

Optimizing Inventory and Distribution Management at Safwan Bashundhara Global: Insights from an Internship Experience



S A F W A N
BASHUNDHARA
G L O B A L

Mohammad Ashrafud Dooha Asim

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

Optimizing Inventory and Distribution Management at Safwan Bashundhara Global: Insights from an Internship Experience

Submitted To:

Dr. Saad Hasan

Associate Professor

School of Business & Economics (SoBE)

Submitted By:

Mohammad Ashrafud Dooha Asim

ID: 111 213 043

Major: Supply Chain Management

Registration Trimester: Fall 2025



School of Business and Economics

United International University

Date of Submission: March 5 2026

Letter Of Transmittal

Dr. Saad Hasan

Associate Professor,

School of Business and Economics

United International University

Subject: Submission for Internship Report

Dear Sir

With due respect, I would like to say with pleasure that I am submitting my Internship Experience Report “Optimizing Inventory and Distribution Management at Safwan Bashundhara Global: Insights from an Internship Experience”. I am submitting this report in fulfillment of the requirements for the BBA degree. This internship has provided me with real-life experience in warehouse management, inventory Auditing, and the distribution department at Safwan Bashundhara Global.

I have tried my best to follow your instructions and guidelines to prepare this report. I have tried my best to make this internship report valuable and insightful.

I am grateful to you for all of your aid and cooperative effort as I worked on this report. I hope you will find this report valuable and insightful, and observe my effort. I welcome any queries regarding my report, and I would be glad to answer with my knowledge and experience.

Sincerely

Mohammad Ashrafud Dooha Asim

ID: 111 213 043

Major: Supply Chain Management (BBA)

Certification of Similarity Index

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Declaration of the Student

I, Mohammad Ashrafud Dooha Asim, hereby declare that this internship report is my work and has not been submitted previously, either in full or in part, to any other institution for any degree or any other purpose.

Mohammad Ashrafud Dooha Asim

111 213 043

Bachelors of Business Administration

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Corporate Evidence



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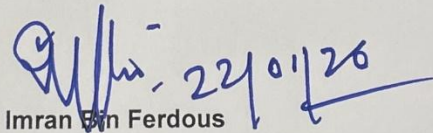
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TO WHOM IT MAY CONCERN

This is to certify that **Mr. Mohammad Ashrafud Dooha Asim**, S/O: Mohammad Shamsud Dooha & Kohinur Begum, **Address:-** H# 34, Road# 2, B# B, Sayeed Nagar, Vatara, Dhaka, has worked as **Intern** under **Sales & Marketing Department** in **Bashundhara Fine Paper Mills Limited**, A Concern of **Safwan Bashundhara Global** for a period of **Three Month** from 04-Nov-25. We found him dedicated, motivated and proactive during the tenure.

We wish him every success in his life.

For Safwan Bashundhara Global


Imran Bin Ferdous
Chief Human Resources Officer

Acknowledgement

First of all, I am grateful to the Almighty for giving me the ability to complete this internship report.

I would like to express my sincere gratitude to my internship program supervisor, Dr. Saad Hasan, Associate Professor, School of Business & Economics, United International University, for his consistent support, valuable instructions, and encouragement throughout my internship period. His clear instructions and guidance helped me to complete my entire report successfully.

I am thankful to the Safwan Bashundhara Global, for giving me the opportunity. Particularly to Abdur Rouf (Senior Manager-Compliance, Safwan Bashundhara Global), I would also like to thank Mr. Hafiz (DSM, Tissue of Noakhali) and Mr. Mehedi (TSM, Tissue of Noakhali) for their kind assistance and support in gain field experience,collecting data, analyzing information, and preparing this report.

Finally, I am grateful to my family and my honorable professors and faculty for their valuable support and advice. Their encouragement of me has been a great source of strength throughout my internship journey. This achievement would not have been possible without their support.

Executive Summary

This report is based on my three-month intern at Safwan Bashundhara Global (SBG) which is one of the largest FMCG and corporate services provider in Bangladesh. It was the role of an intern, and it provided me experience in company supply chain operations, inventory management, warehouse functions, and using BG CRM system to manage distribution and stock.

During this internship, I had the opportunity to be involved in various practical functions including conducting physical stock counts (inward), SKU reconciliation and updating of stock registry against distributor outlets across Noakhali, Feni and Laxmipur in BG CRM. I also visited the retail sites, got to see how products were displayed, interacted with retailers to get a feel for SBGA's position in the market and where it stacks against competitors.

The report details important divisions in SBG, including audit, finance management field import and export business development sector packaging section human resources sector working hands in glove to stimulate company growth. It underlines how BG CRM is crucial to increasing stock visibility, enhancing communication, and facilitating real-time data-based decision making. They were also reminded about best practices in inventory management, such as be following the FIFO (First in First Out) method and to reconcile between physical stock against digital records on a regular basis.

