



Internship Report on Supply Chain Management and Operations at Domino's Pizza Bangladesh





Course Code: INT-4399

Course Name: Internship

Submitted To:

DR. Saad Hasan

Associate Professor

School of Business & Economics

United International University

Submitted By:

Asif Ifte Khan

1111 193 095

Supply Chain Management (SCM)

United International University

Date of Submission: 10th December, 2024

Letter of Transmittal

10th December, 2024

Dr. Saad Hasan

Associate Professor

School of Business & Economics

United International University

Subject: Submission of the Internship Report on “Supply Chain Management and Operations at Domino’s Pizza Bangladesh”

Respected Sir,

I am pleased to submit my Internship Report on “Supply Chain Management and Operations at Domino’s Pizza Bangladesh,” completed under your supervision as part of my Bachelor of Business Administration in Supply Chain Management degree requirements. This report has been prepared following your guidance and course requirements, and it reflects my experiences and insights gained from my time in the organization.

Throughout my internship, I worked closely with various aspects of the supply chain, including warehouse management, sourcing from Indian and Bangladeshi suppliers, and coordinating with logistics for seamless operations. I have done my best to create an accurate and informative report by using my knowledge and the primary and secondary data collected.

I am grateful for your guidance and support during this study. I hope you find this report comprehensive and insightful, and I would be happy to discuss any questions or clarifications you may have.

Sincerely,

Asif Ifte Khan

ID: 111 193 095

BBA in Supply Chain Management

Acknowledgment

I am would like to express my sincere gratitude to my honorable supervisor and teacher Dr. Saad Hasan of United International University, Department of Supply Chain Management, Dhaka-Bangladesh. For his kind co-operation and guidance during preparing this Internship report. Through his good counsel and supervision, he has contributed significantly positively and informally in my enlightenment and mounding especially throughout the period of the internship and while writing this report.

I would also like to express my gratitude to all the faculty members of School of Business at United International University. What they did for me and my growth within and outside the classroom motivated and enriched my academic life and pursuit of knowledge.

Last but not least, it is for the great appreciation for my parents who motivated me and supported me and encouraged me throughout my educational and personal development. I must thank them for believing in me at every step during this journey.

Executive Summary

The following report compares the SCM of Domino's Pizza Bangladesh in terms of its operations, merits, and issues related to obtaining, storing, and delivering its products. As a result, therefore, the main goal of this study is to critically examine Domino's management of raw materials that is locally sourced, as well as imported and evaluate their supply chain with a view of identifying areas of strength, weakness and the opportunities to make improvements. The information incorporated in this report was gathered during a three-month period during which all aspects of inventory management, supplier relations, and warehousing and distribution techniques were investigated in detail.

At first the report focuses on the working relationships Domino's maintains with its suppliers and its logistics management. They address the systems developed for managing raw material through Supply Chain System from SAP and Document Control through Docudex for billing, quotations and comparative statements. These systems have been designed to facilitate the flow of information between departments, which then serves as a starting point for analysis.

One of the critical aspects analyzed in this report relates to Domino's stores management of inventories and distribution. The report assesses the overall control over the cost efficiency in supply chain management and defines the aspect of inventory turnover and capacity of warehousing practices of Domino's. While this work was able to sample data for only three months, it reveals how Domino prioritizes supply chain management as a key area of competitiveness despite the challenges of procuring materials from many vendors.

After this, the author provides the description of the undertaken internship, as well as the tasks and practical experiences under the internship, including contributions and practical experiences of the author, and the practical difficulties he has encountered. The need to retain data integrity as well as proper management of vendor information which dictate product quality and delivery are elaborated in this section.

This report recommends that Domino's should maintain tracking the development of new strategies for efficient warehouse management and deploying technology to provide better tracking and supplier relations. Using other relevant practices to avoid more of the wastage in sourcing and inventory, Domino's could be in a better position to operate again with minimized costs hence have a more effective supply chain

Contents

Letter of Transmittal	iii
Acknowledgment	iv
Executive Summary	v
Chapter 1: Introduction	1
1.1 Introduction of the Report	1
1.2 Objectives of the Internship.....	1
1.3 Scope of the Study	2
1.4 Sources of Data:	2
1.5 Methodology of the Study	3
1.6 Limitations of the Study	3
Chapter 2: Company Profile	4
2.1 Company's Current Objectives.....	4
2.2 Company Values	4
2.3 Mission of Domino's Pizza Bangladesh	4
2.4 Vision.....	4
2.5 Slogan.....	4
2.6 Product Offering.....	5
2.7 Trends and Growth.....	5
Chapter 3: Industrial Analysis	7
3.1 Market Overview.....	7
3.2 Bangladeshi Pizza Market.....	7
3.3 International Competitors.....	8
3.4 Visual effect of the market:.....	10
3.5 SWOT Analysis.....	12
Chapter 4: Supply Chain Management and Domino's Pizza Bangladesh	14
4.1 Introduction	14
4.2 Sourcing of Raw Materials	14
4.3 Supply Chain Flow	15
4.4 Transportation and Distribution Network.....	16
4.5 Warehouse and Inventory Management	16
4.6 Store Network and Locations	17
4.7 Supply Chain Challenges	17

4.8 Future Strategies for Supply Chain Improvement.....	18
Chapter 5: My Internship Role in “Domino's Pizza Bangladesh”	19
5.1 Introduction	19
5.2 Coordinated with Indian clients for the procurement of raw materials from India:	19
5.3 Managed the procurement of additional raw materials from local suppliers in Bangladesh:.....	19
5.4 Assisted in the management of Domino's warehouse operations, ensuring optimal inventory levels and efficient distribution:.....	20
5.5 Generated and processed purchase orders (PO) for raw materials and other necessary supplies using SAP software:.....	20
5.6 Utilized SAP software for tracking inventory, managing logistics, and streamlining supply chain operations:	21
5.7 Worked with Docudex software system for bill submission, Comparative Statement (CS), and quotations:	21
5.8 Collaborated with the supply chain team to improve logistics and streamline operations:	21
Chapter 6: Conclusion and Recommendation	23
6.1 Conclusion.....	23
6.2 Recommendations.....	24
References.....	25

Chapter 1: Introduction

1.1 Introduction of the Report

This report includes a vivid description of my internship program at Supply Chain Department of Domino's Pizza Bangladesh where I had the opportunity to learn the real-world process of procurement and logistics management. As one of the operational strategies of Domino's Company, supply chain management will facilitate the flow of the important input which is raw materials for the production of pizzas from the suppliers to the outlets. My responsibilities in the department allowed me direct interaction with every segment in this process starting from suppliers to commissary warehouse management.

