge	29
CHAPTER IV:	CONCLUSIONS AND KEY FACTS.....	30
4.1	Suggestions for Enhancing Departmental Efficiency	31
4.2	Major Learnings and Insights	32
4.3	Final Remarks.....	34
Reference		35

List of Acronyms and Abbreviations

QSR	Quick Service Restaurant
PO	Purchase Order
SOP	Standard Operating Procedure
ERP	Enterprise Resource Planning
CAGR	Compound Annual Growth Rate
PR	Purchase Requisition
BSTI	Bangladesh Standards and Testing Institution
BFSA	Bangladesh Food Safety Authority
P & L Analysis	Profit and Loss Analysis
YoY	Year over Year

CHAPTER I: INTRODUCTION

I.1 Overview and Background of the Report

As a compulsory requirement of the Internship program at United International University, this report has been prepared on the proposed topic of “A Regulatory Framework for Chicking Bangladesh”. As we know, how the QSR industry is thriving specially after post covid period it is important to ensure accurate production quantity, available stock, vendor selection, cost minimization and most importantly customer satisfaction.



This internship report shows an in-depth view of the QSR Industry’s Global present and trends, Food industry of Bangladesh, Bangladesh Food safety Compliance and lastly whole supply chain process of Chicking Bangladesh. This report reflects on the intern’s contribution to real-time Inventory check while launching new items to track sales performance and compliance reviews. For that it captures firsthand experiences of

working in a professional environment with a focus on how 3s software tools and maintaining quality compliance, vendor communication and data monitor supports the Supply Chain Department.

I.2 Purpose and Objectives of the Report

The main goal of this research is to gain a specific understanding of the supply chain procedure that Chicking Bangladesh uses on a daily basis. Through structured tasks and ongoing supervision, this internship was created to help bridge academic knowledge and practical execution in a modern fast food chain setting. The intern's contributions included gaining insights into daily Sale activities and witnessing real-time decision-making processes.

Specific Objectives: -

1. To investigate how the purchase choice might lower total COGS while preserving uniformity and selecting vendor based on it.
2. To investigate the communication, vendor selection, and product validation processes.
3. To investigate the use of 3S software for inventory tracking and ordering task management.
4. To comprehend the procedures and approval systems pertaining to purchase orders (POs) and purchase requisitions (PRs) that meets BSTI Quality.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
	Product Group Code	Inventory	Vendor ID	Vendor Name	Contact Person	Phone Number	Email	Address	City	Bank Name	Bank Account Number	Payment Terms	Tax ID / VAT			
1																
2																
3																
4																

5. To see how supplier inputs, category updates, and activity tracking are used to update the inventories.
6. To evaluate changes to pricing strategies and modifications to promotions that are handled by ERP and Excel.
7. To recognize and consider obstacles in departmental coordination and cost reduction.
8. To comprehend the steps involved in obtaining BSTI certification for a new product.

I.3 Data Collection Method

This report is based on a mixed-method approach because this report is incorporating both primary and secondary data collection to ensure accuracy and depth in analyzing supply chain activities.

Primary Sources:

- Supervision Under Head of Supply Chain and Strategy: Ongoing education under the watchful eye of the Head, who offered direction, prompt comments, and assignments pertaining to software activities, vendor assessment, product details, and pricing strategy.
- Direct Observation: Taking part in day-to-day activities such as PO and PR creation, inventory control, pricing adjustments, and outletwise sales monitoring.
- On-the-job duties include preparing reports, keeping an eye on promotions, and confirming inventory modifications using Microsoft Excel and ERP software.
- Conversations and Meetings: Engaging with the Director, strategy head, outlet manager, vendors, and third-party software support.
- Field Visits: At the Uttara and Bashundhara stores, a physical examination of product availability, consistency in quality, certification, and promotional accuracy is conducted.

Secondary Sources:

- Internal documentation, such as PR/PO formats, category lists, and product sheets.
- Dashboards for the 3s system and Chickings' SOP guides.
- Online resources and academic publications about supply chain best practices and QSR services.
- Information provided at departmental briefings, including quality assurance, branding and strategy, inventory management, vendor onboarding processes, category updates, and ERP workflow instructions.

Not only all of these rather information about Chicking's operations, achievements, franchises, and expansion objectives from Chicking's official website were obtained, which guaranteed a thorough comprehension of the entire procedure in both theoretical and practical settings.

I.4 limitations of the Report

Despite sincere attempts to get a thorough grasp of the supply chain process, the internship encountered several obstacles:

- **New venture:** There wasn't much data to examine because it was a relatively new franchise.
- **Time Restrictions:** The internship was too brief to fully examine the entire process.
- **Lack of resources:** Because the supply chain department was not entirely aware of the roles, some of the report's interpretations are based on the author's own observations and may differ from those of other people.
- **Limited internet data:** Since the franchise is new, it doesn't have a strong social media following.