Moreover, my skills focusing on Excel-based data generation, Visual Basic Application (VBA), database creation, and result analysis were further enhanced during a training program in Advay and through an internship experience. After careful analysis of my results, I would suggest to tighten the physical checking of stock, provide some training on standard procedures for CRM to employees, demand greater interdepartmental coordination and the timely tracking of items destroyed or expired.

Overall, this internship was a great opportunity for me to apply what I learned in the classroom into real-world scenarios. It enhanced my knowledge of supply chain and inventory management, which provided a great foundation that has helped me tremendously for my future career in the field of supply chain management and related fields. So proud for the experience and to help out on SBG's operations.

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Chapter 1: Introduction

1.1 Company Profile

Safwan Bashundhara Global divided into Number of well-organized divisions, each are responsible for different functionalities towards organization sectors and provides wide scope of professional corporate services. The company was established with the dedication to quality, innovation and strong business ethics. During the years, SBG diversified its activities in different areas within auditing and compliance, import–export management, business consultancy and various administrative and corporate support services. The organization has established a strong reputation in the industry by focusing on transparency, accuracy, and responsible business practices. SBG has earned the trust of its clients and partners across the local and international arenas through its commitment to sustainable growth and professional excellence.



Figure 1: Safwan Bashundhara Global Logo

1.1.1 Vision, Mission, and Objectives

With the ambition to be one of the largest corporate service providers in Bangladesh respecting global standard practices with respect, SBG aims to build a foundation based on integrity and relentless innovation. Since its inception the company has strived to position itself among the leading power systems service providers in the region by offering high quality and reliable services.

Safwan Bashundhara Global is to provide modern audit and corporate services that are accurate, reliable, and efficient. It uses skilled human resources, effective systems, advanced tools and ensures performance across the organization. Also try to establish successful long-term relationships with its clients by providing them transparent communication and timely support as per their requirement.

SBG's objectives align with its commitment to sustainable growth and responsible business practices. This includes things such as adhering to national and international standards of doing business, expanding the company's service portfolio, and building overall industry presence. The company also focuses on maintaining ethical operations, sustainability, and continuous improvement in service quality to maintain customer satisfaction and a competitive edge. (Safwan Bashundhara Global. (2025). Vision, mission, and objectives.

1.1.2 Corporate Divisions / Departments

Safwan Bashundhara Global has several well-organized divisions, each dedicated to a particular function that enhances the overall efficiency of the organization:

- Audit & Compliance Department:

This department ensures compliance with laws and regulations, conducts internal audits, checks financial documents, and evaluates internal controls.

- Finance & Accounts Division:

This division is responsible for ensuring the financial viability of the institution, such as budgeting, financial planning, bookkeeping, and producing financial statements in support of strategic decisions.

- Import & Export Division:

The unit takes care of international trade operations as sourcing, documentation, communication with foreign counterparts, logistics coordination and customs activities.

- Business Development & Consultancy Unit:

This unit enables SBG to grow its business opportunities by offering strategic guidance, discovering new market opportunities, as well as supporting the company-wide growth.

- Human Resources & Administration Department:

This department is responsible for managing employee recruitment / hiring, training, performance evaluation, office decorum, and maintaining a positive work environment.

- Operations & Support Department:

This team keeps the businesses running day-to-day by making sure everything internal runs smoothly, resources are managed, and cross-departmental processes are supported.

1.1.3 Description of Product Lines or Services

SBG is primarily a service organization focused on superior corporate services versus product sales. We provide a wide variety of services aimed in helping companies streamline operations, and become compliant with essential regulation. These services include:

- Internal auditing and compliance assessment
- Business consultancy and strategic advisory
- Assistance with import & export operations
- Support for legal documents, incorporating company and licenses

- Services related to logistics and supply chain management
- Feasibility studies, market research and data analysis

SBG provides companies with services that have been specially developed to maintain organizations by using best practices and cutting-edge technology, allowing them to optimize activities, fortify internal systems, and make sound business decisions for sustainable success. They've a pretty wide range of products as well.



Figure 2: Best-selling products of SBG



Figure 3: Bashundhara A4 paper and exercise book.



Figure 4: Bashundhara Tissue brand recognition and market leadership.

1.1.4 Operation Details

Safwan Bashundhara Global identifies accuracy, discipline, and accountability as the cornerstone of its operational system. SBG has a structured workflow that helps the company provide its services in an efficient and reliable way. It operates by conducting routine audits, generating comprehensive financial and compliance reports, and confirming the precision of financial documents. The firm collaborates with government and regulatory authorities to finalize licensing and documentation processes.

SBG is also responsible for many import–export activities, such as foreign buyer and supplier communication, shipment coordination, and customs clearance. The company promote intensive communication between departments, digital tools, automated systems and use of standardized procedure to help maintain smooth operations. These practices enable SBG to ensure the delivery of high-quality services, reduce operational errors and align its activities with both national regulations and international business standards.