During my internship I purchased perishable items like cheese, vegetables, and sauces from local as well as overseas suppliers. I particularly specialized in organizing the cross-border products import from India, that meet Domino's highest quality standard. With regard to this, I was directly involved in the day to day running of the central wholesale warehouse, head involved in managing stock supply, stock dispatching and overall coordination of logistics to meet the requirements of outlets in various zones in the country.

Supply chain management for a large food service company in Bangladesh is a challenging task since the food items mainly processed are perishable products, experiences uncertain demand, and faces issues regarding supply chain disruptions. Most of the time I had to explain the matters including delayed shipments, missing stocks, and quality control questions. These exposed me to features of problem solving and enhanced my understanding of supplier management relationships as well as the logistics flow. This includes the ability to work closely with local as well as international partners in the procurement strategies while being able to wrestle the various issues arising from this financially competitive and constantly evolving industry.

Therefore, as a result of preparing this report, the reader will be able to learn about the key activities that were performed in Domino's Pizza Bangladesh and how elements of supply chain management are implemented in practice. On the same note, I got acquainted with the aspects of inventory and the supply chain including the SAP system as well as the Docudex that is used for supplier documents and all aspects of the procurement function. The said software tools that were utilized have played major role in the procurement and inventory control as well as the chain of supplies of Domino's Pizza BD.

1.2 Objectives of the Internship

The main objectives of my internship at Domino's Pizza Bangladesh were as follows:

- I. **Understanding Supply Chain Management:** Domino's deals with procurement, storage and distribution of raw materials; it is important to understand how inventory is controlled

in accordance with the demand for products expected in stores and on subsequent delivery.

- II. **Managing Perishable Goods:** Another feature of Domino's supply chain management system is how different items such as vegetables, sauces and dairy products which are known to have a limited shelf life can be managed. That is why my goal was to know how these goods are to be warehoused and delivered; how their quality keeps on being preserved and how much wastage is acceptable or possible.
- III. **Understanding Supplier Relations:** My responsibilities entailed being able to know and participate in monitoring of supplier relations. This involved carrying out communication with local and global suppliers, regarding the delivery schedules and learning if the products were actually Domino's quality pleasant.
- IV. **Gain Knowledge on Warehouse Operations and Inventory:** As part of the warehouse team, I was tasked with monitoring inventory, receiving stock and making sure that the raw materials got to the various Domino's outlets as soon as possible.
- V. **Gaining Software Proficiency:** An essential aspect of my internship was to be conversant with SAP chiefly in terms of inventory and procurement order, and supplier. I also gained some knowledge about Docudex concerning the bill submissions and the management of the supplier quotations and the comparative statements as well.
- VI. **Understanding Problem-Solving in Logistics:** I discovered how to manage logistical problems, which include shipment delay, difference in stocks or problematic relations with suppliers that might affect the supply chain.

1.3 Scope of the Study

In this paper, there are four main areas that are targeted at analyzing the supply chain management of Domino's Pizza Bangladesh. It zooms in on the tendering mechanism and the way the organization handles its suppliers around the local and global markets. The report will also describe how perishable foods are stored and distributed at Domino's while looking for best practices in food hygiene and protection against wastage.

Thirdly, the study will look at the appointment of a competent warehouse manager in relation to adequate stocks so as to ensure timely delivery of stocks to outlets all over the country. I will also be reviewing the issues of application of technology in the supply chain, especially system application and products (SAP) Inventory system for inventory, and Docudex for supplier quotation and billing. I will also briefly describe some of challenges faced out during my internship and how overcome them to ensure the operation of continue to run smoothly.

1.4 Sources of Data:

Using both primary and secondary channels, data has been collected:

i. Primary Sources:

- A case study on how to implement the insight of Jubilant FoodWorks Ltd (Domino's Pizza Bangladesh).
- From this research, all the Information are collected from my supervisor.
- Different field expert and officials contacted.

ii. Secondary Sources:

- The Jubilant FoodWorks Ltd (Domino's Pizza Bangladesh) Monthly Report Textbooks.
- A printout of articles and other relevant material both on the Internet and in the library.
- Domino's Pizza Bangladesh home page of Jubilant FoodWorks Ltd.

1.5 Methodology of the Study

This report is drawn from practical experience and offers a view on Domino's supply chain functions. Primary data was collected from daily interaction with suppliers, the staff working in the warehouse, as well as the team managing the logistics. These were accompanied by the observation of the subtle issues of managing a warehouse including handling of inventories, dispatches and so on.

Besides participation, there is participation information literacy as I read internal documents and reports, seen below, to comprehend the company's supply chain policies in general. There also were frequent uses of SAP for managing stocks and purchase as well as the application of Docudex for handling documents of the suppliers with the comparison statements and bills included.

1.6 Limitations of the Study

While conducting my internship I thoroughly learnt a lot though it had some limitations that limited my study to some extent. Firstly, there was limited time allowing me to delve deeper into most aspects of the supply chain system, especially in long term strategic sourcing and demand planning. Moreover, I had limited working access to sensitive information about financial activities and elaborate supplier agreements, which excluded me from analyzing all the costs and benefits of the proposal.

A third constraint identified was that the skill required to overcome such software systems as SAP and Docudex entailed a steep learning curve. I was able to develop a basic working knowledge of these tools but more specialization would have needed more time than was awarded to the internship. Lastly, rapid operation style of domino's especially in handling perishable products was another area that faced difficulty in real time data update since changes were required continually depending on store needs for the day.

Chapter 2: Company Profile

2.1 Company's Current Objectives

Domino's Pizza Bangladesh works mainly with the mission to serve taste-worthy pizzas instantly across the country. The venture vision is to become the number one pizza Brand in Bangladesh with new variants and improvements in services. Furthermore, it has a vision to grow unit operation and outlet accessibility— both internal and external, third-party service providers which include bKash in order to make easier online payment systems.

2.2 Company Values

The core business values which Domino's Pizza Bangladesh tries to champion include customer obsession, great people, and growth. The company insists on high quality standards when it comes to the acquisition of raw materials and only deals with suppliers that meet the company's standards. Other values at Domino's include team work, innovation and ethics, respect for diversity and team work.

2.3 Mission of Domino's Pizza Bangladesh

Domino's Pizza Bangladesh currently functions with the mission to become a pizza deliver chain operation in the country. If literature review shows that the outlet opens 10-15 new outlets a year it eventually plans to open 60 outlets throughout Bangladesh. The company's vision is to be the best pizza takeaway and it aims to promptly source required materials like cheese, flour, sauces and fresh vegetables by building lasting relationships with dealers. Through building a good relationship with the suppliers, Domino's guarantees that all products it uses to satisfy its customers meet the international quality standards. Apart from seeking to widen its customer base, the Domino's pizza company also aims at maintaining the company's high quality food service provision in the Bangladeshi market.