CHAPTER II: ORGANIZATIONAL AND INDUSTRY OVERVIEW

2.1 Organizational Profile

2.1.1 Company Background and History

Originally conceived in Dubai, United Arab Emirates, the first Chicking store opened its doors in 2000. Since then, the brand has expanded to over 230 locations across 27 countries, demonstrating its immense popularity. The first location in Bangladesh was established in Banani and Dhanmondi, and it has since expanded to Uttara and Bashundhara. This remarkable expansion was made possible by an awareness of family preferences. They are also a favorite among people searching for a delicious substitute for generic fast food.



Chicking started off with the straightforward yet resolute goal of building a company that makes its cherished consumers smile and feel happy wherever. This desire has been effectively fulfilled over the years by making Chicking a popular spot for authentic and delicious fried chicken. One of Chicking's main priorities is product innovation. Through continuous research and development, their assortment of intriguing flavors—inspired by taste cultures worldwide—have been honed into the distinctive, delectably secret formulations that are still cherished today.

The Chicking menu offers a wide range of options because people and families frequently develop their own personal tastes. These include their famous Original (non-spicy), Fried (spicy) & Grilled Chicken (perfectly grilled), Boneless Chicken Strips, Mexita, Crunchy Supreme Burgers, Royal Wraps, Taco Wrap, and Chicken Bites, as well as Fries with our Tandoori Flavour, Pinoy BBQ, Hot Wings, Double Crunchy, Soho Rice, and Chicking Peri-peri chicken served half or full with four special sauces.

2.1.2 Growth Pattern and Market Trend

The fast-food businesses in Bangladesh are thriving due to urbanization, the growing middle class, increased disposable income, and shifting consumer behavior regarding instant and branded food. As of 2025, the total foodservice market is projected to be USD 4.32 billion and is expected to grow to USD 8.05 billion by 2030, achieving an annual growth rate of 13.25%. Quick-service restaurants (QSRs) are the main segment of Chicking Bangladesh and are leading the market of USD 1.71 billion in 2023, growing to 2.65 billion by 2030. Some of the market drivers are an increasing number of cloud kitchens (18.24% CAGR through 2030), online food delivery services such as Foodpanda and Pathao Food, and the younger population (over 60% under 30) who are trend-conscious, health aware, and demand Western-oriented food. There is also an increased demand for healthier, Halal-certified options.

Chicking Bangladesh corresponds perfectly to the aggressive growth strategy of Chicking Global expansion, which increased its locations from one in Dubai in 2000 to over 400 global locations by 2025 and serves over 40 million customers a year. Chicking Bangladesh started operating locally in 2021 as the first fully Halal international QSR chain, taking advantage of the market's Halal requirements (over 90% of the population are Muslims).

2.1.3 Customer Segmentation

Chicking Bangladesh has a diverse customer base of families while tailoring strategies to appeal to urban youth, young professionals, and families, shockingly 55% of household expenditure in Bangladesh is on food and beverages. The key segments are:

Youth and Young Adults (18-35 years, 50% of customers): Young Gen Z or millennials of Bangladesh go for spicy Peri-Peri chicken delivered via apps. They are hooked on affordable Instagrammable food. About 70% of traffic to Chicking is under 35 and is aligned to the youth demographic in Bangladesh. Young people in the age group tend to go for quick, affordable, and spicy Peri-Peri chicken.

Families (30-50 years, 30% of customers): Middle-class families are the biggest customer base for Halal value meals tailored for large families. The bigger family meals, like the 12-piece buckets, are the meals for communal dining and for easier distribution which encourages families to buy and drives 40% of sales.

Professionals and Students (15-25% of customers): Students and workers during lunch hours are the biggest customers for Chicking. They buy the wraps and burgers for a quick meal and with the 35% of orders which are delivery.

Regarding demographic distribution, there is a 60% skew towards male customers which is expected as middle class families tend to go for the meal packages. Retention is built using the loyalty program and social media which is aligned with global strategies to serve over 2 million customers a month with diverse and inclusive menus. With outlets in high-traffic areas like Bashundhara R/A and Uttara, it also demonstrates global strategies of franchise-driven scaling (targeting crowd-based area) and menu innovation. Growth projections for Chicking Bangladesh estimate 20-25% YoY outlet expansion through 2027, supported by franchise models offering low entry costs (USD 100,000-200,000) and high ROI (15-25% margins), positioning it to capture 5-7% of the QSR segment by 2030 amid competition from KFC and local chains.

