



SUPPLY CHAIN MANAGEMENT OF HEMAS CONSUMER BRANDS PVT LTD.

Submitted to:

Mimnun Sultana

Assistant Professor

School of Business & Economics

United International University

Submitted by:

Remon Ahamed

ID: 111193102

BBA in Supply Chain Management

United International University

Date of Submission: December 07, 2024

Letter of Transmittal

December 07, 2024

Mimnun Sultana
Assistant Professor
School of Business & Economics
United International University

Subject: Internship Report on “Supply Chain Management of Hemas Consumer Brands Pvt Ltd”.

Dear Ma’am,

It is my great pleasure to submit the internship report on “Supply Chain Management of Hemas Consumer Brands Pvt, Ltd” That I needed to finish to qualify for a BBA degree.

It is an honor for me to work for a top company in Bangladesh and get a comprehensive understanding of the application process and monitoring procedures. I have done my best to accommodate as much information and pertinent topics as I could during the study, and I listened to the given guidelines. I made every effort to ensure that my report was as informative as possible.

I enjoyed all your help and cooperation with this report; I truly thank you for it. I would always be grateful if you could please review the report and assess my work.

Sincerely



Remon Ahamed

ID: 111193102

Declaration of the Student

I, Remon Ahamed, a student of United International University, hereby declare that the internship report titled "Supply Chain Management of Hemas Consumer Brands Pvt. Ltd." is my original work. This report is submitted in partial fulfillment of the requirements of my academic program under the supervision of my instructor, Assistant Professor Mimmun Sultana.

I confirm that this report has not been submitted previously, in whole or in part, to any other institution or organization for academic or professional purposes.

I express my sincere gratitude to Hemas Consumer Brands Pvt. Ltd. for providing me the opportunity to complete my internship and gain valuable insights into the practical aspects of supply chain management. I also extend my heartfelt thanks to Assistant Professor Mimmun Sultana for her invaluable guidance, support, and encouragement throughout the preparation of this report.

Date: 7th December 2024



Signature: _____

Remon Ahamed

ID: 111193102

School of Business and Economics

United International University

Enrollment Trimester: Summer 2023

Acknowledgment

I would first want to express my gratitude to Allah the Almighty for giving me the stamina and capacity to finish my BBA in AIS courses and to submit my internship report on the date. I became successful in completing the report by the combined effort of some people. Their support is truly appreciated and without their valuable contribution, I would have been able to do the report appropriately by myself.

I feel honored to lay my deepest gratitude to my honorable supervisor, Mimmun Sultana, Associate Professor, School of Business and Economics, United International University (UIU). Her instructions throughout the internship period truly inspired me a lot. Without his continuous guidance, support, help and encouragement, I would not have been able to finish or complete the report on time. He gave me important suggestions and feedback which was helpful for me.

It was really a great opportunity for me to complete my internship program at HEMAS Consumer Brands Pvt Ltd at Gulshan-1. It was a challenging as well as an interesting journey for me. I am truly honored and grateful to my work place supervisor and senior manager for the support and nice gesture towards me throughout the internship period. I am also thankful to my university supervisor who was like a true mentor to me and provided me with valuable information directed to me in every stage. I would like to thank other officers, staff and fellow interns for their help, co-operation and support.

Executive Summary

This report presents a comprehensive analysis of the supply chain management practices at Hemas Consumer Brands Pvt. Ltd. in Bangladesh, undertaken as part of my Bachelor of Business Administration (BBA) degree. It captures key findings, responsibilities, and experiences during my internship, providing insights into the company's operations, challenges, and strategic positioning within the fast-moving consumer goods FMCG in Bangladesh. The report also discusses quality control tools, document control, education and training programs, and the importance of a supplier feedback loop for ongoing improvement. Procurement processes are analyzed, focusing on demand planning, supplier selection, contracting, order placement, and monitoring supplier performance. Inventory management and quality assurance practices are also covered, highlighting their significance in ensuring efficient operations and product quality. Risk management strategies are discussed, emphasizing the need for proactive sourcing, supplier assessment, negotiation, and constant enhancement of supplier relationships. Methodological approaches used in this report include qualitative and quantitative data collection techniques. The scope of the report is defined, along with the limitations faced during the research process. The objectives and significance of the report are articulated, underscoring its relevance to both academic and professional spheres. Key findings and insights from the internship are presented, including the identification of operational challenges and the implementation of effective solutions. The report highlights the skills and knowledge gained during the internship, such as problem-solving, strategic planning, and supply chain optimization.

Table of Contents

Letter of Transmittal.....	I
Declaration of the Student.....	II
Acknowledgment.....	III
Executive Summary.....	IV
Chapter 1	1
Introduction.....	1
1.1 Introduction of the Report	2
1.2 Methodology of the Report:.....	3
1.2.1 Type of Data:.....	3
1.2.2 Data Collection Process:	3
1.3 Scope of the report:	3
1.4 Limitation of the Report:	4
1.5 Objective of the Report.....	4
1.5.1 Brand Purpose:.....	5
1.5.2 Objective of the report:	5
1.5.3 Significance of this Report:	5
1.5.4 Origin of Report:.....	5
Chapter 2	7
Finding & Responsibility.....	7
2.1 Background of Hemas Consumer Brands:.....	8
2.2 Sectors of Hemas	8
2.3 Fast Mover Consumer Goods	8
2.4 Healthcare:	9
2.5 Holding PLC:	9
2.6 Club Hotel Dolphin.....	10
2.7 Hemas Consumer Brands in Bangladesh.....	10
2.8 Mobility:	10
2.9 Maritime:.....	11
2.10 The Customer Base and Strategy of Positioning:.....	12
2.11 Company History:	13
2.12 Mission.....	14

2.13 Brief History of Hemas:.....	14
2.14 Overview of Hemas:	14
2.15 Products of Hemas Consumer Brands:	21
2.16 SWOT Analysis	30
Chapter 3	31
Internship Responsibilities	31
3.1 Responsibility	32
3.2 Nature of Position and Internship Responsibilities:	33
3.2.1 Responsibilities as Supply Chain Management Intern:	33
3.4 Activities of Supply Chain management Intern:	38
Chapter 4	42
Supply Chain Activities in Hemas Consumer Brands	42
4.1 Supply Chain Management Process.....	43
4.1.1 Vendor Selection:	43
4.1.2 Assessment and Comparison:	44
4.1.3. Relationship Management:	44
4.1.4 Continuous Improvement.....	44
4.1.5 Quality Control Tools:	45
4.1.6 Procurement:	46
Find the Needs for Sourcing	47
4.1.8 Negotiation and Supplier Selection:	48
4.2 Constant Enhancement:	49
5.1 Conclusion	53
6.1 References.....	54

List of Table

Table 1: History of Hemas	16
Table 2: SWOT Analysis	33

List of Figure

Figure1: Cargo Handling by Air	14
Figure 2: Cargo Handling by Ship	15
Figure 3: Kumarika Hair Oil	25
Figure 4: Kumarika Body Soap	27
Figure 5: Kumarika hair Shampoo	28
Figure 6: Kolombo Hair Oil	28
Figure 7: EVA Hair Oil	29
Figure 8: Kumarika Face Wash	30
Figure 9: Actiseft Body Wash	31
Figure 10: Big Razor	31