1.1.5 Philanthropic Activities / CSR

Safwan Bashundhara Global is mindful of its social responsibility as a citizen, and thus has involvement in CSR (Corporate Social Responsibility) activities. The organization involves in wide range of welfare activities like educating underprivileged students, providing health & environment awareness campaigns, internship opportunities for students and assisting local community development.

SBG also organizes charity programs, assists with financial and material aid during natural disasters as well as humanitarian relief efforts. Marked to the company's ethos of giving back to society and facilitating sustainable growth, its commitment towards CSR. Through engaging in these initiatives, SBG is ultimately encouraging ethical practice, social uplift and a more responsible business climate for Bangladesh.

Chapter 2: Methodology and Analysis

2.1.1 Nature of the Study

This report is a descriptive, internship-based study at Safwan Bashundhara Global (SBG) for three months (November, December and January). Based on practical experience as a Market Auditor intern in the Sales and Marketing Department, this Study discusses warehouse operations, distribution activities, sales process / BG CRM usage and inventory control practices.

2.1.2 Sources of Data

2.1.2.1 Primary Data

The primary data were collected via direct observation at distribution houses, field visits into 48 distribution points in Noakhali, Feni and Laxmipur districts, physical stock counting and informal discussions with the Sales Executives, the Territorial Sales Manager (TSM), Divisional sales Manager (DSM) & company distributing personnel.

2.1.2.2 Secondary Data

Data up to October 2023 were used for analysis, which are secondary in nature was obtained from company documents, operational manuals, BG CRM system reports, delivery challans, invoices stock sheet and official publications of Safwan Bashundhara Global.

2.1.3 Data Collection Methods

2.1.3.1 Observation Method

Receiving, storing and dispatching processes; physical stock counting procedures by the intern Observed handling of damaged or expired products at distribution points. Updated CRM data

2.1.3.2 Field Visits

48 distribution points in 3 districts (Noakhali, Feni and Laxmipur) were visited regularly. Mismatch between the physical stock of tissue products, hygiene products and exercise books as verified with BG CRM records

2.1.3.3 Informal Interviews and Discussions

You will also have brief interviews with the Sales Executives, TSMs, DSMs and distribution staff to get a grip on practical problems faced in Stock management, reporting and CRM operations.

2.1.4 Instruments and Tools Used

Data entry and validation were performed using the BG CRM mobile and web application, physical stock sheets and checklists, job sheets for delivery challans and invoices, and basic stationery items (notebooks, pens, calculator).

2.1.5 Data Processing and Analysis

Physical stock counts were conducted periodically to identify any conflict with BG CRM records to identify any differences, including excess, shortage or damaged stock. The information on damaged products was summarized and potential reasons were also listed. Analysis of stock mismatches and stock reporting delays were conducted using descriptive analysis. Qualitative data were used to identify strengths and weaknesses in the distribution and inventory system.

2.1.6 Scope of the Methodology

The study also looks at 48 distribution points across Noakhali, Feni and Laxmipur districts on tissue products, hygiene products and exercise books. It is restricted to distribution house-level activities within the three-month-period of internship.

2.1.7 Limitations of the Methodology

A three-month time period might fail to reflect seasonal or long-term changes. Access was restricted to specific distribution points and documents. Aspects of what you hear from informal conversations may also be subjective. Results came from 48 of these distribution points, and therefore may not reflect all areas currently under Safwan Bashundhara Global.

2.2 Objective of the Report

The primary purpose of this report is to highlight the learning and experiences acquired throughout a three-month long internship at Safwan Bashundhara Global specifically in relation to its distribution, warehouse, CRM and inventory management operations.

2.2.1 The specific objectives are:

- 1.To outline the operation structure and main functions of Safwan Bashundhara Global focusing on Sales & Marketing Department.
- 2.To describe how BG CRM is used to track stock, assist in distribution and enhance the recording of information and decision making.
- 3.To observe and discuss warehouse and distribution house: stock receiving, storing, dispatching; stock damage handling.

4.To study the distribution level inventory control practices such as physical stock taking, reconciling with CRM data, damage reporting etc.

5. To recognize practical challenges experienced in the field (stock disparity, damages, connectivity issues and documentation problems) and recommend potential solutions.

6.To link the theoretical knowledge from the academic courses with practice in real life and prepare professional skills in sales, distribution and inventory management.

2.3 SWOT Analysis

Strengths:

- SBG is one of the largest most diversified business conglomerates, having strong financial muscle and operational support for the company.
- It has a wide geographic footprint, which allows it to reach both urban and rural consumers.
- Affordable pricing helps the products to lure low and middle-income consumers.
- Manufacturing at home reduces dependence on imported goods, contributing to the development of the national economy.