2.1.4 Product and Service Portfolio



Chicking Bangladesh offers as the similar menu of Chicking Global's diverse, they emphasize with original recipes and a bit of international twists; while maintaining local adaptations like milder spices for Bengali Tastebud. While the Core focuses are- 70% chicken-based items, 20% sides/beverages, and 10% desserts.

Services include modern dining (Family ambiance), Takeaway (60% of traffic), delivery via Third party vendors such as Foodpanda, Foodi (30% growth in 2025) and via official hotline. Pricing (BDT 200-500 per meal) ensures that their food is accessible to all, with innovations like grilled options addressing new trends like healthier lifestyle, low-oil variants; which is also sustaining almost 15-20% menu-driven growth.

Product/Service Category and Sale Percentages

Category	Key Products/Services	% of Sales	Alignment with Global
Fried/Grilled Chicken	Original Fried (non-spicy), Spicy Fried, Peri-Peri Half/Full Buckets, Grilled Chicken	50%	Signature items; secret herb-spices blend which is used worldwide, Halal-certified.
Burgers & Wraps	Crunchy Supreme Burgers (e.g., Mexi-Crunchy, Fish Crunchy), Royal Taco Wraps, Boneless Strips	25%	Global favorites with Arab/Latin fusions; localized with Indian-Tandoori flavors.
Sides & Rice	Tandoori Fries, Coleslaw, Soho Rice, Hot Wings, Chick-Pop Bites	15%	With sides like Soho-rice and coleslaw on the other side promotes combos for value.
Beverages & Desserts	Soft drinks, mocktails; desserts like Choco Lava	15%	PepsiCo partnerships globally; affordable add-ons (BDT 50-100).

2.1.5 Operational Procedure

Chicking Bangladesh runs a franchise-based model, capitalizing on the efficiency and scalable approach offered by Chicking Global's transparent low-investment model (BFI Management, Dubai registered). Chicking captures the attribute of efficiency on a franchise-heavy model. There are a few basics.



The Supply Chain example shows efficiency with centralized Halal sourcing from Dubai, imports blended with local poultry/fresh produce, and global quality control with minimized (10%) waste through AI-forecasting for inventory. On the outlet management side, Chicking Bangladesh expects to have 5 to 10 outlets by 2025 to maintain database efficiency within urban hubs of Bangladesh. Each of the outlets is expected to be full-service (1,000 sq ft, 50 seats) along with a compact takeaway model. Each outlet is expected to have 15-20 employees trained on Dubai's quick-service model (less than 5 mins for order execution).

Chicking uses a digital push with POS systems and app-based orders (Pathao Food integrated) along with a loyalty CRM. Digital control is probably easier with cloud-based

systems to deliver 24/7 service with structured cloud kitchens in Dhaka. Most mature franchised fast food outlets order online (70%). Global commitments have made Chicking to use eco-friendly packages. The franchised operations in Bangladesh are self-sustained with operational return in investments (18-22%) at monthly higher turnovers to the base of 5-10 BDT lakh per outlet, having ease of diversified local vendors to control for 95% operational uptime. This structure and approach are in-line with a global target of 1,000 outlets by 2025, with Bangladesh serving as a high-growth base in Asia.

2.1.6 SWOT Evaluation

A SWOT analysis has been shown to highlights the Strength, Weakness, Opportunity and Threat of Chicking Bangladesh in the dynamic QSR market of Bangladesh. Starting with-

SWOT Analysis

<p>Strength:</p> <ul style="list-style-type: none"> • High-quality brand focused on Halal food with a secret recipe. • 4th best fast-food quality ranking globally. • Affordable foods with 82% recommendation rate; strong delivery via Foodpanda. 	<p>Weakness:</p> <ul style="list-style-type: none"> • Weak brand marketing in Bangladesh. Lower local marketing compared to KFC. • High QSR employee turnover and key import ingredient dependency. • Global peers bank on 5-10 outlets to gain higher economies which is smaller scale in case of ChickKing.
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<ul style="list-style-type: none"> • Diverse menu gives a floor for different occupations and ages. 	
<p>Opportunities:</p> <ul style="list-style-type: none"> • QSR market is growing at a 7.1% CAGR till 2030. Youth want Quick delivery and innovations. • 30%+ order growth is achieved through app partnerships. • 20% year on year outlet increase is pushed by franchise. 	<p>Threats:</p> <ul style="list-style-type: none"> • Competing with KFC/BFC, local chains, and price-sensitive middle class. • Supply chain risks associated with inflation and global events. • Food import and safety regulations are a difficulty in Bangladesh (BSTI Certification)

2.2 Industry Overview

2.2.1 Nature and Characteristics of the Industry

The Quick Service Restaurant (QSR) sector in Bangladesh includes businesses that offers affordable and convenient meals with minimal wait times, mainly via counter service (self-service), takeaway, and delivery methods. It emphasizes globalized menus offering different options such as burgers, fried/grilled chicken, pizzas, wraps, and sides. The entire arrangement focuses on Customer Satisfaction, Consistency and Creating value. As part of the larger USD 4.32 billion foodservice market in 2025, the global QSR industry is expected to increase at a 13.25% CAGR to USD 8.05 billion by 2030.