Chapter 1

Introduction

1.1 Introduction of the Report

In the South Asian Region, one of the largest and most famous multinational companies is Hemas. Mainly it's Sri Lankan based company that especially works with the FMCG (Fast Moving Consumer Goods) sector. In Bangladesh, it's well established, and they run their business with social responsibility and reputation, also their distribution network is well-organized. They established their network in the whole of Bangladesh by the fifty-six -territory and they organized their business in different ways which makes a unique identity. They smartly compete with their strong competitor in a very positive manner. They produce their product in Bangladesh, and they strictly maintain each product's quality with effectiveness and efficiency. Their major target is enriching lives. A few years back the FMCG industry moved dramatically, so all those FMCG companies focused on their products, HEMAS is also one of them. They try to build their product brands beyond the other competitors. "KUMARIKA" hair oil is their iconic product which is natural coconut oil. In Bangladesh, they have four types of products: Oil, Soap, Shampoo and Face wash, and their other brand are "KOLOMBO" and "EVA" products. HEMAS mainly focuses on quality rather than quantity, and most of its products will become value-added products, KUMARIKA and KOLOMBO a famous brand in Bangladesh. The company manufactures and sells a wide variety of goods in numerous areas and HEMAS takes risk and pressure in utilizing the local language and creates a successful customer-centered proposition that helped build our brands into well-known household names with dominant market positions. The company's success is still largely attributed to its in-depth of Bangladeshi consumers and unwavering dedication to providing goods and services of the highest quality and worth. Again, as we know practical knowledge is more effective than theoretical knowledge. If it's practical or theoretical knowledge, then it brings perfection. This report works like a culvert, which reduces the gap between theoretical and practical knowledge. There is no alternative knowledge to practical knowledge. This report mainly captures the practical scenario of study in the FMCG business. If I take a challenge in the job market, there is no other option without practical knowledge and experience. It must be important to drive myself practically to take on a challenge in the real world and especially to know the FMCG sector.

1.2 Methodology of the Report:

1.2.1 Type of Data:

Generally, there are two types of data.

(a) Primary Data: This is to find out through utterly new observation. However, this data cannot be used data previously data.

(b) Secondary Data: Getting help from someone who has previously collected data and done a research paper/news report is called receiving secondary data.

I usually use secondary types of data for this report. I take information on this subject from Heams Consumer Brands& also from previous research.

1.2.2 Data Collection Process:

During my internship period, I collected all types of information from Heams Consumer Brands in different departments. The essential data used for understanding the current situation and making decisions based on that is done in two major ways in Hemas. The first one is a software-based report, and the second one is to call the sales force and collect different information from them. There are several ways those are market visits, market research, talking to the retailers/ wholesalers, Pollibondhu, TSO, and finally the customers and receiving their opinion. I got the opportunity to collect data from all of the above.

1.3 Scope of the report:

The study includes all the information I learned from the several assignments that Hemas Consumer Brands gave me throughout time. This data is provided in both qualitative and quantitative forms. Most of the allocated activities were completed by phone calls to the various parties involved and through the company's computer-generated website.

The paper also argues how I gathered various data from the field sales force and presented it so that higher authorities could make the required judgments. I was forced to work from home throughout the lockdown. The report also discusses this.

This report reflects my knowledge of a multinational corporation and my experiences with it, particularly regarding the way the sales team creates and maintains reports and data to assist.

1.4 Limitation of the Report:

During my five-month internship, I encountered several challenges that significantly impacted my ability to maximize the learning experience. One notable challenge occurred during the relocation of the office, a process that took almost a week. During this transition, I was unable to carry my laptop or access the necessary tools and resources to continue my work. As a result, I experienced a disruption in productivity and missed out on valuable learning opportunities during that period. Moreover, as an intern, my access to key systems, tools, and resources was limited. While understandable from a security standpoint, these restrictions often prevented me from gaining hands-on experience with critical corporate processes and hindered my ability to fully grasp the practical workings of the business. This limitation was a barrier to developing a deeper understanding of the corporate environment and applying theoretical knowledge to real-world scenarios.

Despite these challenges, I made the most of the opportunities available and adapted to circumstances as best as I could. These experiences provided valuable insights into the obstacles faced in a professional setting and highlighted areas where organizations can improve to better support interns and new team members.

1.5 Objective of the Report

The study aims to achieve a realistic and useful understanding of organizational structure and operations, allowing individuals to integrate academic knowledge with practical experience effectively. This involves a comprehensive grasp of formal and informal organizational structures, decision-making processes, and core functions. The overall objective is to bridge the gap between theoretical understanding and real-world application. Individual objectives include understanding organizational structure, operations, and coordinating academic learning with practical experiences. By fulfilling these objectives, individuals can navigate and contribute effectively within organizational contexts.

1.5.1 Brand Purpose:

“Empower Families to Aspire for a Better Tomorrow.”

1.5.2 Objective of the report:

- To acquire knowledge about the FMCG industry.
- To gain proper guidelines about sales and trade marketing.
- To achieve more confidence in the work.
- Applying theoretical knowledge in the practical market.
- To how to talk to people and how to manage people.
- Evaluating the promotional activity.
- Cope up the corporate culture.
- Observing the work environment.
- To learn office etiquette.
- To learn how to manage vendors and how to negotiate with them.

1.5.3 Significance of this Report:

We know practical knowledge is more effective than theoretical knowledge. If it's practical or theoretical knowledge, then it brings perfection. This report works like a ditch, which reduces the gap between theoretical and practical knowledge. There is no alternative knowledge to practical knowledge. This report mainly captures the practical scenario of study in the FMCG business. If I take a challenge in the job market, there is no other option without practical knowledge and experience. It must be important to drive myself practically to take on a challenge in the real world and specially to know the FMCG sector.

1.5.4 Origin of Report:

I have created this internship report to complete the requirements of the United International University Bachelor of Business Administration (BBA) program's obligatory Supply Chain Management. My internship supervisor, Mimmun Sultana assistant professor School of Business and Economics, has given me the assignment for this report.

During my five months as a "Trade Marketing and Business Development Intern" at Hemas Consumer Brands Pvt. Ltd, I gained experience in how the sales force is managed nationwide

from the head office, how various reports are produced using field data, and how various trade marketing initiatives are occasionally carried out.

This paper displays my knowledge of several sales and trade-related topics.

The following are the planned study's objectives:

- To understand the methods used by sales administration to get field data and use them in decision-making.
- To be aware of Hemas Consumer Brands Pvt. Ltd. trade marketing tactics and strategies.
- Gaining knowledge about various sales administration and trade marketing activities.
- Learning about the operations of the sales force nationwide.
- Describing the sales distribution process
- Describing the company's departments and organizational structure, and gaining hands-on experience in the jobs performed at Hemas Consumer Brands Pvt. Ltd.
- To determine Hemas Consumer Brands Pvt. Ltd. advantages and disadvantages.
- To pick some tips from the knowledgeable Hemas employees.
- To provide an overview of the product line and clientele.

Chapter 2

Finding & Responsibility

2.1 Background of Hemas Consumer Brands:

In Sri Lanka, HEMAS is the leading company and one of the leading companies in the South Asian region. Which has a strong appearance in the diversification sector, they started their business on 10th December 1948. They started their business from pharmaceutical and trading products. HEMAS was founded by MR. Sheikh Hasannally Esufally (MBE). HEMAS has a strong appearance in the FMCG sector, Transportation, Hospital, Pharmaceutical, Leisure and other sectors in Sri Lanka. In 1962 they started their manufacturing with collaboration with France Multinational. In 1970 they diversified their business with Travel and Tourism. After this period in 1978, they started their new business which was an export business. In 1990 they launched their new product, and this product is known as Clogard toothpaste. In 1992 they re-entered the freight and logistics sector. In 1993 Hemas renamed Hemas Holding (PVT) LTD instead of Hemas Drugs. They started the airline business in 1994. In 1998 Hemas acquired Goya perfume brands. In 2003 Hemas Holding company was fully listed in the Sri Lankan stock market, established the Hemas power plant and entered the food sector in Sri Lanka. In 2008 Hemas established Hemas Hospital. In 2010 Hemas Consumer Brands (PVT) Ltd started their business in Bangladesh.

2.2 Sectors of Hemas

Hemas does their business in various ways, and they have done everything successfully. They control their business from Sri Lanka and other countries because they try to build a strong global market. They have successfully done well as a multinational company.