Weaknesses:

- Brand awareness of the FMCG and tissue ranges remain muted compared to market leaders, hindering any potential upward trajectory in terms of market share.
- Some points in the distribution process drain money through product loss and poor handling.

Revised (Marketing and promotional efforts are not up to par with leading competitors.)

- Some locations need improvement on providing supply chain transparency and inventory accuracy.

Opportunities:

- Hygiene consciousness increasing demand for branded hygiene and tissue products.
- The rise of modern retail formats and e-commerce platforms provide opportunities for the company to reach a wider customer base.
- Focusing on marketing activities and customer engagement endeavors can add to brand awareness.
- Logistics and shipping is laying out place for business expansion via increasing trade flows.

Threats:

- The company faces high competition from already- established brands that have loyal customers.
- Competitors are ramping up advertising and providing greater trade promotional allowances to retailers.
- Consumers may move more towards luxury or global brands.
- Macroeconomic turbulence may have a slightly dampening effect on consumer outlays and construction-related demand.
- Existing problems with distribution efficiency and stock management may limit future development.

Chapter 3: CRM Software for Managing Customer Relationships

3.1 A Quick Look at Safwan Bashundhara Global's CRM

Customer relationship management (CRM) is a part of all the software tools, strategies, and processes that a corporation uses to keep track of its interactions with customers, suppliers, and other essential people in a systematic way. CRM helps keep track of sales in today's FMCG and stationery industries by organizing warehouses and making sure that inventory is easy to access. It also helps to keep track of how well things are going all the way down the supply chain.

SBG is one of the best companies that makes products like tissues, hygiene supplies, and notebooks for school. BG CRM (Bashundhara Group Customer Relationship Management Software) is a mobile and web-based solution that has been customized to fit SBG's demands. It helps you see what's going on with stock, sales, and field work in real time in many districts.

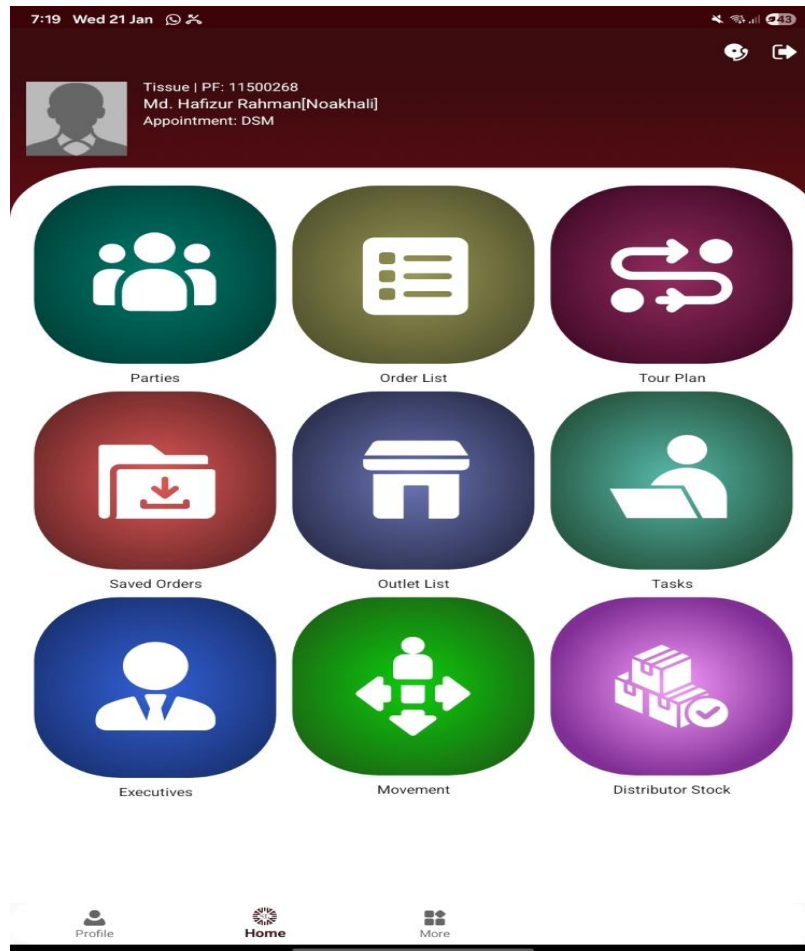


Figure 5: BG CRM Software

3.2 Bashundhara uses BG CRM Software

Bashundhara Group created BG CRM just for them so that it would work for them. It works with both mobile apps and web browsers. The mobile app is used by field staff, such as Market Auditors and Sales Executives, to operate things. The web is used by managers at the home office, such as Territorial Sales Managers (TSM), Divisional Sales Managers (DSM), and others.

Sales Executives go out into the market and get orders. Market auditors check the stock in person. Management takes decisions based on all the information, while TSMs are in charge of one area and DSMs are in charge of many areas. When all users can use the same data source that is constructed to the same standards, it is easy for information to move from the field to management.