2.4 Vision

In the near future, the Domino's Pizza Bangladesh's goal is to be the favorite pizza brand in the country that always delivers quality pizza, excellent service and implementing solutions that benefits the customers. Domino's plans to use efficiency, technology adoption and effective networks to bring positive change to fast food outlet usually seen in Bangladesh thereby, having a positive impact on the eateries' traffic and patronage by customers.

2.5 Slogan

Domino's Pizza Bangladesh captures its commitment to speed and customer satisfaction with the slogan:

"Happiness doesn't take a lifetime to arrive. It takes only 30 minutes."

This slogan relates to delivery since the company assures customers of good tasty pizzas in the shortest time possible affirming the company's commitment to convenience.

2.6 Product Offering

Domino's pizza Bangladeshi menu is quite rich and some of the menu ordered is local modified whereas some is International famous items. The product lineup includes:

- I. **Pizzas:** Choice of tomatoes and mozzarella topped sauces, there are the typical options also available such as Margherita, pepperoni and BBQ Chicken; however unique local flavors suited for the Bangladeshi market can be provided.
- II. **Sides and Appetizers:** These types of foods include garlic bread, which is a full meal accompaniment, chicken wings, and cheesy breadsticks.
- III. **Desserts and Beverages:** Desserts and tender drinks for meals support with possibilities according to the customer choice.
- IV. **Customization Options:** To accommodate customers' needs, Domino's provides options for selecting the crust, the toppings a customer wants and extra ingredients flexibly.

With these brands, Domino's Pizza Bangladesh has its goal of offering the Bangladeshi population with easy to access, satisfactory, and convenient dining option that will support the company's qualification as a quality service provider in the country.

2.7 Trends and Growth

Bangladesh QSR industry is comparatively at a very growing stage as the result of change in customer's preferences, the concept of urbanization and the involvement of online food delivery services. With the trends toward technological advancements in ordering, Domino's Pizza Bangladesh has ensured it can take advantage of the same by offering advanced chains in ordering and by improving on the customer reach through partnering with agencies such as bKash. The company has also been aggressive in adapting to the changes and coming up with strategies that would make it easy for it to break even in Bangladeshi Market; part of this has involved the company being keen on innovation its menu.

Over the years, Domino's has rapidly gained its customers and revenue growth in its network; especially growing across the urban areas of Bangladesh. This growth, in turn, is underpinned by the increase in the young working populations' inclination towards easy quality food. Through the capitalization in technology enhancement, stores and kitchen, development of suitable menus across regions, Domino's remains at a vantage point on its growth path to make it the pizza brand in Bangladesh.

Chapter 3: Industrial Analysis

3.1 Market Overview

Pizza is one of the most globally demanded food that has expanded its worth in billions of dollars and is expected to add more as time goes. Prominent trends which are contributing to the growth of the sector are changing life styles, enhanced urbanization and shift towards convenience products such as convenience food. Due to extensive fast-food cultures all across the world, pizza has become more of an ethnic fast food that can be consumed by people of all ages. This is a market known for novelty on toppings, crust and even mode of preparation to satisfy consumers preferences.

Key Trends:

- i. **Health-Conscious Options:** Now aware about health consciousness some brands launched pizza with gluten-free, low-carb, and plant-based.
- ii. **Customization:** Most pizza brands offer once picking; toppings, crust thickness, and sauces that meet the customer needs and wants.
- iii. **Regional Flavors:** International chain stores modify their food items to capture the market in nontraditional segments such as Bangladesh.

The pizza industry had a good growth in Bangladesh, where technological advancement and the increase in a young working generation's population with westernization food preferences is increasing rapidly. This food product is considered to be fashionable and suitable for sharing, so it is consumed both by families and youth. This market expansion is backed by delivery since pizza has seen its sales rise more so in the densely populated areas such as Dhaka Chittagong and Sylhet.

3.2 Bangladeshi Pizza Market

In Bangladesh, the pizza market is still quite saturated with both internationally owned and Bangladeshi companies. The major driver to the market is due to the increasing demand for cheaper and faster meals that are being purchased from the identified segment whereby the middle class has high purchasing power.

Direct Competitors:

- I. **Pizza Hut** – Pizza hut is one of the oldest players in pizza market in Bangladesh, with branches in most of the city and is considered to be reliable.
 - **Strengths:** Vast list of products offered, sit-down experience and choice of location.
 - **Challenges:** Fewer customers may attend than the local burger joints do, because the prices are higher than those charged by other pizzerias.

- II. **Pizza Inn** – It also one of the international brands that offer its product in economical and moderate segments it mostly provides service in the form of meals. As an added advantage, it is both an eatery and a delivery service which caters for many buyers.
 - **Strengths:** Pricing and number of outlets are the two key factors that are relevant to competition in the current context.
 - **Challenges:** They do not create as many food variants as other fast foods globally.
- III. **Cheez, Pizza Guy and other local pizza chains** – These are quite new brands with specific tastes and localized from Bangladesh. They retain customers because they offer cheaper prices and have localized products that people like spices on chicken or beef pizzas.
 - **Strengths:** A steady stream of customers within certain industries caused by localized tastes, and prices that remain competitive.
 - **Challenges:** Local brands have less coverage and fewer resources than the global fashionable brands.
- IV. **Food Delivery Applications (Foodpanda, Pathao-food)** – These applications are not pizza providers but they are a very significant part in the pizza industry because these are the link between customers and different pizzerias. They help the other small pizza providers to challenge the large brands in an upgraded reach.
 - **Strengths:** Easy to reach, easy to use and the customers can choose from several brands within one outlet.
 - **Challenges:** Some people are willing to go an extra mile and pay more for their food delivery so delivery fees may dissuade a few customers and the competition from the restaurants is stiff.

Bangladeshi Market Analysis Summary:

- I. **Pricing:** The generic strategic competitors differentiate itself based on price, where local players offer cheaper prices.
- II. **Quality & Taste:** The customer specified local flavors are equally important having an optimum combination of Bangladeshi and Western seasonings.
- III. **Distribution:** Nearly all competitors use food delivery services, especially given the COVID-19 pandemic that shifted public focus toward online delivery services.

3.3 International Competitors

Domino's, as a global brand, faces competition from other well-known international pizza chains that have strongholds in markets around the world and compete on factors like quality, price, innovation, and customer loyalty.