2.3 Fast Mover Consumer Goods

Hemas manufactures products under several brands and distributes products directly or indirectly in a row market covering the whole market around the world. Hemas always try to enrich human life and focus on personal care products via their innovation, trustworthiness, and remarkable ways but their market leader is personal care products which could be baby care, adult skin care, toiletries, hair care, fragrances care, and oral care. They drive the brands with very care and responsibility though is given below:

2.4 Healthcare:

We know Hemas is the largest private service provider in Sri Lanka, and they also dominate the healthcare sector, their dominating products are pharmaceuticals, surgical and diagnostics in Sri Lanka. They have three individual hospitals in different states in Sri Lanka. They are very careful about maintaining international standards, and they ensure 100% facility and quality in their hospitals. ACSHI declared those hospitals maintain international standards. They provide high-quality services at affordable prices, which is one of the main reasons for the success of Hemas. They must achieve the most care for every patient. They try to maintain modern, advanced, updated, and innovative accessories.

Hemas is the owner and manager of two modern and advanced, fully furnished hospitals located in Thalawathugoda, Wattala. It was the first to provide high-quality healthcare to communities in Colombo's suburbs and is currently the hospital chain in Sri Lanka with the fastest growth rate. Hemas Hospitals has established a new standard in the healthcare business by being the first hospital chain to receive accreditation from the Australian Council for Health Standards International and to receive accreditation based on patient and process outcomes.

Hemas Hospital Wattala is situated to exclude the need for suburban residents to travel to Colombo to obtain professional healthcare services of an international standard. The hospitals have developed into one of Sri Lanka's premier providers of tertiary care in recent years. Hospitals are committed team of 1500 staff members, along with more than 500 specialist consultants covering all major areas of expertise, who work hard to guarantee the best possible clinical outcomes and the best possible customer experience through our two hospitals, which have a combined bed capacity of 230, and island-wide chain of laboratories.

2.5 Holding PLC:

Hemas diversified holding PLC business portfolio. In 1970 the leisure sector was diversified. It's an advancer-full experience from an exotic relaxing and refreshing vacation to tropical Iceland on a golden beach. Hemas Business is one of four modern mid-class hotels in a major area in Sri Lanka. Offering high-quality personalized services. These four hotels are operated by are operated by Serendib Leisure Management (Pvt) Ltd. Those hotels name is given below:

2.6 Club Hotel Dolphin

Serendib Leisure Management (Pvt) Ltd is a wholly owned subsidiary of Hemas Holding PLC. It is Sri Lankan leading company that provides various hotel management and transportation businesses in Sri Lanka. It offers quality-driven, customized Sri Lankan travel experiences for private travelers, group travelers, and corporate travelers as well as tailor-made vacations in the Maldives via Dethelm Travel.

2.7 Hemas Consumer Brands in Bangladesh

Hemas started their business activity in Bangladesh on 15th February 2010 under Transcom Ltd. Also, according to the Company Act 1994 as well, Hemas Consumer Brands (Pvt) is wings a Hemas group, but they started their business under Transcom Ltd. After that, they launched a new product which was called SUNNY DAY. In the last 13 years, they have tried to build their products in the Bangladeshi market and successfully they have done it, and the market growth is very good. Their mother product is KUMARIKA hair oil, and market leader in the value-added hair oil sector. Now they have no strong competitor in value added sector. They launched new products after long research, and recently they launched natural coconut oil based which name is KOLOMBO hair oil. Another product is EVA hair oil which is based on natural coconut oil and onion-rich and has ACTISEF soap.

2.8 Mobility:

Transportation is one of the best options to solve a country's major problems, and Hemas always try to solve their own and other's problem that's why they operate a transportation business in Sri Lanka. In 1970 they started a transportation business, and they tried to build their transportation business in the whole world in the sectors of aviation, logistics and the Maritimes.2.1.5.4 Aviation:

The largest international airline in the world, Emirates, is represented by the Group's Aviation Segment as its general sales representative. The company links Sri Lanka with significant international locations such as the Middle East, Europe, Asia, and the United States of America

by directing in both the freight and passenger verticals.



Figure 1: Cargo Handling by Air

- Hemas is the market leader of Sri Lankan airlines, especially general seals and passengers and cargo.
- They are in the top three travel agencies in Sri Lanka.

2.9 Maritime:

The Group's Maritime Business comprises a range of assistance, such as logistics for spare parts, offshore support, and husbandry services, and it represents the Evergreen Line and the Far Shipping Line. The company's primary goal is to enhance Sri Lanka's standing as a regional maritime hub by providing comprehensive marine solutions.



Figure 2: Cargo Handling by Ship

2.10 The Customer Base and Strategy of Positioning:

In Hemas Consumer Brands “Kumarika” is the leading brand, which has a strong consumer foundation. Hair oil, Shoap, Shampoo, and Facewash those products are under the “Kumarika” Brands. This brand's target market is female consumers those products are made for females, and segmentation is done based on gender under “Demographic Segmentation”. Another two brands “EVA” and “KOLOMBO” hair oil also targeted the female consumer and Actisef Soap which is designed for men and women. Hemas recently collaborated and took the packaging process and distribution responsibility with the “BIC” razor here the targeted customers are both male and female.

The Kumarika hair oil is designed to keep the growing demand for herbal and nature-based products in mind. Now customers, especially women customers, are buying their beauty products they show more interest in herbal and less interest in artificial products. Hemas has kept it in mind and made Kumarika, Eva, and Kolombo hair oil natural. To prove its natural they put Vetiver Root in the bottle.

2.11 Company History:

Hemas Consumer Brands (Pvt) Ltd is a renowned FMCG multinational company in Bangladesh. They manufacture different consumer goods and are established within a short time. It's a group of industries and it's a Sri Lankan multinational company. Their major focus is to enrich their customers' lives. Their market-leading product is personal care products, so they focus on the customer's lifestyle with innovations and products.

Table 1: History of HEMAS

Years	Description
1948	Started its journey as Hemas (Drugs) Ltd
1962	Started manufacturing toiletries in collaboration with French Multinational
1967	Diversified its journey in travel and tourism
1978	Started exporting business
1990	Launched Clogard Toothpaste
1992	Re-entry into apparel manufacture and freight and logistics
1993	Hemas Drugs renamed as Hemas Holdings (Pvt) Ltd
1994	Started Airlines Business
1998	Acquisition of Goya Perfume Brands
2003	Hemas Holdings is listed on the Colombo Stock Exchange
	Established Power Plan
	Entry into the Food Sectors
2008	Established Hemas Hospital
2010	Started Business in Bangladesh as “Hemas Consumer Brands Pvt Ltd”.

2.12 Mission

Their mission is “To passionately deliver outstanding products and services, thereby enriching the lives of our customers and creating superior value for our shareholders”. In the meantime, I mentioned this company's opportunities, strengths, weaknesses, and limitations, in this report beneath the report. Their main strength is natural products and herbal ingredients. They have a strong supply chain department, so they smartly manage their inventory.

Their speech is excessively rapid since they continually try to eliminate any obstacle. I learned a lot throughout my five-month internship, which was undoubtedly the best learning experience of my professional life. My field experience was a market tour, which I have discussed below expand my understanding of digital marketing, practical Excel skills, communications, and personal growth.

In conclusion, I would like to mention that Hemas Consumer Brands is one of the emerging brands in Bangladesh. Suppose it can continue to produce high-quality products, aggressively market them to end users and provide its sales force with additional training and career-oriented programs. In that case, I believe it will dominate the Bangladeshi market.

2.13 Brief History of Hemas:

Hemas is a prominent multinational corporation in Sri Lanka with a robust presence throughout various industries. It was established in 1948 by Sheikh Hasannally Esufally (MBE) as a commerce and pharmaceutical company. It is effectively conveyed in the FMCG, pharmaceutical, hospital, transportation, leisure, and several other industries in Sri Lanka.