3.3 What does BG CRM do for Safwan Bashundhara Global?

Instead of slow and error-prone paper reports, SBG uses BG CRM. The organization wanted one platform that could bring together information from sales, warehouse management, inventory

control, and distribution so that they could work more efficiently. You can utilize the system to keep an eye on how the market is doing, control the stock levels of your distributors in real time, enter data for MIS reports, work with other departments, and view secondary sales.

3.4 Why BG CRM is Important for Small Businesses

Real-time control: The mobile app delivers field, stock, and sales data right away, so managers can make decisions the same day instead of waiting for reports.

Standard fields and automatic reports mean fewer mistakes and less paperwork, which gives staff more time to visit customers and create relationships.

Better planning: By looking at past sales and stock levels, you can make better predictions about the future by season or product. This means fewer stock-outs and less overstocking.

Improved accountability and teamwork: User-stamped data, shared dashboards, and clearly defined key performance indicators (KPIs) all help improve internal control and make it easier for departments to work together while also making the assessment process fairer.

3.5 Comparison of Operational Processes Before & After BG CRM Implementation

Aspect	Before BG CRM	After BG CRM
Data Collection	Manual registers and tally sheets	Digital entry via mobile and web
Reporting Speed	3 to 7 days	Right away or in a few hours
Stock Visibility	Wait on paper for stock to be available today and in the future	Instant visibility across all distribution points
Error Rate	A lot of mistakes when you do math by hand	There are a lot less mistakes now
Communication	Meetings and phone calls	One digital platform
Performance Monitoring	Subjective and hard to anticipate	Objective and based on data
Accountability	It's hard to trace	Complete audit trail
Forecasting	Study of historical facts to remember and make predictions about the future	Systematic analysis using CRM data

3.6 What happened after adding BG CRM?

Digital Transformation: The company transitioned from manual to digital systems and reduced the time taken to report from 15-20 days to near real-time.

Organized Inventory Management: Always checking stock levels between physical counts and CRM records decreased inaccuracies and increased people confidence in the data.

Better Distributor Management: scidLENS alerts managers of distributors with low stock and/or few orders or trouble so action can be taken before it becomes worse.

Workers can spend less time doing paperwork and more time in the field, researching markets, and developing relationships.

Standardizing the processes: States that use the same forms to tally stock, place orders and file damage reports make it easier for apples to be compared; it also reduces confusion.

Data-Driven Culture: More and more companies use CRM data to explore when and where to provide the products or create objectives.

3.7 Challenges and Issues in BG CRM

1. **Technical issues:** network problems in rural areas slow data syncing; system failures halt operations and require manual intervention.
2. **Training and resistance:** Workers resist digital tools and need repeated training; weak training causes low usage and errors.
3. **Data quality issues:** Users enter wrong codes or incomplete data under pressure; strict monitoring and continuous feedback are needed.
4. **User adoption challenge:** Getting all employees to use BG CRM regularly is difficult; leadership support, clear communication, and linking usage to performance reviews are critical.
5. **Integration difficulty:** Connecting BG CRM with accounting or ERP is complex and costly; incomplete integration forces duplicate data entry.
6. **Security concerns:** BG CRM holds sensitive information; strong passwords, access control, and breach protection are essential.
7. **System development:** Balancing improvements with stability is challenging; too many changes confuse users; too few make the system outdated.

3.8 General Review

BG CRM has cut down on SBG's operations by doing away with the paperwork and making planning, collaboration more efficient while providing real-time visibility into sales, warehousing, and inventory processes. Such advancements would facilitate increased productivity and enhanced decision-making. But challenges remain in security, data quality, integration, training and infrastructure. Built more as a tactical tool than a strategic one, but with

continued investment in the right data, people, processes, and technology, SBG is able to capitalize on BG CRM as a user-centric digital asset for sustainable growth and market share over time across Bangladesh's FMCG and corporate services landscape.

Chapter 4: Warehouse Management System

4.1 SBG Warehouse Operations

For tissue products, hygiene products, exercise books & A4 paper - Safwan Bashundhara Global (SBG) has an efficient and organized warehouse system of these items. With BG CRM integration, it tracks the warehouse-working real-time view of inventory centralizing and also enables data to measure-driven decisions.



Figure 6: Hatiya's Warehouse

4.2 Warehouse Operation Process at SBG

SBG warehouse has 5 stages: incoming, stock, inventory check, order submission and dispatch, remediations.

Receiving of Goods: Receipt of Products from manufacturing with delivery challans and invoices They check the documents and quantities, know what is in the boxes and enter it into the database.

Storage: Products are divided in three channels and stored in clean and dry conditions under FIFO to prevent damage or expiry.