Major International Competitors:

- I. **Papa John's:** Enjoy the best pizza with better ingredients As compared to its competitors, it uses fresh ingredients and better quality ingredients to attract its customers who are very conscious of their health.
 - **Strengths:** Premium image and brand development and customer loyalty.
 - **Challenges:** Some markets may be sensitive to price and may not afford high prices hence lowering the probability of uptake.
- II. **Little Caesars:** Characterized more for their cheap prices and “Hot-N-Ready” pizzas, little Caesars currently operate in cheap niche markets.
 - **Strengths:** Friendly people, quick service, reasonable prices, and new products such as Crazy Bread.
 - **Challenges:** Fixed menu offerings and fewer stores around the world if compared to the giant fast-food corporations.
- III. **California Pizza Kitchen:** Specializes in pizzas that are characterized as gourmet and artisan pizzas that offer premium consumers’ specific toppings and sauces.
 - **Strengths:** Department store positioning through purveyance of new and distinct flavors, as well as selling products made from quality ingredients.
 - **Challenges:** Focused more on markets that are able to pay more hence restricting distribution in price sensitive markets.
- IV. **Frozen Pizza/wrap Manufacturers (For Example DiGiorno Brand):** DiGiorno operates in a sub-sector that is not similar to that of restaurant chains, though its products cater for convenience-oriented consumers seeking pizza in the same way they would select restaurant food.
 - **Strengths:** There is convenience and low cost that comes with using the service providers.
 - **Challenges:** Restricted to the sale of frozen foods and could fizz out in the frozen market as customers look for fresh cooked foods.

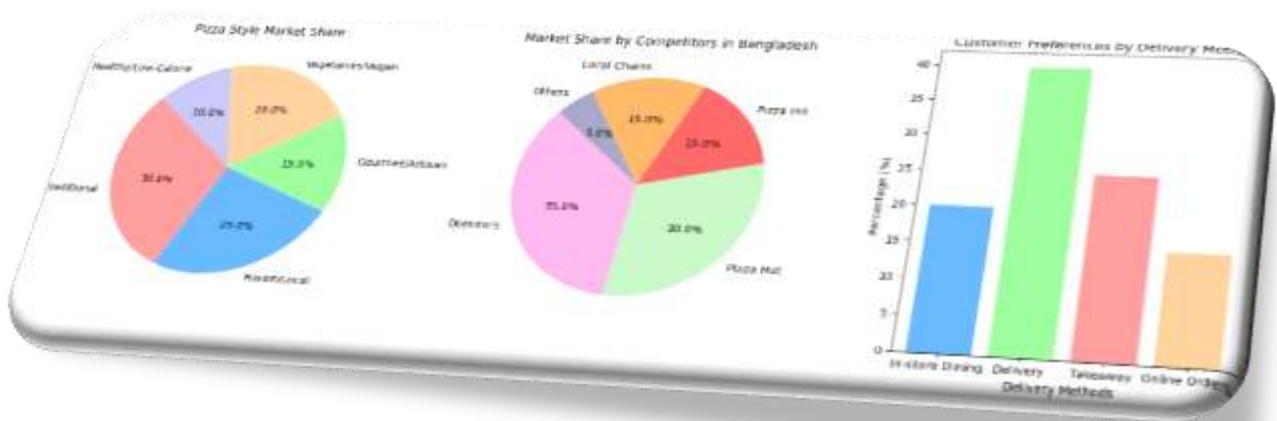
International Market Analysis Summary:

- I. **Brand Loyalty:** Most of Domino's competition has already developed strong brand recognition, especially in the western zones.

- II. **Innovation:** Big pizza companies are always at the lookout for new pizza varieties and ways to introducing new technology like mobile ordering applications.
- III. **Digital Marketing and Delivery Efficiency:** As such, market players such as the Papa John's and Little Caesars seek to optimize on the online platform and efficient delivery mechanisms.

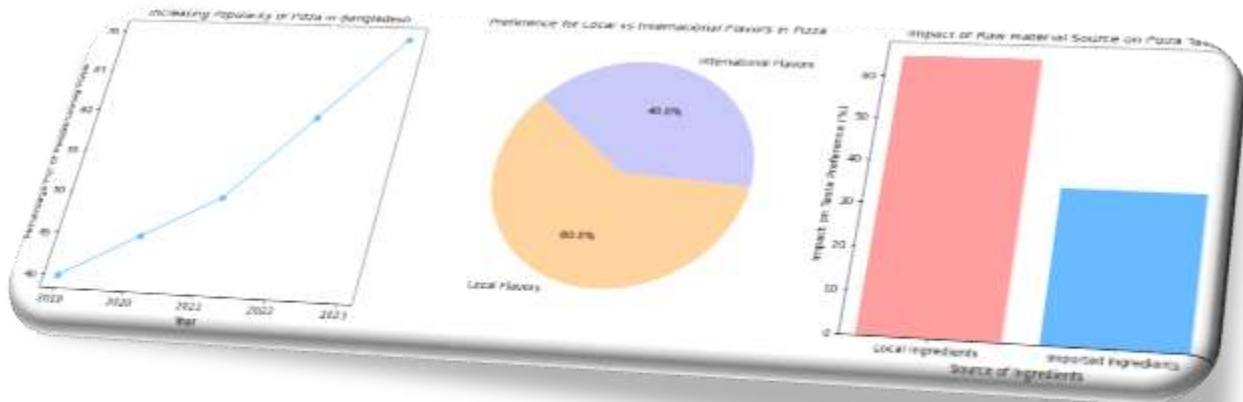
3.4 Visual effect of the market:

Here are some charts representing different aspects of the pizza market analysis:



- I. **Pizza Style Market Share** – These pie charts demonstrate the market share for various pizza styles differentiated by tradition and fusion/local flavors.
- II. **Market Share by Competitors in Bangladesh** – This chart shows the market share trend of the various brands of pizzas in Bangladesh and Domino's and Pizza Hut are leading in the market.
- III. **Customer Preferences by Delivery Method** – The following bar chart displays how customers order their preferences of delivery services; delivery topped the list followed by takeaway, dining in.

➤ Here are additional charts reflecting pizza preferences and factors influencing taste in Bangladesh:



- I. **Increasing Popularity of Pizza in Bangladesh** – This is the line chart of the percentage of Bangladeshi people who like to eat pizza this particular year have a high rate compared to the previous year.
- II. **Preference for Local vs. International Flavors in Pizza** – The above pie chart shows that the Bangladeshi people generally prefer local taste in pizza more rather than the international taste is 40%.
- III. **Impact of Raw Material Source on Pizza Taste** – Non locally sourced ingredients made 35% while locally sourced ingredients made 65% on appeals towards local taste.