2.14 Overview of Hemas:

The Human Resources, Sales, Finance, Supply Chain, Marketing, and Legal departments compose the Hemas head office. They carry out numerous responsibilities to manage the office.

HR & Administration Department: This is a very important department in the organization and it's responsible for various aspects related to employees and the workforce. HR department completes a wide range of functions and takes to ensure that the organization's human capital is effectively recruited, developed, managed, and supported. The administration department is responsible for the overall management and coordination of administrative and logistical functions within the organization. Bellow has shown some responsibilities of the HR and Administrative departments-

Requirement and Staffing:

- a) Job positioning and advertising,
- b) Resume scanning and employee tracking.
- c) Conducting test and interview sessions also check the references.
- d) Making job offers and on boarding new employees.

Employee Relationships:

- a) Handling employee grievances and concerns.
- b) Conflict resolution and meditation.
- c) Promoting a positive workplace and comfortable work environment.

Training and Development:

- a) Identifying the necessity of training.
- b) Organizing training programs and workshops.
- c) Career development and performance management.

Legal compliance:

- a) Ensuring compliance with labor laws and regulations.
- b) Drafting and enforcing HR policies and procedures.
- c) Managing workplace safety and health.

Performance Management:

- a) Implementing a performance appraisal process.
- b) Seating and monitoring employee performance objectives and goals.
- c) Providing feedback and sometimes coaching the staff.

Workforce Planning:

- a) Forecasting future staffing needs.
- b) Define the employee's skills lacking and workforce requirements.
- c) Organizational restructuring and workforce optimizations.

RH Records and Documentation:

- a) Maintaining employee records.

- b) Managing personal files and documentation.
- c) Data confidentiality and security.

Employee Engagement:

- a) Implementing strategies to enhance employee morale and motivation.
- b) Organizing team-building activities and recognition programs.

Office and Facilities Management:

- a) Admin oversees the physical workspace, facilities, and equipment.
- b) Admin responsible for managing and maintaining infrastructure, including buildings, utilities, and securities.

Procurement and Vendor management:

- a) Admin handles purchasing supplies, equipment, and other accessories for the organization.
- b) Admin manages vendor's relationship and negotiates contracts.

Sales Department: This division controls all sales of its branded goods, oversees its sales activities under the direction of the sales administrator, and maintains records of and aggregates all sales data. Trade marketing creates various plans and initiatives in collaboration with other departments to make sure that merchandise is sold in-store.

- a) **Sales Team:** The core of the sales department is the sales team which comprises sales representatives, accounts executives, sales managers, and numerous roles responsible for selling the company's products.
- b) **Sales Strategy:** The sales department develops and performs a sales strategy aligned with the overall business goals and is also responsible for identifying the target markets, sales channel, and pricing strategy.
- c) **Customer Relationship Management:** By using CRM software it's very common to manage customer information, track interactions, and maintain sales records and activities.
- d) **Sales Training and Development:** Training processes are implemented to prepare the sales team with product knowledge, sales tactics, and customer relationship skills.
- e) **Sales Report:** Collaborating with other departments such as marketing and customer support to ensure customer experience and supply necessary resources to the sales team.

- f) **Sales Tools and Technology:** The sales department often uses tools like sales automation software and here all tasks are done by sales software, analytics, and communication platforms to improve efficiency and effectiveness.
- g) **Territory Management:** When applicable dividing sales teams into territories to manage specific geographic areas or market segments effectively.

The specific rules and responsibilities within sales can vary significantly based on the organization's goal and focus on overall sales-related activities.

Finance Department: The finance department of a company plays a vital role in managing the financial activities of the business. Those are shown below:

- a) **Financial Planning and Analysis:** Developing financial strategies and plans for the company including budgeting, forecasting, and financial modeling to ensure the company's good health and long-term sustainability.
- b) **Financial Reporting:** Preparing financial statements, such as balance sheets, income statements, and cash flow statements which are provided inside into the financial performance. These reports are shared with management and regulatory authorities.
- c) **Bookkeeping and Accounting:** Controlling day-to-day financial transactions, including recording, and categorizing income and expenses.
- d) **Financial Control:** Implementing financial controls and internal audit processes to prevent fraud, mismanagement, or other errors of financial.
- e) **Tax management:** Ensuring compliance with tax laws and regulations, managing tax planning to minimize the company's tax liability, and preparing and filing tax returns.
- f) **Risk Management:** Identifying and managing financial risks which are market risks, credit risks, and operational risks to protect the organizational financial assets.
- g) **Treasury and cash management:** Managing the company's cash flow, liquidity, and investment to optimize financial resources and ensure the availability of funds for operations and strategic investment.
- h) **Cost Control:** Analyzing and managing costs to advance efficiency and profitability. This may comprise cost-reduction initiatives and cost-allocation methods.
- i) **Capital Budgeting:** Evaluating and recommending investing in capital assets, those are equipment, facilities, or technology, founded on financial analysis and return on investment (ROI).

- j) **Financial Software and System:** Controlling financial software and systems to accelerate financial reporting, analysis, and decision-making.
- k) **Financial Forecasting:** Developing predictions for revenue, expenses, and other financial metrics to support deliberate planning and decision-making.

Supply Chain Department: The Supply Chain Department is responsible for the coordination and management of the end-to-end processes involved in the movement and management of goods and materials from suppliers to customers. The department optimizes operational efficiency, reducing costs, and ensuring the timely delivery of products. Below are some of the activities and responsibilities of the Department of Supply Chain.

- a) **Procurement:** Managing the process of sourcing and acquiring raw materials, components, or finished products from suppliers and involved negotiating contracts, selecting suppliers, and ensuring cost-effectiveness.
- b) **Inventory Management:** Controlling and optimizing the levels of inventory to ensure the materials or products are available when needed minimizing carrying and the risk of obsolescence.
- c) **Demand forecasting:** Using historical data on market insides to predict customer demand which helps production and procurement activities more accurately.
- d) **Supplier Management:** Building and maintaining with suppliers, monitoring their performance, and addressing any issues that may arise in the supply chain.
- e) **Logistics and Transportations:** Managing the transportation goods, including selecting carriers optimizing routes, and monitoring the movement of products from the production side to the distribution point to the customer's hand.
- f) **Warehousing and Distribution:** The supply Chain department also maintains warehousing activities and takes time to time update like how much quantity is in the stock how much should be kept in the store how many units should be delivered which products should come fast and which product should go out last, all over the warehousing system manage and control by the Supply Chain Department.
- g) **Supplier Relationship Management:** To maintain good relationships with the vendors to ensure the product's quality, timely delivery, defective product return and execution of the commitment is maintained with the supplier.
- h) **Risk Management:** Identifying and maintaining the potential risks and threads related to the supply chain such as disruption, delays, and unexpected events.

- i) **Cost Management:** Controlling Supply Chain costs by optimizing processes, reducing waste, and improving efficiency, which would be helpful for the entire company.
- j) **Sustainability and Environmental Responsibility:** Integrating sustainable and environmentally responsible practices into supply chain operations, such as reducing carbon, waste and dust thrown in the selected place, and taking initiative for the green environment in the factory and other places.
- k) **Compliance and Regulations:** Ensuring that supply chain activities to relevant laws and regulatory bodies including customs, export-import rules, and other requirements for the company.

Marketing department: The marketing department is responsible for product promotion, and product selling to the customers. It plays a major role in understanding the customer's needs, creating strategies to meet those needs, and ultimately driving the revenue for Hemas.