Inventory reconciliation: Verification of actual stock in distribution houses & Matching with BG CRM. Damaged goods are separated and reported.

This includes Order Processing, Dispatch: As the goods are received in the warehouse, they check for availability, pick orders and ship them as mentioned. The delivery documents is also updated in BG CRM to have real-time progress monitoring.

Damage Control: Recognizes damaged product, analyzes the cause of damage (humidity, handling and/or transportation) and provides a report to management for corrective action.

4.3 Warehouse Control Mechanisms

SBG confirms orderly warehouse construction through hygiene and shelving, ventilation of the building, safety compliance and first-in-first-out stock rotation together with our digitalization via BG CRM. These also help minimize product loss, as well as better coordinate warehouse personnel, auditors and sales teams.



Figure 7: Feni's Warehouse

4.4 BG CRM in Warehouse Management

SBG warehouse management system is based on BG CRM. Sales Executive, Market Auditor and managers are the key users of this application to collect up-to-date field data, monitor stock

levels, discover discrepancies & aid in replenishment planning. DI has transformed the scenario, reducing physical documentation in many aspects.

4.5 Challenges and Summary

These challenges include limited network access in SBG regions, the requirement for protocols and training as associates transition to digital processes, and transforming organizational culture. It uses monitoring, training and continuous tweaking to identify these. Ultimately, SBG warehouse serves as a model of operational flow, BG CRM integration and organized processes that bring availability of goods on the shelf and exact count.

Chapter 5: Inventory Control System

5.1 Introduction to Inventory Control

When it comes to Inventory control at Safwan Bashundhara Global (SBG), the company refers to supply chain management that influences how much product is available to meet customer demand without over or under stocking. This holds true particularly for some specific categories like fast moving consumer goods (FMCG) and stationery products, especially tissue and hygiene items and exercise books that need to be constantly managed in terms of inventory as they are at an interval of shortest period possible along with consistency in shelf life.

5.2 The SBG Inventory Control System Components

SBG has an integrated inventory control system based on physical call-up, BG CRM based digital records and warehouse housekeeping. We outline the key components below.

Stock Confirmation with Market Auditors: Manual stock counting of major categories is done by auditors on a regular basis at all distribution houses. Each carton is verified by quantity. Damaged product is segregated from good inventory and missing items are noted for reconciliation.

Systems Implementations: Digital Reconciliation on CRM: The BG mobile application directly mirrors and solves the stock along with its reconciliation in the system record. The aim is to capture the differences at an early stage and take corrective action if required.

For instance, SBG employs First In, First Out (FIFO) method in their warehouse operations. The first in, first out (FIFO) method of inventory accounting ensures passing on the products that are stored and thereby avoid spoilage, obsolescence or xenobiotic.

Stock level monitoring: Minimum and maximum stock levels are monitored to prevent stockouts and over-stocking. Pull on high stock when it approaches the maximum levels; Replenish on low stock when it approaches min thresholds.

Damaged/Expired Product Reporting System: SBG has a documented, formalized process to identify and report damaged products/expired products. Market Auditors are responsible for separating these items and stating the reasons in BG CRM during verification.

5.3 Role and Necessity of Inventory Control in SBG

SBG maintains its products available without interruptions while freeing high holding costs of excess stock and damage/ wastage from decay because of the absence of the right turn; it synthesizes money related flows more profitable (speedy) leads to happier distributorships through accurate electronic records, provides reinforced supply chain supervision among warehouse, sales crew and management. How to Trade Efficiently as an FMCG in Terms of

Inventory Management Inventory management is the backbone of success for any industry and it holds more value in business where instant transactions happen.

5.4 Impact on SBG Inventory Management

These initiatives have made huge positive impacts like Physical Audits, BG CRM and Structured Warehouse Process. Second, stock number discrepancies have been reduced to a minimum, improving the precision of data and economic correctness. The real-time analysis of data from the field has also made sales forecasting more precise. Improved storage conditions as well as the application of FIFO have helped in reducing product damage and wastage. BG CRM automation also improved operational efficiency by freeing employees from manual paperwork. Distributors have built relationships through open reporting and reliable stock supplies.

5.5 Challenges and Opportunities for Improvement

Systematic and efficient as SBG's is the stock control system, there also exists scope for improvement. Due to network connectivity issues in rural areas, real-time updates to the CRM system are often lagging, resulting in possible data discrepancies. Furthermore, factors related to human errors like miscounts or data entry mistakes especially in the case of new employees can lead to discrepancies in stock records. Overcoming these challenges and creating more transparency in operations require an investment for upgrading digital infrastructure and continuous training of employees and distributors. Doing so will allow a more prudent execution of the CRM processes and proper stock rotation according to FIFO, making the entire inventory process much more efficient and reliable.