3.5 SWOT Analysis

The SWOT analysis gives understanding about the internal and external environment of Domino's Pizza in Bangladeshi pizza industry.

Strengths:

- IV. **Brand Recognition:** Domino's is a leading pizza delivery company and has gained Identity around the world to be linked with quality pizzas, value for money proposition.
- V. **Efficient Supply Chain:** Currently, Domino's has a good regional and global chain supply system that guarantees timely delivery and product quality, which increases customer satisfaction.
- VI. **Innovation in Product and Service:** The brand always releases new types of pizza and toppings for consuming habits to meet the market satiation trends unlike other firms.



Weaknesses:

- I. **High Competition in Local Market:** The brand has also been the one to launch new special pizza styles and additional toppings to meet consumers' preferences.
- II. **Cost Constraints:** This can be very demanding because sustaining quality and a cheap price requires control over aspects such as high ingredient fees and organizational costs.
- III. **Adaptation to Local Preferences:** Of course, there are quite a lot of appealing products offered by Domino's, however, the differentiation of products to be sold in Bangladesh could be optimized better since the local customers tend to explore spicier and a greater variety of tastes more often.

Opportunities:

- I. **Expanding into New Markets within Bangladesh:** Thanks to the intensification of urbanization and the growth of disposable income, Domino's can establish itself in new cities.
- II. **Collaboration with Local Partners:** To enhance local brand equity and bring costs down one can work with suppliers or distributors from Bangladesh.

- III. **Enhanced Digital Marketing:** To increase its market share and its customer engagement, Domino' can use social media advertisement for the young people and can also offer special online coupons.

Threats:

- I. **Rising Costs of Ingredients:** Variations in cost of raw materials for instance cheese and meat may lead to skyrocketing of cost of production and therefore reducing the profits which may be realized.
- II. **Economic Volatility:** This is because, during the lean months, or during scenarios of inflation, people are likely to spend less on 'frills' such as pizza.
- III. **Health Trends:** This is because high health consciousness may lower the popularity of the regular pizzas because people would end up seeking the health conscious or low calorie.

Additional Considerations

Consumer Behavior and Trends: Given the rising uptake of smartphones, the ordering of pizzas has almost become a default and favorite process for many. The fact that consumers preferred to order pizza from their mobile devices means that Domino's can take advantage of this and make ordering from the website easier and add offers that are only available online.

- I. **Customization and Personalization:** Currently, there are no differences in product differentiation; thus, expanding on what people can choose from when ordering Domino's pizza may benefit this company in Bangladesh due to the diverse variety of food preferences.
- II. **Corporate Social Responsibility (CSR):** Pursuing CSR more actively as DEX supports local communities, engaging in less environmental impact can help requalify Domino's brand image and strengthen consumers' loyalty in Bangladesh.

Chapter 4: Supply Chain Management and Domino's Pizza Bangladesh

4.1 Introduction

This paper focuses on the supply chain system of **Domino's Pizza Bangladesh**, which is used to procure stock and deliver major ingredients to all outlets in Bangladesh. Domino's Pizza Bangladesh intends to develop about 60 outlets across the country within a given period hence the importance of a proper and efficient supply chain to ensure quality of the products and timely delivery is met. This chapter examines the sourcing strategy of Domino's Pizza Bangladesh, transportation system, warehouse management, and supply chain management problems particularly quality food consistency.

4.2 Sourcing of Raw Materials

For food cost control, Domino's Pizza Bangladesh also tries to estimate its requirement of ingredients from local and international suppliers in order to purchase a good number of fresh and quality products. It is indicated that the company relies on long-term partnerships with suppliers in order to get a regular supply of raw materials to support the increasing number of outlets.

4.2.1 Local Sourcing:

Chicken Wings: This new product, the Chicken Wings is imported from **CP**, reputed poultry supplier from Bangladesh for its better-quality standards.

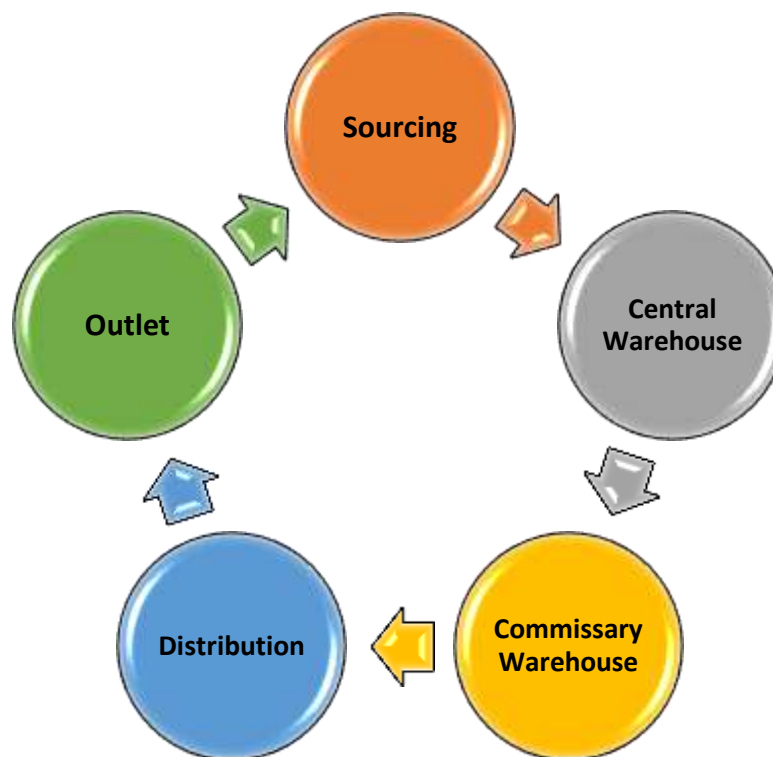
- I. **Oil and Flour:** Domino's Pizza Bangladesh has massively sourced cooking oil and flour from **Bashundhara Group and Meghna Group** which is actually the leading company in the country. These therefore are the components required in making the pizza dough and to aim at replicating that special kind of textures and mouth-watering feel that customers relish.
- II. **Vegetables and Condiments:** **Savoy Export Company** supplies fresh veg ingredients, including mushrooms and corn, as well as condiments – chili flakes and mayonnaise to Domino's Pizza Bangladesh. This makes them highly suited for a consistent product that requires to have the respective qualities propelled by fresh quality. Also, Domino's Pizza Bangladesh take our beef from **Bengal meat**.
- III. **Beverages and Coco Powder:** Domino's Pizza Bangladesh get soft drinks from **Coca-Cola** to show customers how they can accompany their pizzas with a drink. One of the beverages that fall under the company's product portfolio is drinking water which is offered in a bottled water. Also, Domino's Pizza Bangladesh get our coco and Chocolate from **Expolink**.
- IV. **New Sauces:** Among the newest additions to the Domino's Pizza Bangladesh menu is a new sauce, which comes from the **Pran Company**; this makes the menu locally flavored but internationally produced.