Here are some key functions and responsibilities typically associated with the marketing department-

- a) **Market Research:** Researching to understand customer tests and preferences market trends competitors to make informed decisions.
- b) **Product Development:** Collaborating with product teams to develop and improve products based on market feedback.
- c) **Branding:** Creating and managing the company's brand identity, including logos, messaging, and design elements.
- d) **Advertising and Promotion:** Planning and executing advertising campaigns, both online and offline, to reach the target customers.
- e) **Content Creation:** Developing content such as videos, blog posts, and other social media tools.
- f) **Sales Support:** Providing sales tools, materials, and strategies to help them sell the products smoothly.
- g) **Event Management:** In the HEMAS marketing department organizing and participating in events, trade shows, and other promotional activities.

This involves overseeing marketing initiatives and events, making TV commercials, launching various campaigns, and producing posters, Stickers, hangers, product wrapping and

advertising. Furthermore, it oversees making sure branding is aligned with marketing initiatives.

Legal Department: The legal department is accountable for dealing with all legal matters for the company those things is shown below:

Intellectual Property Laws Related Matters: Company's all brands IP rights and taking the initiative to tackle other challenging opponents, applications on trademarks, industrial designs, and copyrights, liaising with other Regulatory bodies where necessary.

- a) Initiating legal steps for new applications or renewal of trademarks, designs, and copyrights.
- b) Liaising with Demas SL, IP lawyers and providing necessary documents to products IP rights of the brands.
- c) Ensure response to and resolving oppositions on Hemas applications either by TM office or/ opposing parties.
- d) Conduct periodic searches across classes to identify if anyone has put in an application that needs to be challenged. Ensure opposition/challenge to applications on TM, industrial design, and copyrights.
- e) Liaising with other regulatory bodies such as BSTI, Environment Protection etc.

Raid Against Fake Products: To execute "Raid or Mobile Court" against counterfeit products and destroy seized counterfeited products to protect KUMARIKA brands which helps to increase the flow of original products in the market.

- a) Liaison with law enforcement agencies and other authorities working in this field.
- b) To create awareness among the sellers and consumers regarding genuine and counterfeited products.

Cases: Dealing with all civil suits, criminal cases and trademark appeals before the Supreme Court, Lower Courts, and Tribunals.

- a) Representing the company in courts.
- b) Communication with panel lawyer and following up on the Suits & ensuring proper steps.
- c) Pressurizing panel lawyer to expedite court proceedings.

Legal Documentation: Drafting or vetting of agreements of the company.

- a) Drafting all company agreements and, vetting of agreement assign from time to time.
- b) Drafting necessary applications and submitting them to the concerned authority.
- c) Representing the company before various authorities and parties where necessary.
- d) Following up on the validity, and renewal of all ongoing agreements.

Internal Audit Department: An independent objective self-assurance and consulting activity designed to add evaluate and recover an organization's operations. The internal audit activity helps an organization complete its objectives by bringing a systematic, disciplined approach to evaluate and improve the effectiveness of risk management, control, and governance processes.

Basic Functions of the Internal Audit Department:

- Risk Analysis and Verification.
- Safeguards for remaining resources and improvements of the internal system.
- Ensure a true and fair view of financial compliances.
- Help Audit committee and external auditors.

Internal Audit Department's Tasks: Basically, tasks are dependent on company structure and policy. Those tasks are shown below-

- a) Verification of fixed resources, stocks existing warehouse, factory, and corporate office.
- b) Review the applicable SOP (Standard Operating Process) of the internal control system and suggest improvements in controls.
- c) Assess compliance with policies and procedures and contractual commitments.
- d) Investigate reported occurrences of fraud, embezzlement, theft, and waste, and assist the external auditor authority.

2.15 Products of Hemas Consumer Brands:

Hemas Consumer Brands produces its products with fully natural and herbal ingredients. For this reason, in Bangladesh, they can create a soft corner in the customer's heart, and they know this company's products with reliability and trust, which helps the company fast-growing. This brand has faithfulness and loyalty that create a positive vibe in fast-moving consumer goods. KUMARIKA has several products that are shown below:

KUMARIKA is the market leader brand in VAHO Oil Company, and other products have strong competitors in the most competitive FMCG market. They gained 35% of the market share in a recent year short period. Also have very strong competitors in the Bangladeshi FMCG market, those are given below:

KUMARIKA HAIR OIL:

With kumarika hair oil Hemas consumer brand has started its business in Bangladesh. Still, kumarika's position is second in the hair oil sector. With a very short period, they can build consecutive growth which is very impressive for the company. Kumarika hair oil maintains quality and introduces a unique product in Bangladesh, still, now it's a unique and uncommon product, with natural and herbal ingredients. Kumarika hair oil is a wing of the VAHO sector in hair oil.

This hair oil has unique and natural combinations those are Amla, Brahmi, Coconut, Aloe vera, Mukunuwenna, and Vetiver- contained in Kumarika Hair Oil. This hair oil helps to control hair fall makes strong blonde hair and provides extra nutrition. After using kumarika hair oil hair looks silky, shiny, and healthy hair, which is desirable for all the KUMARIKA users one condition is it's used regularly. Within a few days, you can see the changes in your hair. If you compare other hair oils kumarika will stay on the top because it is natural hair oil. Category of Kumarika Hair Oil:



Figure 3: Kimarika Hair Oil

Here we can see four types of kumarika hair oil, each oil has different functionality, and they work for specific reasons.

KUMARIKA Hair Fall Control Oil: Kumarika Hair Oil's specialized blend of herbal and organic extracts of Brahmi, Amla, Aloe Vera, Coconut, Mukunuwenna, and Vetiver offers additional nutrition to help reduce hair loss and give hair a vibrant, glossy look. When used frequently, it fortifies each hair and refuels the natural oils the hair continually loses. Aloe Vera, Brahmi, and Amla offer significant nutrition to increase hair growth, decrease hair loss, and maintain silky hair.

Kumarika Dandruff Control Hair Oil: Most likely, one of their items made to deal with dandruff-related issues is "Kumarika Dandruff Control Hair Oil". This hair oil is designed to develop healthier hair and scalp while aiding in the reduction of dandruff.

Kumarika Nourishing Hair Oil: The Kumarika brand sells a well-liked hair care product called Kumarika Nourishing Hair Oil. The objective of this hair oil is to nourish and care for your scalp and hair. Usually, it is made up of a combination of herbal and organic ingredients that are widely recognized for helping encourage healthy, and gorgeous hair.

Kumarika Hair Oil Hena & Honey: Henna functions as a natural conditioner to fight damage to hair and dryness. Split ends can be handled with honey. For centuries, henna has been recognized as the finest all-natural conditioner for hair. Because oil contains these moisturizing qualities, hair remains nourished and properly conditioned. This keeps hair from drying out and breaking off. Honey prevents the hair tips from dividing in the meantime.

Kumarika Soap

Another famous product is the kumarika soap. Now its market is growing rapidly. This is a remarkable product of Hemas Consumer Brands Ltd. Now kumarika soap is one of the big competitors in the FMCG market in Bangladesh. This soap is enriched with 100% natural extracts of Neem and is useful in battling acne, pimples, and skin rashes. The restorative and mending properties of neem have been used since age. Aloe Vera and Cucumber make skin clean, soft, and fresh. It deep cleanses and washes away dirt and germs from the skin, Aloe Vera moisturizes skin, reducing skin irritation and inflammation, detoxifies body cells to fight

acne and pimples, helps reduce skin tan and keeps your skin younger. and Cucumber refreshes and tones the skin. Kumarika is well known for its tagline-



Figure 4: Kumarika Body Soap

“See nature’s goodness for yourself”

Kumarika Hair Shampoo

According to line extension, kumarika introduced another new product that name is kumarika hair shampoo which is herbal based. In this shampoo, they use all kinds of ingredients that are natural and herbal. This shampoo’s functionality easily satisfies the customers because it helps to care for hair and remove oils, skin particles, dandruff, dirt, environmental pollution, and other problems. It’s designed to prevent your hair and natural oils from spreading on the skin leaving your hair more energy and moisture, easier to manage and better skin. The most important ingredients include green almond oil, coconut oil, avocado oil and black seeds, fruit vitamins, black olives, oranges, and shea butter that will nourish and add moisture to your hair leaving it soft, smooth, and shiny.