Chapter 6: Internship experience

Interning at Safwan Bashundhara Global, my fieldwork and analytical tasks have contributed largely in helping me understand the operations of a fast-growing FMCG distribution network. I covered product audit, data collection, company observation and market analysis but I had to learn the case management, report preparing, on site visit parts.

I was assigned to distribution houses by my supervisors during the internship so I could visit them regularly to get a field view of the company's supply chain and distribution network, along with actual product flow at ground levels. The visits allowed me to see firsthand how products move through factories, warehouses, and retail markets; and how business transaction activities are performed in a real-world context. They had me visiting in order to do physical stock counting and stock verification of three main product lines—tissue products, hygiene products and exercise books—to ensure that what they had in their system matched on the ground. Verified, I updated the new inventory data in real time in BG CRM mobile application that supported: accurate inventory control; better sales forecasts without stock-out situation and supply planning.

I was also responsible for identifying and reporting damaged or expired products by checking their condition and analyzing possible causes including poor storage, handling during transportation, humidity or manufacturing defects. Additionally, I also evaluated the overall working conditions in distributor houses such as cleanliness, storage systems, handling practices and adherence to company norms. Then reported my observations to supervisors for necessary improvement. For instance, I kept regional pricing aligned with the position of direct competitors; tracked product quality against direct competition; surveillanced promotional activity for message consistency and spend rationality (including seasonal planning); audited distribution coverage regionally to adapt corporate level strategic objectives back into line with Safwan Bashundhara Global's market positioning.

During the internship, I worked closely with Executives, Territory Managers and Divisional Managers. This unique experience helped me see how corporate sales operations worked, what their reporting structures looked like, how they collaborated across the organization, and how professionals interacted with each other under a corporate entity.

6.1 Supply Chain Management in SBG

Supply Chain System of SBG: This chapter elucidates the supply chain system of Safwan Bashundhara Global (SBG) that implements in FMCG and industrial sectors of Bangladesh. SBG drives the procurement, production, warehousing and nationwide distribution of raw materials and finished goods through an integrated network of manufacturing plants, warehouses, distribution centers and authorized distributor masons. As a well-coordinated and efficient supply chain is crucial to grow market share for SBG. The supply chain management of the company

includes procurement, production planning, inventory management, transportation, warehousing and distribution to deliver product availability at the lowest cost possible.

As an effective supply chain strategy, SBG sources its suppliers at domestic and international levels to provide measures i.e. cost, product quality, service performance on delivery timeline based on effectiveness criteria. A CRM-based inventory system supports real-time stock monitoring and reconciliation at the distributor level. Although the company has a structured network due to which it faced issues like fluctuating demand, stockouts and delayed deliveries. Internal and external cross-functional coordination, including Sales, Supply Chain and Audit teams, is continued in a way to perform these activities. In sum, SBG's technology-driven supply chain system contributes to its competitive advantage, responsiveness to market changes and overall operational efficiency. The key components of the supply chain are as followed:

Raw Material Sourcing

It all starts with sourcing raw materials from local and international suppliers that are needed to manufacture paper, tissue, and hygiene products.

Manufacturing Units

In this step, raw materials are put through transformation in paper mills or hygiene generation facilities and other FMCG plants; applicable quality control measures will likewise be taken to ensure item guidelines.

Factory Warehouse

Finished goods are then moved to the central or factory warehouse after production. This facility serves as the main distribution, storage and counting hub and is primarily responsible for inspecting, recording and preparing products for shipment.

Authorized Distributor Houses

Distributors typically buy from distribution centers and store products in their own warehouses before supplying retailers located within the territories they are assigned.

Retailers / Outlets

Additionally, traders either buy the goods from authorized distributors or sell them to end-line customers in regional Focus markets based on market demand.

End Consumers

In the last step, products are delivered to users who procure them from local retail stores.

6.2 Causes of Inventory Discrepancies

The inventory analysis highlighted various operational factors that primarily cause differences between the physical stock and CRM-recorded inventory. These inconsistencies result in inaccurate inventory counts leading to poor operational processes and financial misleading

Late CRM Entries:

One important reason contributing to inventory discrepancies is delays in entering data into the CRM system. When sales, receipts of goods, or transfers of stock are not recorded in the system on time a gap arises between physical inventory and system records. This can cause the CRM to show inaccurate stock levels even if the physical count is correct, leading to incorrect reports and bad replenishment decisions.

Errors in Counting:

Another significant source of discrepancies is the human element when recording physical stock counts. Physical counts can be thrown off by misunderstanding carton quantities, skipping items from stacks or miscalculating totals. Since inventory reconciliation was heavily dependent on physically checking stock, above basic counting mistakes had the potential to create significant variances in FMCG operations.

Poor Warehouse Stacking:

Poor warehouse organization is another reason stock mismatches occur. Poor stacking and arrangement can obscure items under other loads or mix different SKUs together, complicating counting and increasing the potential for errors. Incomplete storage makes it difficult to see all of the products and also makes both inventory verification and inventory management more complex.