- V. **Grain farmers:** Domino's Pizza Bangladesh got our main base for Taco from **Kazi Farm's Company** and also the stuff of Stuffed Garlic Bread.
- VI. **Pizza Box:** Domino's Pizza Bangladesh also take it from **Transcraft**. Also, they provide us all kind of foil paper type product.

4.2.2 International Sourcing:

- I. **Cheese:** Cheese, one of the vital ingredients of the pizzas, is imported from India in order to conform to the international standard of mark 'Domino's Pizza Bangladesh'.
- II. **Spices and Sauces:** Spices also used and sauces used also imported from India ensuring that the pizzas tasted the same regardless of the location.

4.3 Supply Chain Flow



The following diagram outlines the key stages of Domino's Pizza Bangladesh supply chain from sourcing to delivery at each outlet:

- I. **Sourcing:** Some of the major suppliers of ingredients include domestic and global suppliers of the food industry.

- II. **Central Warehouse:** First, these materials are stock in a central store in Dhaka where these materials are kept at the right temperature.
- III. **Commissary Warehouse:** Then It'll take in commissary warehouse at Banani-11 and Banasree.
- IV. **Distribution:** Original parts are delivered to Domino's Pizza Bangladesh stores depending on the order of each store.
- V. **Outlets:** They supply raw materials to the outlets, to guarantee that expended pizzas are prepared and served to the customers.

4.4 Transportation and Distribution Network

The company's ability to deliver tasty pizzas fast and fresh for its consumers is a result of the transportation system. One of the strategic developments in the sector is to guarantee timely delivery of items to different outlets while maintaining high standards.

- I. **Cold Chain Logistics:** Food products including cheese, chicken, and vegetables come under perishable products that require cold chain transportation keeping them fresh during travel.
- II. **Centralized Distribution Hub:** Domino's Pizza Bangladesh mainly provides logistic support through having a central warehouse located in (Banani-11) Dhaka city. From here goods are transported to stocks outlets in Dhaka, Chattogram, Sylhet, Khulna and other places depending on the stocks.
- III. **Third-Party Logistics Providers:** In order to ensure the efficient delivery of ingredients to pizza manufacturing centers throughout Bangladesh, Domino's Pizza Bangladesh has outsourced its delivery services to third party food delivery companies who also provide refrigerated vehicles especially for perishable products.

4.5 Warehouse and Inventory Management

Domino's Pizza Bangladesh supply chain operation's warehouse is situated in Dhaka. The causes included proper documentations that regulate movement of stock into and out of stores and centers, stocks receipt, storage and issue of perishable and non-perishable goods.

- I. **Real-Time Inventory Management:** All the new ingredients required to prepare pizzas at Domino's Pizza Bangladesh are tracked by the new SAP software at all times. It assists the team in determining when certain products are almost out of stock, and place the order for restocking so that all outlets are restocked as appropriate.
- II. **FIFO (First-In, First-Out) System:** Domino's Pizza Bangladesh also follows the FIFO rule on perishable products to avoid these products from expiring.
- III. **Temperature-Controlled Storage:** Some part of the warehouse is suitable for certain kinds of stored products:
 - There is cold storage for **cheese, meat** and other **perishable goods**.

- Some of the Dry storage dedicated are **Flour, Oils & Sauces** and **Spices**.

Here, both perishable and non-perishable goods are stored, monitored, and distributed to the various outlets.

4.6 Store Network and Locations

Currently, Domino's Pizza Bangladesh has a quite an increasing network in Bangladesh where they have 32 stores in major cities. The map below shows the distribution of these outlets:



➤ Locations include:

- I. **Dhaka:** A number of stores located in many areas of the country include Gulshan, Banani, Dhanmondi and Uttara areas.
- II. **Chattogram:** Domino's Pizza Bangladesh just currently available in three area, **Agrabad**, **GEC** more and **Bali Arcade**.
- III. **Cox's bazar:** Provide our service to the customers in the northeastern region of Bangladesh.
- IV. **Khulna:** Currently serving customers in the south western region of the country.

4.7 Supply Chain Challenges

Today Domino's Pizza Bangladesh supply chain is sound but, like any supply chain, it has certain problems, especially with receipt of perishable items and import items.

- I. **Managing Perishables:** Products such as chicken, cheese, and vegetables need to be regulated in order to avoid being spoiled. Cold-chain logistic assists, but there are always risks if the transport takes a very long time.

- II. **Cross-Border Supply Issues:** Few of the products used like cheese and spices used in the preparation of the foods are imported from India. Logistics sometimes involves cross border issues such as delays at customs or at the regulatory front hence affecting the supply chain.
- III. **Seasonal Variations:** The production capacity of the vegetables is not constant all the year round; they depend on the production season.
- IV. **Transportation Delays:** There is always traffic jam which results to time wastage, particularly in Dhaka city. Similarly, Domino's Pizza Bangladesh has a good relation with logistics companies in order to solve delivery problem.

4.8 Future Strategies for Supply Chain Improvement

Domino's Pizza Bangladesh is constantly searching for the way to optimize the supply chain and deliver value to serve the growing organization and satisfied customers.

- I. **Expanding Supplier Base:** Domino's Pizza Bangladesh is targeting flexible sourcing of the products especially cheeses and sauces to avoid overdependence on a particular supplier.
- II. **Data-Driven Forecasting:** When using the predictive analytics in SAP, Domino's Pizza Bangladesh can predict demand and avoid situations where they have to throw away unsold pizzas as stock the stores with what has been demanded.
- III. **Sustainability Initiatives:** Some of the initiatives that Domino's Pizza Bangladesh has embarked on include efficient ways of cutting down their food wastage besides adopting efficient means of delivering food that have little impact on emissions.

Chapter 5: My Internship Role in “Domino's Pizza Bangladesh”

5.1 Introduction

Working specially in the supply chain department of Domino's Pizza Bangladesh during my Internship, I performed a number of duties in relation to this field. My job mainly entailed in the procurement of raw materials, supervising the warehousing activities and providing checked account of the supplied chain. Each of the subsequent chapters describes tasks performed and skills acquired by me during my stay at Domino's.