Figure 5:Kumarika Hair Shamp

KOLOMBO Hair Oil

Hemas Group continuously extended their brands, in that continuity, kolombo hair oil is the last innovation. It's made from Bangladeshi local coconut oil and Sri Lankan king coconut oil and is a natural coconut oil. It has a three-stage purification process to ensure 100% pure coconut oil every time, long-lasting freshness and consistent composition and viscosity in every drop of oil.



Figure 6: Kolombo Hair Oil

EVA Hair Oil:

Hair growth has always been a major concern for every girl and onion juice has been used as a supper ingredient at home to boost hair growth for several years. However, the unpleasant lingering onion hair oil and the process of extracting the onion juice make it difficult for people to use it. The hassle-free solution for the problem of the problems comes in the form of the all-new convenient formula of onion oil that has a fragrant floral smell and provides the same benefit of hair growth with all the nutritional benefits of onion extracts along with the added benefit which is vitamin E and fresh coconut oil.



Figure 7: EVA Hair Oil

Kumarika Face Washes:

To meet the increasing demand of Bangladeshi customers Kumarika introduced another herbal product that is Kumarika face wash. Also, it's based on natural resources; those ingredients are Ale-Vera which is rich in control of citrus oil, cucumber and semolina oil and control of grains. Here are two types of Kumarika face wash, one is Pimple Control Face wash, and another one is Oil Control Face wash.

Pimple Control Face Wash:

It helps to control pimples.

Neem and Ale Vera extracts wash away impurities and control pimple-causing bacteria.

Vitamin E provides mild exfoliation and helps to nourish the skin.

Soap-free face wash.

Oil Control Face Wash: Enriched with the natural goodness of lemon and cucumber which deep cleanses and washes away excess oil and dirt leaving your skin clean, fresh, and naturally glowing.

Lemon deep cleans and washes away excess oil and dirt on the skin.

Cucumber keeps skin fresh and gives naturally glowing skin.



Figure 8: Kumarika Facewash

Actisef Soap: Basically, Actisef is an antibacterial soap that contains added antibacterial agents such as triclosan, and triclocarban which are intended to kill or inhibit the growth of the bacteria of the skin. This soap is marketed as being more effective at reducing the risks of bacterial infections or illness compared to regular soaps.

Effectiveness: The effectiveness of antibacterial soap in providing illness or reducing the spirit of infractions is a subject of debate. Some studies suggest that regular soap and water are just as effective in removing bacteria.

Overuse Concerns: There is a concern about the overuse the antibacterial soap leading to antibacterial agents in consumer products has raised questions about the long-term impact on public health.



Figure 9: Actisef Body Soap

BIC RAZOR:

Commonly called Bic and stylized as Bic is a French manufacturing corporation based in Clichy, Hauts-de-Seine. A world leader in stationery, lighters, and shavers for more than 75 years, BIC has become one of the world's most recognized brands and is a trademark registered worldwide. Hemas Consumer Brands Pvt Ltd has started collaboration with Bic and they take responsibility for packaging and distribution on 4th November 2023. Final products come from the mother company and Hemas just does packaging and distributing by their distribution channel.



Figure 10: Big Razor

BIC MATEL: The product is available in Bangladesh and created with perfect materials, the razor will give you a smooth and close shave. It contains metal guard technology to give users a very comfortable shave. The razor is especially useful for people with curly and coarse hair who struggle a lot while shaving. A slim head is very convenient for having good control and particular movement. The product feels very easy to rinse. The metal handle makes it convenient to have a closer shave. It is also very handy to shave tight places like around the nose. You can place the razor in any small place like your gym bag or travel bag.

BIC TWIN LADY: The Twin Lady features top-quality stainless-steel blades for a clean shave when and where you need it, the slim fixed head on these disposable razors delivers a precision shave. Choose from 5 springtime pastel colours (blue, green, pink, orange, purple) on slender handles designed for easy control.

BIC SENSITIVE: The BIC Sensitive Men's Shaver Disposable Razor allows men to shave quickly and easily for a smooth, no-stubble feel. This men's razor offers a single-blade design that provides a soothing and comfortable shave with less irritation and minimal razor bumps. The slim plastic handle of this men's disposable razor offers a comfortable, controlled grip for contouring the lines and curves of the face and chin.

- Men's razor, single blade
- Designed for a sensitive, soothing, comfortable shave.
- Single razor blade for easy cleaning
- Made in France
- Cutting-edge technology in men's disposable razors
- Recommended for those who suffer from sensitivities and recurring razor bumps.
- Available in both single and 2-pack options

2.7 Sales Distribution of Hemas:

The products are produced in the factory after that through many steps it's reach the consumer's hand, those processes are shown below:

2.16 SWOT Analysis

The strengths, weaknesses, opportunities, and threats are described below:

Table 2: *SWOT Analysis*

Strength: i. Market Leader in terms of hair oil. ii. ISO 9001-certified company. iii. Strong employee bonding and belongingness. iv. Well-established sales and distribution channel. v. Marketing strengths of a youthful, dynamic, trained marketing and sales full of enthusiasm and ideas.	Weakness: i. High-interest rates of declined products. ii. Production capabilities are less because of insufficient factory facilities. iii. Limited Global apace and low competitive power in the global market.
Opportunities: i. Dynamic market place and strong Positivity in the consumer's minds of existing brands. ii. An internationally recognized company, that's why it has enough potential for the products iii. Have a wide range of products and services, so can share the services in any sector. iv. To be a recognized company, that's why it is very easy to introduce any kind of new products in the market.	Thetas: i. New competitors ii. Economic crisis iii. Growing competition iv. Lack of power v. Labor unions vi. Political instability vii. Duplicate products viii. Thetas of drawn back in share market as they somewhat rely on shareholder equity.

Chapter 3

Internship Responsibilities

3.1 Responsibility

At Hemas Consumer Brands, I have worked in the “Supply Chain Management” This department has several terms and segments, but I worked just two terms which is-

Position and Responsibilities in the Internship:

The official name of the position of my internship is “Supply Chain Management Intern”. Here is a short description or overview provided below, which will be elaborated in the latter part correspondingly:

Internship at Hemas Consumer Brands Pvt. Ltd briefly:

Name of the organization:	Hemas Consumer Brands Pvt. Ltd
Address:	House-SE(H)-2 (Level 1), Road- 142, Gulshan- 1, Dhaka 1212, Bangladesh.
Website:	www.hemas.com
Position:	Intern
Working Duration:	10:00 am – 06:00 pm
Name of Internship Supervisor:	Sanajoy Kumar Saha Phone: +880 1787666947 Email: saha.consumer@hemas.com
Designation:	Manager, Field Operation, Hemas Consumer Brands Pvt. Ltd

3.2 Nature of Position and Internship Responsibilities:

The Internship is quite a useful position for Hemas Consumer Brands Pvt. Ltd the reason of lots of tasks are done regularly by the Intern, especially when the position is supply chain management intern. The executives are too busy with their tasks to complete promptly. So, there are some specific work responsibilities which are done by interns.

As a supply chain management intern, I had to carry out lots of responsibilities regarding sales and trade marketing. The main responsibilities were to collect the different types of reports and to make them presentable and as a result, the hair authority can take the right initiative regarding the reports.

The responsibilities are described hereafter into two main categories as I had to perform both sales-related tasks and trade marketing-related tasks and I had to carry out lots of responsibilities as a supply chain management intern. Among them the crucial one is presented below:

3.2.1 Responsibilities as Supply Chain Management Intern:

As a Supply Chain Management Intern, you may be expected to take on various responsibilities, depending on the company and specific role. Generally, your tasks could include:

Data Analysis and Reporting

Inventory Management: Monitor and analyze inventory levels, helping to ensure optimal stock levels.