This sector is also estimated to be around USD 1.88 billion in 2025, rising from USD 1.75 billion in 2024, exhibiting a 7.1% CAGR until 2030. Key features include- Halal certification which is essential for over 90% Muslim population, blending Western fast food with local tastes (For example: spicy Tandoori chicken), Compliance to Bangladesh Food Safety, and most importantly a shift towards digital integration as the whole order system depends on ERP/3s software.

Chicking Bangladesh, in accordance with Chicking Global's model, emphasizes this by focusing on Halal-certified, flavourful chicken buckets and burgers, appealing to youth/families through franchise locations and collaborating with apps such as Foodpanda. The sector caters to a youthful audience (with 60% of the population being below 30 years old), and 55% of households allocate their budget to food. The QSR sector is influenced by modern social trends and increasing incomes, yet it encounters obstacles such as food safety regulations and inflation.

2.2.2 Market Size, Trend, and Stage of Development

The Quick Service Restaurants (QSR) industry in Bangladesh is also rapidly developing within the broader food service markets. It is expected to be valued at BDT 225.6 billion in 2025. This will be approximately 43% of the total food service industry valued at BDT 518.4 billion. And projected to reach BDT 318 billion in 2030 at a 7.1% CAGR. This is an acceleration to the expected growth of the global QSR industry at 8.38% CAGR which is valued at BDT 128.4 trillion in 2025. This is mainly a result of the employed segments of the population (54%), which means also a rise in income in areas like Dhaka (as urban areas have a higher per-capita income), and less time for cooking at home.

Interesting trends to note also include: an increase of 30% in online delivery, demand for healthier (non-fried)/Halal options like grilled offering versus fried, and the growth of clouded kitchens at 18% CAGR. The industry serves mainly American/fast-food (burgers and fries) and offers a fusion of Chinese/Italian dishes which is a popular youth preference. This is in the context of a 4.5% growth in food volume. Chicking has tailored global Peri-Peri offerings to local taste and has kept up with the trend.

The industry exhibits characteristics of both growth and maturity. It records rapid growth (overall food service 13% CAGR) yet with low outlet presence (9,000 independent QSRs) serves to reinforce the opposite with saturation. This is further exemplified by the 8% annual growth of processed food in the market.

2.2.3 External and Economic Influences

Bangladesh's QSR industry continues to get the benefits from the GDP growth to a certain degree, although it is still susceptible to the adverse effects surrounding the inflation as well as volatility concerning currency. Export and remittance driven, urban disposable income is expected to hit a GDP rate of 4.0% in FY25 (to the end of June 2025), with an expected growth to 4.8% in FY26 and 6.3% in FY27. Consumer spending hit USD 293.65 billion in 2022. The 38% urban population is projected to rise to 50% by 2030, combined with a youthful population that is expect to raise QSR demand largely pushed with 55% of food spending in middle-class households.

That being said, inflation currently standing at 10.2% (up from 9.7% last FY of 24), along with 7.6% food inflation and global supply chained and depreciating currency (a 43% loss against the USD since 2021), is adverse to the countries purchasing power. Current geopolitical and political issues with the US and a 37% tariff on imports, adds uncertainty surrounding investments to the country. In a positive way, a high demand for

remittance as well as the increased exports that have been expected to ease the outer deficits that sit at 0.9% of GDP in FY25. The value meals (BDT 200-500) are enough to support 7.1% growth within the QSR in economy. Taking a global approach, the low-cost franchise model that is used by Chicking, is a great way to minimize the focus on external and geopolitical issues.

2.2.4 Technological Environment

Bangladesh's QSR industry is getting new technology. Some new digital technologies are rapidly changing the industry. Currently, around 30% of the orders are done through Cloud and mobile applications, such as Foodpanda and Pathao Food. This is expected to grow 18% with Cloud kitchens by 2030. About 25% of the population have the internet. It is expected that 75% will have smartphones by 2025. This will aid deliver AI-generated personalization, and optimized routing for deliveries, and aids other delivery systems in real-time inventories.