5.2 Coordinated with Indian clients for the procurement of raw materials from India:

Procurement of raw materials from India was one of my key tasks at this position. One of these was frequent communication with Indian suppliers in order to control their supply chain in terms of delivery and quality. Basically, my interpersonal communication entailed writing e-mails, making phone calls, and participating in virtual conferences during which I outlined, for example, prices, delivery dates and payment options. I took full responsibility for addressing the concerns that may be seen by our suppliers, or within my team, during the procurement process, for example, in case of holdups in shipment schedules or variation in the quality of goods. For instance, when a merchandise's shipment was delayed as a result of logistical related issues, I liaised with the supplier to ensure the shipment was hastened and liaised with our merchandising team to reset the timetable. This was important so as to make sure that it did not disrupt our operations in any way.

Throughout the year I was also involved in the assessment of new suppliers that might do business with the organization. It included systematic evaluation of their portfolio of products, their price level, and their reliability; the analysis generated comprehensive and extensive qualitative written reports, which formed core information for decision making. The exposure that came with this experience provided me with practical negotiation and communication skills together with insight on international purchasing process.

5.3 Managed the procurement of additional raw materials from local suppliers in Bangladesh:

Besides import procurement, I was the overall in charge of the procurement of raw materials for the company from local suppliers in Bangladesh. This role called for the ability to analyse potential suppliers through visits to their premises to compare their production compounds and functional standards. In view of these, I have written comprehensive reports that enabled the procurement team to make the right decisions.

Once the suppliers were identified, I had the ability to decide on issues like price, delivery and payment timelines. The last activity I performed in the capacity as an operations analyst included a supervision of the delivery process so as to make certain that the received material was in good condition and within the

specified time carve out. When it came to problems like, time mismanagement or quality problems, I immediately got engaged and managed to coordinate with suppliers or internal stakeholders.

A lot of emphasis was placed on developing and fostering good business relations with the local suppliers. I paid much attention to the communication aspect and ensured that everyone was reporting directly to me this gave me an advantage on the terms of contract as well as guaranteeing that our needs in procurement were well provided for. I gained insight into the supply chain environment of the local suppliers and created my knowledge of supplier management.

5.4 Assisted in the management of Domino's warehouse operations, ensuring optimal inventory levels and efficient distribution:

I spent much of my internship to assist in the management of the warehousing aspect of the company. My major functional responsibility was to keep an eye on holding stocks and ensure that there was no undue accumulation which may cause a problem in the supply chain or lack of stocks that would lead to supply chain interruption. Notably, I was working in a team with the warehouse and checking on inventory through the SAP software daily. I also used past records in forecasting demand rates with a view of preventing shortage a crucial factor in procurement decisions. For efficiency, I assisted in the rearrangement of the manner that goods were restocked, arranged, and issued to users so as to reduce time required in searching for the products.

Besides, I was directly involved in the formulating the pattern of distribution of some materials for Domino's outlets in Bangladesh. This involved coordination with the logistics department in order to schedule delivery times, and ensuring that the outlets got the reinforcements they required in terms of promotional materials, on time. Because of this setting, I was able to review the distribution network and find out challenges after which I coordinated on how best to resolve it.

5.5 Generated and processed purchase orders (PO) for raw materials and other necessary supplies using SAP software:

One of them I created and process purchase orders (POs) for the materials and supplies necessary for the functioning of the organization. By applying SAP software, I was able to generate the following POs: foods, ingredients, packaging materials. I needed to pay much attention when entering the figures to avoid mistakes on the quantity, price, delivery date and supplier.

After creating the POs, I followed up with them using SAP system where I was able to manage it from creation to the delivery point. I also continued to communicate with suppliers to make sure that demands were met according to the way they are meant to be. Wherever possible, I discussed with suppliers to expedite shipments or looked for other source of supply in case of delay.

Also, I was controlling the finances of procurement, for example, checking whether the invoice corresponded with the PO or whether the proper payment had been made. As a result, I was able to learn

all aspects of the procurement process, and gain focused experience working with type of enterprise resource planning (ERP) systems.

5.6 Utilized SAP software for tracking inventory, managing logistics, and streamlining supply chain operations:

For the period of my internship, the SAP software was very essential for my work in the management of the supply chain. For this purpose, I applied the platform to monitor inventory to make sure they update the stock amount appropriately. This allow avoidance of both stock out and overstock which could have been operational hindrances. I was also able to use SAP to track the flow of products from suppliers through the warehouse to major outlets. With real-time data, I was able to arrange for deliveries effectively in a way that material would be accorded as planned.

It was also able to give the performance of the supply chain so I was able to differentiate what aspects needed to be improved. For instance, when working with the analysis of costs of transportation and times required to complete it, I provided recommendations that led to lowering of costs and enhancement of the delivery capability. They were forwarded to the directors and contributed toward formulation and implementation of strategic plans.

5.7 Worked with Docudex software system for bill submission, Comparative Statement (CS), and quotations:

Besides, as a member of the IPro organization unit, I was exposed to a software system known as Docudex used in managing procurement administration work. This comprised providing bills, preparing the Comparative Statements (CS) and supplier quotations.

My duties included confirming the supplier invoices in the Docudex and make sure that these invoices are ready for payment. For the preparation of these bills, I had to ensure that for every bill, I had a matching purchase order and where there was any issue, the latter had to be sorted out before the bill was processed.

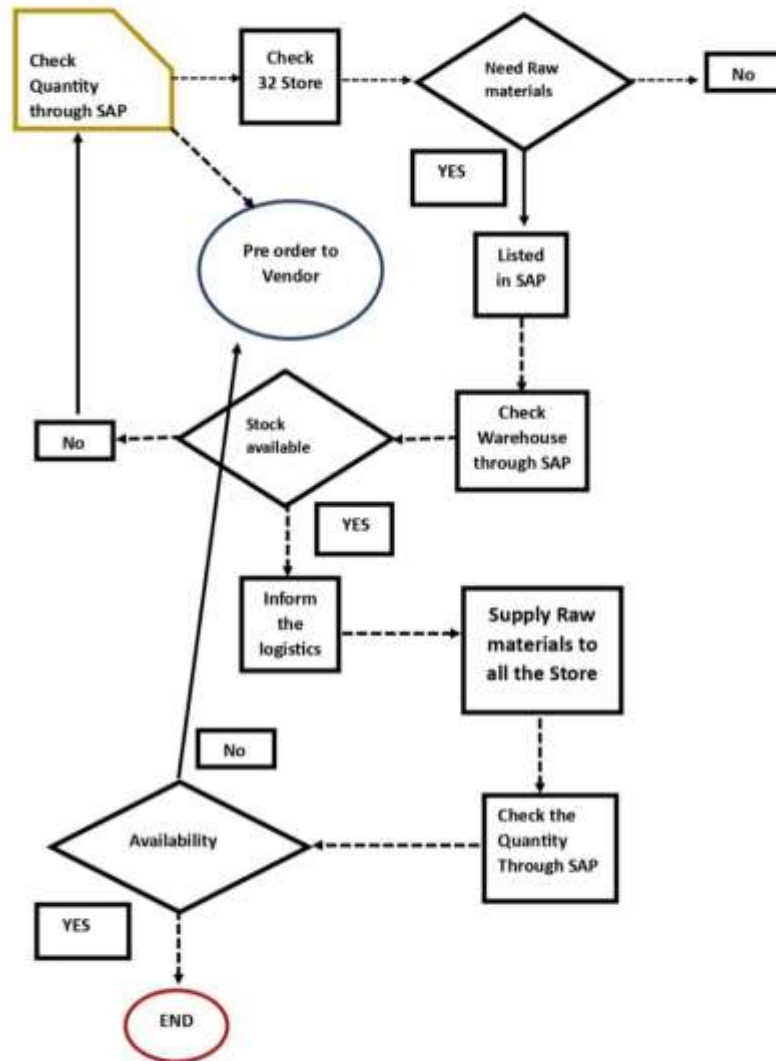
More also, I undertook preparation of Comparative Statements by comparing various aspects such as price quotes and other conditions provided by a supplier with other suppliers in order to guide the procurement team on the most suitable supplier to choose. It also refines my analytical skill and enhance my knowledge and knowing of the financial involved in procurement.