Supply Chain Metrics: Track and report on key performance indicators (KPIs), such as lead time, on-time delivery, and order accuracy.

Demand Forecasting: Assist in analyzing sales data to forecast demand and adjust supply chain processes accordingly.

Logistics and Distribution Support

Order Processing: Help with the coordination of order processing; ensuring orders are filled accurately and on time.

Shipment Tracking: Monitor and track shipments to ensure timely delivery and resolve any issues that arise.

Warehouse Operations: Support warehouse management by helping to organize and streamline processes.

Vendor and Supplier Management

Supplier Communication: Maintain communication with suppliers to ensure timely delivery of materials and resolve any issues.

Vendor Evaluation: Assist in evaluating supplier performance based on quality, delivery, and cost.

Procurement Support: Help with the procurement process, including placing orders, negotiating prices, and managing supplier contracts.

Process Improvement

Workflow Optimization: Analyze current supply chain processes and suggest improvements to increase efficiency and reduce costs.

Lean and Six Sigma: Participate in Lean or Six Sigma initiatives aimed at process improvement.

Cost Reduction: Assist in identifying opportunities for cost savings within the supply chain.

Cross-Functional Collaboration

Coordination with Other Departments: Work closely with departments like procurement, production, logistics, and sales to ensure smooth supply chain operations.

Project Support: Contribute to cross-functional projects aimed at improving supply chain efficiency.

Compliance and Documentation

Regulatory Compliance: Ensure that all supply chain activities comply with relevant laws and regulations.

Document Management: Help maintain accurate records and documentation for audits and compliance purposes.

Learning and Development

Training: Participate in training sessions to learn about supply chain processes, tools, and software.

Mentorship: Work under the guidance of experienced supply chain professionals to gain hands-on experience.

Customer Service

Customer Support: Assist in addressing customer inquiries related to order status, delivery times, and product availability.

Issue Resolution: Help resolve any issues that arise in the supply chain, such as delays or product shortages.

These tasks will help you gain practical experience in supply chain management and develop skills that are critical for a career in this field.

It's very important to adapt to the specific requirements of the company and be willing to take on additional work as needed to support the sales department's progress. Communicate regularly with the supervisor to meet their expectations and keep contributions to the team of supply chain divisions.

3.2.2 Working Hours:

The working hours were at my office from 10 am to 06 pm. This time is very standard, but sometimes based on the situation the executives work more time, especially in sales and supply chain. Occasionally I work late when the workload is high, and my supervisor instructed me for the specific work to be in bound of the time. As an intern, I was so lucky, but the regular executives couldn't leave the office in due time because of the extra pressure of workload. The harsh reality is that in our country, there is sitting time in an office, but it does have an ending time. It's from 10 am until the tasks are finished.

But I'm so lucky and happy to have such humble supervisors who always support me and nurse me when I make mistakes, they never show anger all the time they are smiley-faced and cautious they solve my mistakes, and they teach me and explain to me how to solve the problem and where is my actual mistake.

3.2.3 Overview of the Team and Supervisor's Role:

I had to work with the supply chain management team as an Intern. The department's Manager, Field Operation Sanajoy Kumar Saha, and trade marketing Senior Executive Md. Samiul Islam was my supervisor—most of the time Md. Samiul Islam led my work and instructed me in the work process, as a result easily I finished my work in the required time, which was very peaceful for me.

I did not have much more expertise in the Microsoft Excel program, but my supervisors showed me their responsible hand and different usage of this application from time to time. They taught me how to mail formally and taught me in detail the process of emailing and customizing the print system. I was also instructed about the corporate culture of Hemas Consumer Brands Pvt. Ltd, acceptable corporate manners, how to choose the career path in future and so on from time to time. I discussed deeply about my future life, and they gave me a very real-life example and showed me the right path.

3.3 Use of Tools and Nature of Incentives Provided:

The company provided me with a laptop and corporate postpaid mobile phone SIM for the internship. They gave access to their server for preparing reports and collecting required information and sales monitoring software for the same purposes, used WhatsApp for group interactions, and used “Microsoft Outlook” for doing multiple tasks. I had to use different types of Microsoft Office programs (Word, Excel, and PowerPoint) and other necessary tools to do my regular tasks.

3.3.1 Internship Experience Reflections on Learning and Growth:

My internship at Hemas Consumer Brands Pvt. Ltd gave me real professional experience and practical knowledge of the corporate world. The five-month long-term internship reflected the corporate world, especially the sales and trade marketing division of a multinational company. This internship was a total learning experience for me.

After completing my studies, I got the chance to do a formal job internship, before doing this internship I had never had the chance to do any formal job. This is my first formal work environment, so it was a very thrilling and new experience. There are lots of expectations and fascination, unnecessary rumors and so on regarding multinational companies. The internship

removed some of the negative aspects and presented the real job scenario, with actual work responsibilities and working culture. I must admit the internship fulfilled most of the expectations that I had regarding a multinational company before joining Hems Consumer Brands Pvt. Ltd. In the five months, I had the opportunity to attend the office which was very fortunate to me.

In the case of personal growth, I got two supporting supervisors from whom I learned lots of interpersonal, professional, intellectual, communicating, busy schedule handling, and getting the work within the limited time skills and learned etiquette and norms of corporate culture as personal life, and some of the skills I captured from them.

I think my significant achievement in this internship period timeline was overcoming the tendency to do everything within my reach and my comfort zone. As my first professional workplace Hemas Consumers Brand Pvt. Ltd taught me many things here two mentionable are the development of my communication skills and learning Microsoft Excel.

I needed to call the territory sales officer, sales manager, area, and regional sales manager, and sometimes some sales representatives and distributors for several purposes. They all are unknown to me that's why the first time I called them, I felt a little bit nervous because those people were so smart and experienced rather than me and they were so fluent in talking but over time I could overcome this matter and I could communicate them easily although it was a very challenging task.

The most important skill that I learned was Microsoft Excel, nowadays without Excel can't run an office. Job seekers are expected to have a good knowledge of Excel. Now without Excel knowledge, no one can get the job even though can't expect the job, it must know you. As a business student before joining Hemas as an intern, I had a little idea of how Microsoft Excel works and had few experiences in Excel.

Under the guidance of my supervisors, I learned different types of Excel applications like Sum, Sum if, Count if, Average, VLOOKUP, XLOOKUP, etc. They gave me regular tasks that are why I can practice more and learn to the maximum level of my capacity. Now I can say that I have moderate proficiency in Excel program. I strongly believe that this knowledge will help me more effectively and soon while keeping any job any job and will make me more competitive and eligible.

Based on my experience, I would expect my future supervisors to be supportive, cooperative, caring and above all patient as a learner, I have made some mistakes while working and I have asked lots of questions to my supervisors, but they never heard me all the time they try to answer all the questions which inspired me to do more questions and learn most effectively. My supervisor always showed me the tutorial of any task several times before assigning me the tasks and in the middle of the task, they took feedback to see whether I was doing them right. On my unwanted mistakes, they made me patient and smooth, also I would expect that kind of supervisor in my future job. My internship experience has sharpened my interest and goal in several ways. I did my internship in a multinational company which was my dream and I feel so good, I was extremely grateful to my company for helping me to fulfill my dream. Here are some differences between local companies and multinational companies with a culture of work environment. It is a sad reality that the local companies in our country miserably failed to develop and follow a good working culture. Sometimes local companies explore the unemployed graduates in our country. It can be understood in real life from the experience of people who work there. On the other hand, multinational companies need to maintain some criteria, and standards that are globally recommended. So, companies are bound to follow some rules and regulations practically though they are practiced worldwide, which are more employee-friendly, open-minded, and more enjoyable and effective.