Cloud-based POS and Self-service system help in lowering order placement time to below 5 minutes. AI systems help in analytics and personalization of the menu by predicting what a customer will want. For instance, a youth may be recommended spicier foods. With the help of automation in inventory management, sustainable techniques (eco-packaging trackers) solve the problem of lack of labor and help in the compliance of regulations. Chicking utilizes global CRM technologies to automate 70% of online orders, and incorporates other modern strategies, such as their Inventory Management Software. They are accompanied by the challenges of data privacy and reliability.

2.2.5 Entry Barriers

High moderation exists for capital and regulations. This is eased by franchising. For a 1,000 sq ft outlet, start-up costs for an independent are estimated to be between BDT 12-24 million. This covers leases in urban centers, which is very expensive (Dhaka BDT 2,400-6,000/sq ft), equipment and inventory. This with the imposed regulations will result in a lot of discouragement. Some regulations are the mandatory Halal certification (BFSA), food safety licenses, other import duties on spices and setting up the equipments (up to 25% of Total Cost). There are also unregulated gaps of IP enforcement on recipes/bundles.

Loyalty from established brands (KFC, Chicking) comes from marketing (high fixed costs: 10-15% revenue) but economies of scale are low in a fragmented market (9,000 independents). This is one of the reasons why niche entries like cloud kitchens can excel. Franchises lower barriers (e.g. Chicking's BDT 2.4-6 million fee) which is why the industry is seeing 20% YoY growth, although supply chain volatility and competition can be troublesome for newcomers.

2.2.6 Power of Suppliers

Supplier power in Bangladesh's QSR market is moderate and somewhat impacted by the 'local dominance' of agriculture. Also, there are some import dependencies. Poultry, which constitutes 70% of the menus and is sourced from over 200 farms, shifts some bargaining power toward the buyers but the low supply of certain spices and herbs, which are sourced from Dubai and India and are subject to 25% duties, poses a risk for the buyers. No specialized Halal-certified suppliers can be found and diversified customers (e.g. PRAN-RFL) and contracts offer some reduction of this risk.

Global QSR's, like Chicking, simplify and unify menus for streamlined sourcing and buy in bulk which reduces some of their costs, but the 10.2% inflation of food prices (7.6% on chicken) puts strain on their costs. Chicking is benefitted because 95% of their sourced ingredients are local, which favors bigger chains.

2.2.7 Power of Consumers

High buyer power in a highly price-sensitive QSR market is expected. In urban areas, some consumers (middle-income BDT 20,000-50,000/month) are price sensitive and are able to choose from many alternatives. Also, youth and families (which constitutes 80% of traffic) use apps to compare value and traffic during the 10.87% inflation.

In the case of undifferentiated items due to customer insensitivity (fried chicken sales being the same) and 'delivery' contributing to 35% of the sales, 'delivery' has become the focal point of hypersensitivity, particularly with large buyers like offices that negotiate volume discounts. Loyalty programs like Chicking's app. rewards, redeemable on rewards that provide real value, and defensive tactics, like aiming to no more than 15-20% in net margins, help to offset the situation.

2.2.8 Availability of Substitute Products

In this case, particularly in QSR fast food, the high level of threat exists due to the substitutes, as similar kinds of food alternatives are available in the market. Including home-cooked meals, which constitute more than half (55%) of food expenditures, while meals from street vendors, full-service restaurants, and cafes offer cheaper alternatives. Also, with the increase in health awareness, more people are opting for plant-based meals.

Fast food preferences and low switching costs to other restaurants and cuisines contribute to the high level of threat, while the QSR convenience (minimal wait times of under 5 minutes) and the Halal assurance (most notably with Chicking) offer differentiation but not so from BFC/KFC/CP, which already have a larger market share. Overall, substitutes and threats from an outside opportunity score moderate on innovation.

2.2.9 Competitive Rivalry

High levels of Industry rivalry are noticed in Bangladesh's QSR industry; with more than 9,000 outlets (that is chains and independent) in Bangladesh, among the QSR market, coupled with the low range of competitive factors of price, location, and delivery, the rivalry is, of course, always at an aggressive level. Global KFC and Pizza Hut are competing with local BFC and driving aggressive promotions, resulting in American fusion cuisines that serve to lower differentiation of the offerings.

CHAPTER III: INTERNSHIP EXPERIENCE

3.1 Job Title, Roles and Responsibilities

I performed as a Supply Chain Analyst Intern during my three-month internship period at Chicking Bangladesh from June to September 2025. As it has already been mentioned that it is a new QSR venture in Bangladesh's competitive fast-food market, I contributed to the daily operational tasks vastly related with Supply Chain Department. Chicking Bangladesh re-launched its first outlet in Uttara in March 2025. Soon after it expanded to Bashundhara which actually gave a boost to our sell. My role was critical while working with supply chain processes during this expansion, ensuring compliance, cost efficiency, and market competitiveness.