5.8 Collaborated with the supply chain team to improve logistics and streamline operations:

My work entailed a lot of liaisons with other people, especially the supply chain team whereby we had to come up with ways of enhancing how we do things. Among the successful projects that I worked on was the enhancement of the delivery routes. Using characteristics of delivery time, distances and costs I discovered the possibilities of minimizing costs of transport and making the delivery better.

These cooperative undertakings were facilitated to improve the performance of the supply chain of Domino's Pizza Bangladesh so that the efficiency of the company remains on track.

- Here is the Diagram of the Sourcing of raw materials of Domino's Pizza Bangladesh.



Chapter 6: Conclusion and Recommendation

6.1 Conclusion

Over the course of my internship at Domino's Pizza Bangladesh, I had a wonderful journey where I developed a lot of insights about the concrete functioning of the company and its main processes connected with supply chain and warehousing. It not only sharpened me professionally, but also enriched my perspective toward the actual realities and issues that are associated with the functioning and sustaining of the operational continuity related to a rapidly growing field such as food and beverage.

Perhaps, one of the biggest ideas that I especially noted during the internship was the operations roadmap of any supply chain, in a fast-paced setting. Supervising raw material procurement both domestically and internationally posed a great challenge as it involved a proper scheduled communication between the company and its suppliers in addition to quality control for the material to meet the company's required standards. Finally, the hands-on experience of software systems such as SAP and others like Docudex broadened my knowledge in the technical aspect of organization and exposed me more to the practicality of using these tools in the enhancement of making real-time decisions where efficiency and the effectiveness of the data is concerned was very big.

In addition to the specific technical skills tested in such tasks, this project highlighted the advantages of coordinating the work and the need to be prepared to change strategies in the course of realizing the project. The complex context of operations within Domino's Pizza Bangladesh consisted in the massive cooperation of many departments, such as marketing, procurement, and warehouses. This internship enabled me to see how operation departments interrelate and how important it is of good communication and collaboration in order to succeed. Furthermore, flexibility which seems to be a key result of having high working speed enabled me to overcome a number of difficulties and ensure that the projects could successfully be continued despite the emerging obstacles.

Altogether, it can be said that the internship in Domino's Pizza Bangladesh was filled with enough opportunities and challenges that accelerated my skill development process remarkably. It equipped me the basic knowledge that is relevant in supply chain management and deepened my team working skills. Looking to future endeavors, I am quite sure that all the things I gained during this internship would help me as valuable tools for realizing my goal to make a substantial contribution in the sphere of supply chain and operations.

6.2 Recommendations

Based on my observations and experience, I would like to offer a few recommendations that could potentially enhance the operational efficiency and overall workflow at Domino's Pizza Bangladesh:

- I. **Enhanced Integration of Digital Systems:** Though implementing and using SAP as well as Docudex was quite helpful, using a framework as a single application where all the important systems can be integrated can add more convenience. This would allow for faster access to data and papers by the various offices, besides helping everyone avoid duplicity of work.
- II. **Periodic Training Sessions:** To ensure all operatives are well endowed with the current operational and software skills, it may be wise for the Domino's to organize some periodic training. Such meetings might include info about new features in a system, new ways of functioning in the industry or more sophisticated techniques for supply chain management to ensure everyone was on the same page as the modern trends and technologies.
- III. **Supplier Collaboration Initiatives:** The idea of arranging a review meeting with the suppliers on a quarterly basis can help develop a better and healthy supplier relationship. Such programmed would enable both parties to review concerns or complaints, set and agree on the expected standards, which would greatly reduce lead-time and supply chain overburdens.
- IV. **Sustainability Practices:** With regard to the sustainability measures within the supply chain, it is equally important to note that some of the changes that may help in cutting cost, may also help Domino's implement its environmental policies for example cutting down on expenses of packaging or seeking domestic suppliers. Also, it has been postulated that implementing CS also helps to improve the image of a brand targeting ecological consumers.

References

- Institute of Supply Chain Management. (n.d.). Understanding the Fundamentals of Supply Chain Management. Retrieved from [<https://www.ioscm.com>] (<https://www.ioscm.com>)
- Chartered Institute of Procurement & Supply. (n.d.). What is Supply Chain Management? . Retrieved from [<https://www.cips.org>] (<https://www.cips.org>)
- The Chartered Institute of Marketing. (n.d.). Marketing Fundamentals. Retrieved from [<https://www.cim.co.uk>] (<https://www.cim.co.uk>)
- United Nations Industrial Development Organization. (2023). The Role of Supply Chains in Sustainable Development. Retrieved from [<https://www.unido.org>] (<https://www.unido.org>)
- American Marketing Association. (n.d.). Marketing Definitions. Retrieved from [<https://www.ama.org>] (<https://www.ama.org>)
- APICS (Association for Supply Chain Management). (n.d.). What is Supply Chain Management (SCM)?. Retrieved from [<https://www.ascm.org>] (<https://www.ascm.org>)
- Investopedia. (2023). Supply Chain. Retrieved from [<https://www.investopedia.com>] (<https://www.investopedia.com>)
- Forbes. (2023). Latest Trends in Supply Chain Management and Marketing Strategies. Retrieved from [<https://www.forbes.com>] (<https://www.forbes.com>)

THE END