Damage In-Store:

Loss of product due to storage and handling damage (shrink)/property loss will also contribute to discrepancies if not accounted for as they occur. Goods can suffer damage from inappropriate storage conditions (excessive humidity), careless handling or overly high stacking. As a result, the gap between stock available for use in physical inventory and what the system says is likely to grow if damaged goods are still registered in their physical state. Such conditions globally affect the storage and transport of paper-based and hygiene products particularly.

Shrinkage:

Shrinkage — unexplained losses from theft, loss during handling, transport or storage — is another source of discrepancies. Small, routine losses can build up and, over the long term result in a substantial distortion of inventory records. Those losses might go untracked for long periods without effective internal controls and oversight.

6.3 Market Visits

Purpose of Visit:

Market visits were aimed at learning about Bashundhara's product display methods, talking to retailers, observing in-store product visibility and becoming familiar with various Ispahani products.



Figure 8: Field Visiting time, with DSM sir and TSM (tissue & Exbook)

6.3.1 Activities Performed:

Store Visits

I have visited many retail outlets in Noakhali Sadar like Chowmuhani, Dotter Hat and Chairman Ghat. At these visits, I saw shelf management, product placement, and brand visibility from one store to another.

Product Display Learning

Market supervisor showed most effective way for displaying the product. The principles of facing, cleanliness, eye-level placement, and stacking were all impressed upon me. Bashundhara

Tissue, Hygiene Products and Exercise Books were mostly shown in the stores following the recommendations of the supervisor.

Retailer Interaction

Market supervisor worked with me to engage retailers for feedback. We talked about what moves quickly, the customer and seasonality in sales.

Product Knowledge

The supervisor described key features and positioning for several product lines, including:

100 pcs 2 ply (Perfumed)

Bashundhara Hand Towel (150 pcs x 2 ply) Regular – High consumer demands, followed by strong brand identity.

Bashundhara Standard Diapant – aimed at higher-end customers

– Bashundhara (200 Pages) Spiral Exercise Book — targeted toward quality conscious consumers

I was also introduced to Bashundhara Black A4 Paper along with other FMCG products under the brand.

Competitor Observation:

I scouted brands that were also on display and noted their market positioning, retailer insights, as well as promotional visibility against Bashundhara.

Key Learnings:

Brand exposure is considerably increased by product display which leads to sales development.

Strategic decisions are guided by insights gained from market visits.

Chapter: 7 Recommendations & Conclusion

7.1 Conclusion

An internship provides students with the opportunity to apply theories learned in class into an organizational setting, which is why this is arguably one of the most integral aspects of any business degree. My internship experience in Safwan Bashundhara Global (SBG), a subsidiary of Bashundhara Group, has offered me direct exposure to supply chain management, inventory control, distributor operations and customer relationship management for the fashion and FMCG sector as part of tracking inventory activities. At Noakhali, Feni and Laxmipur I did stock reconciliation at physical verification, warehouse monitoring and co-ordination with various operational teams.

It was repeated above that strong collaboration amongst Sales, Distribution, Logistics and Supply Chain functions is required to effectively manage inventory. My first step was to realize that we should need to verify stock for digital inventory systems with physical stock verification so we minimize inaccuracies. I was also able to learn that structured reporting, audit process; and documentation would make internal controls robust, transparent and efficient.

The direct exposure of working with day-to-day business helped me gain an insight into corporate functions, team work and connected problem solving. In summary, the internship provided a practical connection between academic knowledge and professional skills including inventory accuracy, first in first out (FIFO) application, demand monitoring and performance measurement. I am confident that the knowledge, insights and skills from this experience would be a great help in my professional development in a Supply Chain context.

7.2 Recommendation

Based on my observations and personal experience as an intern at Safwan Bashundhara Global, I firmly believe that multiple key measures must be taken to heavily improve upon inventory management and overall institutional effectiveness. First, it should be mandatory with strict guidelines and schedule for conducting physical record stock counts at distributor warehouses in order to generate actual stock which should be exactly equal to the records of that amount entered previously into the CRM system thus drastically reducing and eliminating errors while adding another layer of transparency. Second, offering a complete and obligatory training on the use of CRM shall be crucial to vacuum data-entry errors corrupting reporting accuracy and reliability.

Additionally, the coordination has to be more streamlined and systemized between Supply Chain, Marketing and Sales teams for promotion activities to align with stock levels so that there are no overstocks or underselling cases allowing uninterrupted product availability. Stricter procedures must be implemented within the organization for monitoring, recording as well as storing damaged and expired goods to mitigate storage issues and prevent unnecessary financial loss. Lastly, by institutionalizing periodic visits to the various fields and by creating a robust feedback

system, management will be able to quickly identify operational gaps and either make real-time corrections or penalize repeated non-compliance with inventory management protocols.

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