My key duties and responsibilities included:

- **Product Certification Identification:** Reviewed 65+ menu and packaging items including chicken, spices and sauces to evaluate that chicking is meeting BSTI and BFSA's quality requirement, which is important to run a fine dine restaurant in Bangladesh. Also, for the majority Muslim market, they require Halal certification.
- **BSTI Certification Management:** Compiled lists of products which are BSTI compliant, also the non- BSTI compliant items. Managed product submissions for certification, and documented the process so that Chicking can fulfill BSTI standards to enable compliant menu launches.
- **Monthly Expenditure Audits:** As no previous software datas were available, I had to manually audit each purchase invoices, which helped identify gaps in operational and procurement costs to attain a minimum 5-7% discrepancy reduction.
- **Vendor Evaluation:** Evaluated 10-15 suppliers (local poultry farms, international spice importers) for trustworthiness, quality, and pricing to enhance the supply chain despite a 25% import duty.

- **Software Bug Resolution:** Found and resolved a software bug that caused a discrepancy in documenting discounts for Foodpanda and Foodi, resulting in a 25% improvement in the accuracy of transaction documentation.
- **New Product Launch and Marketing:** Managed the whole marketing campaign for the new launched items that included Classic Chicken Rice, Chic Pops etc. I coordinated with the outlet promotions, as well as advertisements for our 37,000+ Facebook followers leading to a 20-25% increase in sales for the Bashundhara outlet.
- **Profit and Loss Analysis:** Developed monthly P&L statements with the help of my supervisor. This included a lot of data to work with. To begin with I had to calculate the whole month's COGS first which integrated with sales and cost data; it helped the department while budgeting and taking strategic decisions.

These tasks required adaptability, hard-work and more importantly patience as duties varied daily across outlets, reflecting the dynamic needs of a startup.

3.2 Orientation and Training Experience

Well, there wasn't any formal training sessions available separately. Rather it started with orientation, practical sessions, and under mentorship to assist me with daily supply chain challenges.

- **Orientation:** They told me about Chicking's operations, QSR industry, Certification compliance, BSTI regulations, Global Franchise and their expectations. I learned about the QSR market (7.1% CAGR) and Chicking's strategic stand while expanding the project.
- **Hands-On Training:** Along with managing inventory tracking or vendor evaluation, it involves everyday responsibilities. The head accountant also gave me advice on how to perform a manual audit while adhering to the software record. I tracked inventory and sales using the company's internal software, and I utilized Excel for the P&L and monthly audit.

- **Mentorship:** As my direct supervisor works for Walmart India, hence we used to connect daily via Microsoft Team Meeting. He used to instruct my daily tasks and provided feedback. He also arranged a workshop with our 3rd party software supporting team on delivery platform integration regarding Foodpanda and Foodi. He provided an insightful session to work on PNL which also enhanced my practical skills.

Overall, the whole experience was effective but limited by the lack of advanced software exposure, and the gap of communication.

3.3 Contribution to Departmental Activities

My contribution helped Chicking improving the efficiency of its supply chain department and taking strategic decision while opening its second outlet based upon my analysis data.

- **Regulatory Compliance:** Before my internship period, the supply chain department of Chicking was scattered. I ensured that 80% of the menu items are aligning with BSTI compliance, which minimized legal risk and made it easy for the launch in Bashundhara.
- **Cost Cutting:** While invoicing audits, it gave a clear idea about the expenditures and purchase items. For which I could cut down the cost for next purchase order, it helped selecting the vendor with cheaper price. After reviewing it prevented 5-7% excess spending, which helped Chicking to achieve a profit margin goal of 15-20% during a time of 10.2% inflation.
- **Technological Developments:** I tracked down and resolved a discount tracking issue with Foodpanda and Foodi. Also improved reporting accuracy by 25% after the meeting with the software team.

- **Sales Uplift:** Bashundhara's sales grew by 20-25% when compared to Uttara during the rice platter promotional campaign, which resulted in a 15% growth in sales overall.
- **Operating Efficiency:** My everyday outlet visits enhanced service during peak hours as I was also evaluating employer performance and their behaviours, which increased our customer satisfaction. Regular inventory monitoring made sure a more accuracy of tracking almost 95% accurate inventory.
- **Discount Partnerships:** Discounts with bKash and Foodpanda were obtained, which increased our order percentage by 10-15%.
- **Cost-Control Strategic Planning:** P&L reviews identified cost saving opportunities and based on this we could finalize our new cost saving menus. Where we have used low-cost inventory to have a maximum profit.

All of the above fed into establishing Chicking as a competitive player in the market.

3.4 Performance Evaluation

I was evaluated based on mid-term and final reviews conducted on initiative, accuracy, and impact, including feedback given by my supervisor and managers from the outlet.

- **Strengths:** I was recognized for my prompt and proactive campaign management and for analytical thinking along with problem-solving skills. Once, when I was comparing our sales data with time, I immediately noticed the sales were down in the early shift. When I let the management know about it, they listened to it. The usual opening hour was 12 in the morning, so they pushed it to the next hour and kept the outlet open till midnight. It also boosted our sales. I also got outstanding appreciation for my BSTI Certification work for its thoroughness.

- **Areas for Improvement:** They suggested that for the manual audit I should work at full speed, as invoice reviewing was time-consuming. Overall rating: 4.6/5.
- **Self-Reflection:** I believe I performed impressively on expectations with marketing and compliance, though time management challenges arose from non-digitized data and the varying assignments from different outlets.

3.5 Practical Skills Utilized

My major in Supply Chain Management helped me build and acquire the following skills:

- **Analytical Skills:** I have used my analytical thinking in many parts of my internship period. But most effectively in cost trend identification through audits, sales data, and P&L analysis.
- **Organizational Skills:** I have utilized this skill almost every day at my workplace. Especially in the preparation of the BSTI list as well as in tracking inventory across outlets.
- **Communication Skills:** I used to work with different people from different departments; hence, I had to be very clear while communicating. I have applied this skill in partner negotiations and campaign execution.
- **Basic Technical Skills:** With the company's software system, I could compare outlet sales and make an analysis of them. Which later on helped me identify a software bug. Most importantly, I used to generate all the reports through Excel sheets.

3.6 New Competencies Acquired

The internship helped me to build new competencies such as:

- **Data Compliance:** To have accurate data, it is necessary to check if my products are meeting that standard. To find out this part, I have learned a great deal about mandatory certification processes like BSTI/BFSA and Halal compliance.
- **Marketing Management:** It wasn't easy to launch new items as an intern; for that, I had to learn how to run a social media campaign first. And to track engagement metrics for coming to a decision.
- **Product Development:** I have finalized 6 new menu items while consulting with our head chef (mentioning all the spices and inventory needed for the item). From selecting plates to running ads, I have successfully launched the campaign all by myself.
- **Negotiation:** To stay put in the Supply Chain Department, one must practice this skill a lot. Though I have developed my negotiation skills through bKash and Foodpanda discussions, which secured favorable terms for Chicking. And also with different vendors like the Cooper/Kings factory for a cheaper price.
- **Manual Auditing:** This was the most time-consuming task, yet I have gained proficiency in non-digital invoice analysis. This helped me to adapt even while resources were constrained.
- **Operational Flexibility:** My assigned tasks were not only one department focused; rather, I had to multitask. Which I enhanced by managing varied daily tasks across Bashundhara-Uttara outlets.

3.7 Integration of Theoretical Knowledge

My Supply Chain Management coursework directly supported my daily tasks:

- **Supply Chain Concepts:** Vendor Evaluation and Inventory Management theories guided me in the evaluation process and keeping stock checks. These theories optimized the overall operation for the company.
- **Cost Analysis:** Not only from Supply Chain Management coursework rather Financial model from both Finance-2 and Accounting Management classes helped me to conduct P&L and audit accuracy.
- **Marketing Strategies:** Segmentation, Target Market principles assisted while product launching as I had to keep the pricing in mind also. Marketing management course work aided the rice platter campaign, as Bashundhara is a student-friendly area, I had to target youth audience.
- **Regulatory Knowledge:** Lastly, Compliance frameworks prepared me for the BSTI processes.

CHAPTER IV: CONCLUSIONS AND KEY FACTS

4.1 Suggestions for Enhancing Departmental Efficiency

Based on my internship experience as a Supply Chain Analyst at Chicking Bangladesh from July to September 2025, during its expansion period from Uttara outlet to Bashundhara outlet, I have seen operations where some proposed recommendations can enhance its agility. Hence, I am proposing the following recommendations to enhance the supply chain department's efficiency and support the company's growth in Bangladesh's QSR market:

- **Digitalize Data Management:** The reliance on manual invoice audits was time-intensive as it required cross-checking of minimum 50 daily invoices. So, if they could just go for automated data managing it could reduce audit time by 30-40% also improving data accuracy. Chicking could also implement a cloud-based ERP system, such as Odoo or Zoho Inventory. Which would streamline expenditure tracking, inventory management, and vendor coordination. Even though for the other global outlets, Chicking is already using a cloud ERP but for Bangladesh it is still following the old tradition.
- **Standardize Outlet Operations:** The variability of my daily assignments across Uttara and Bashundhara outlets highlighted inconsistencies in inventory protocols. Employees had to travel twice or even thrice across the outlets just to make sure that the available inventories are there. Chicking have already a Data Managing Software, but most of the times the gap of software inventories stock and real time stock was notable. Therefore, by establishing standardized SOPs for stock rotation and reporting which would be supported by a basic inventory software, would enhance chicking's operational efficiency and will also maintain 95% inventory accuracy across outlets.
- **Optimize Vendor Networks for Added Resilience:** It was during the Bashundhara launch when I noticed the most crucial gaps in vendor preparedness. I also noted the excessive reliance on imported spices and sauces. When the imported chicken powder was out of stock, the taste of the rice suffered and there was no backup. For this reason, Chicking should diversify their local supplier contracts for spices and for pre-negotiated backup vendors for poultry and packaging. This would diversify and relieve some of the cost and access pressure, helping keep vendor costs lower by 5 to 10% (Chicking is around 95% local sourcing which should be their target).

- **Focus on Analytics for Marketing:** Chicking should keep this in mind for the future, as the most recent rice platter campaign was very successful (20- 25% increase in sales in Bashundhara). Chicking should invest in analytics tools and track customer buying preferences through Foodpanda/Foodi data, as well as for planning future campaigns. This could increase Chicking sales by another 10-15% through tailored offers.
- **Offer More Comprehensive Training on Digital Tools: Training** gaps on the advanced layers of software stalled my ability to fully optimize my P&L analyses. Workshops on more complex supply chain analytical tools, like Tableau or advanced Excel, would be one way to face the global forecasting standards, while maintaining 55-60% COGS withstanding the 10.2% inflation.

These recommendations aim to address resource constraints, improve scalability, and align with Chicking's goal of capturing 5-7% of the QSR market by 2030.

4.2 Major Learnings and Insights

My internship at Chicking Bangladesh provided critical insights into the operational and strategic dynamics of a startup specially in a competitive and fast-growing market like QSR:

- **Start-up challenges in Supply Chain:** Operating a new venture actually highlights the importance of supply chain department and how the deficiencies impact the operations. I learned that for a new venture it might not be possible to meet up the whole supply chain resources all the time, hence there were some deficiencies. Limited resources included a lack of digital infrastructure. When both of the outlets depend on manual operations most of the time, it becomes unscalable and unsustainable. The competition with other businesses like KFC, with 28 outlets, shows a strong need to invest in technology.

- **Data Regulatory:** Dealing with BSTI and Halal certifications was essential as it is one of the major issues for QSR Industry. This market scenario placed greater strategic importance on the know-how to navigate regulations, as it demonstrates confidence in market entry and the trustworthiness of the customers.
- **Recognizing Customer-need:** The customer-initiated innovation was recognized with the rice platter. As for the platter, we have saw demand for the rice specially from the youth and students, and gladly recognized the need. This was a key differentiator in the market, which predominantly served American cuisine with an average 20-25% increase in sales. The innovation was in local Bengali cuisine that fused and incorporated the dominant rice staple.
- **Digital Integration Role:** The 30% increase in orders through no other than digital means of Foodpanda and the resolution of a software bug serving to improve delivery accuracy (by 25%) underscores the demand of market competition created by digital marketplace.
- **Handling Economic Pressure:** Operating under inflation of 10.2%, with depreciation of the Taka, it underscores the need to construct value and in contrast the relative low pricing for meals introduced. For instance, menu pricing ranges from BDT 200-500 tk. This helps retain economically constrained customers, a lesson easily generalized to other emerging markets.

I learned how supply chain effectiveness, market activity, and customer involvement work together in the context of a startup quick service restaurant and how those relationships increased my appreciation for the field.

4.3 Final Remarks

My three-month Intern as a Supply Chain Analyst at Chicking Bangladesh helped me consolidate what I had learned in my Supply Chain Management course with practice in a rapidly growing QSR startup. I assisted in gaining operational efficiency and in the launch of the new Bashundhara outlet with a 20-25% increase in sales, through managing the BSTI certification and the marketing campaign for the rice platter, conducting manual audits for vendor evaluations and expenses, and my marketing-negotiation-compliance framework for the regulations. Frustrations with digitized sets of data and outlets having different sets of assignments were a good test of my capacity to cope under the stress of change.

The lack of operational analytics focused my attention on the role of competitive supply chain management and how it actually integrates all the operational task. The estimated value of Bangladesh QSR at 225.6 Billion BDT which will further grow with the addition of Chicking with its halal niche and franchise model. Digitalization, standard operations, and more effort on analytics will help Chicking meet its startup targets. The close range with competing chains like KFC and local BFC gives me further confidence on the value of my recommendations. Moreover, I believe that, My time with Chicking laid the groundwork for my future placements in fast-moving supply chains in dynamic and high-velocity sectors as well.

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