I had the chance to have an amazing, enjoyable experience working with Hemas Consumer Brands Pvt. Ltd. It increased my interest to work in well well-reputed multinational company to enjoy the work environment. I will try to do this with my heart and soul though I do not have any unwanted or bad feelings regarding local companies of our country. I hope very soon our local company will ensure all the facilities and will be able to solve the problems.

3.4 Activities of Supply Chain management Intern:

Data Collection: The essential data used for understanding the current situation and making decisions based on that is done in two major ways in Hemas. The first one is a software-based report, and the second one is to call the sales force and collect different information from them. There are several ways those are market visits, market research, talking to the retailers/wholesalers, Pollibondhu, TSO, and finally the customers and receiving their opinion. I got the opportunity to collect data from all of the above. Some of the data that I needed to collect frequently during my internship period by the calling sales force is:

Collecting remaining month-end closing month: When the distributor can't sell whole products, the rest of the products are kept in the store and are considered as primary stock for the next month, and this process is ongoing. The respective territory manager is responsible for providing the number of closing stocks of the previous month at the beginning of every month. They need to count stock against SKU and provide it to the head office. They also need to maintain if there are any damaged stocks or not, this is justified by the head office. The head office collects the closing stocks nationally and via the territory managers and maintains a master file for keeping records.

Collecting no Objection Certificate (NOC): From the end of distributors sometimes appear some objections. They convey their objections if there are any through the territory managers, with the official letterhead of their distributor with an attached signature. The head office takes the necessary steps against the objection. I collected the objection file, both the soft and head copy and maintained those files in the respective files.

Communication with the Field Sales Force: There are some instructions from the senior authority that can be conveyed to the sales team working on the road level from time to time. That's why I had to communicate with them very repeatedly. The communication process was either over the phone call or WhatsApp texting. For communication purposes, the company provides a postpaid SIM. These messages are shown below: Informing about the deadline to send closing stock, Telling the field sales force to send no objection certificate, claim clearance, and sharing the utilized POSM image. Follow-upping and reminding those who did not send in time etc.

Key learning facts: I have learned a lot of knowledge from the internship program, which are explained below:

Negotiation with the vendor: As a daily task of the part that is vendor and other party negotiation, this is a regular task of executives. When my supervisor negotiated with the vendors, I was there on a timely basis. I deeply observed their conversations followed which kind of information they mentioned during the negotiations and tried to understand the basic negotiation process. Academic knowledge gives a little bit of an idea about negotiation, but it's so difficult and the scenario varies from vendor to vendor. From this internship, I learned practically.

Corporate Manners and Culture: It was my first corporate experience after finishing my academic studies, I'm very lucky to have done my internship at Hemas Consumer Brands Pvt. Ltd. The reason of corporate culture was very friendly, collaborative, and effective, which is why I could learn the real-life corporate culture how they execute in the office. How they behave with their colleagues and bosses overview of the differences and incorporation among them and many other things I learned from the internship.

Formal mailing process: Before doing my internship, I needed to mail occasionally when there was no standard structure for those emails. But E-mail needs to be formal and standard because it represents the sender's quality and expertise. From this internship program, I learned how to make an effective and standard mail within a few words, it will help me to get the job.

Microsoft Excel Application: This is the most significant key learning experience from my internship program. In this current era, everything is based on software, that's why to get a job you need to know Excel, especially in the private sector. Without Excel, nobody can expect a job. Because the maximum level of work they did by Excel. Before joining the internship, I had very little knowledge about Excel. After joining the internship my supervisor taught me the uses of Excel which I needed to do in my regular activities. Every day I practiced them while I was doing the regular activities during office time. Now I can say that I have a moderate level of proficiency in Microsoft Excel, and I can do my daily activities by using Excel.

How the sales force works: AS a sales intern I got an opportunity to see the sales administration activities, how the products are launched and marketed to the actual consumers, and how the goods reach the shelves of the retailers and wholesalers, and lots of initiative are taken to increase the sale based on the situation they offer some special programs "Actisef Summer Festival" and "Time-bound Trade Load" (TBTL). Those offers are for the SRs, Trade Partners giving incentives based on the performance and sales to several parties, execution of stickers, cinema posters, and online promotion tools such as advertisements and short Videos like TikTok.

Internship Learning Adds Values: Usually students have academic knowledge only before joining the internship program. Very few numbers of students are engaged in part-time jobs in their student, and here is the main reason for our country's shortage of job opportunities. Here I can say I was so lucky to be engaged in a part-time job, that's why I learned little practical knowledge of the job market. Normally students are not interested in doing a job before they

complete their graduation in case face any terrible financial problems. Here is the role of the internship program. Internships have been a mandatory part of completing graduation and students are bound to internships in their preferred field to gain practical experience in corporate culture. When I join any company after that learning scope will be narrow and the Bosses will not allow my mistakes, because that time is not for learning, that time is implementation of work. An executive should take all types of responsibilities and all kinds of mistakes and wrong activities responsible for that person. An internship program influences learning and makes a lot of mistakes, after making mistakes the supervisor solves the mistakes and gives instructions on how to do work without mistakes. You will get pure gold by burning that like that making mistakes you will learn the right way to do the work, which is permanent. In academic life, we just learn theoretical knowledge about the different types of business, marketing processes, supply chain systems, and other things, but lack of enough resources and many other things all the knowledge is confined to books that are not enough for going to the corporate sector. An internship is the time to integrate knowledge with a real working environment and see how to match it in the practical. A real working environment itself teaches lots of things as a fresher. There will be experienced supervisors and experienced colleagues of higher authority with more than 15 to 25 years of experience in the respective departments. Here we can say that experience is the best teacher, rather than theoretical knowledge. Ten to fifteen minutes of conversation with higher management will be more effective than reading a theoretical book because they speak from their experience, experiments, failures, and achievement which gives a realistic feeling, it will be remembered for a long time in the mind.

Through the internship, I made some network with the supervisor, higher management, and vendors, because after completing my internship I needed a job, so in this current situation without any network to get the job is quite impossible. Some companies are making interns permanent employees, it reduces the tension and would be a blessing for a beginner. An internship program helps to identify the strong and weak points of an intern and job decisions can be taken based on this outcome.

Chapter 4

Supply Chain Activities in Hemas Consumer Brands

4.1 Supply Chain Management Process

The supply chain department of Hemas Consumer Brands Bangladesh is dedicated to achieving its short-term and long-term goals through a structured and well-organized approach. By implementing a series of strategic steps, the department ensures the efficient flow of goods, information, and resources from suppliers to end consumers. These steps are designed to optimize operations, minimize costs, and maintain high standards of quality and customer satisfaction. This section provides an in-depth overview of the supply chain management (SCM) processes followed by the organization, highlighting key practices that contribute to its operational excellence and alignment with corporate objectives.

4.1.1 Vendor Selection:

The Hemas supply chain department follows several procedures when choosing vendors to make sure they are trustworthy, reasonable, and excellent partners. Here's a general outline of the procedure:

Determine Needs: Recognize the needs of the supply chain division, including the products or services required the amount, the quality standards, the delivery dates, etc.

Supplier Identification: Look up possible suppliers using a variety of resources, including internet databases, industry associations, trade exhibits, trade directories, recommendations, and market research.

Pre-qualification: Consider factors including reputation, financial soundness, expertise, capacity, quality standards, technology capabilities, geographic reach, and regulatory compliance when assessing vendors. This could entail conducting preliminary interviews or distributing pre-qualification surveys.

RFP (Request for Proposal): Request comprehensive estimates or proposals from qualified vendors detailing their services, costs, terms and conditions, delivery schedules, and guarantees.

4.1.2 Assessment and Comparison:

Using pre-established assessment criteria, evaluate the vendor offers that you have received. Consider aspects like cost, value, dependability, adaptability, customer support, historical results, and alignment with the objectives and principles of your company.

Start negotiating with the vendors you selected to confirm the terms and conditions, prices, delivery dates, terms of payment, service level agreements, warranties, and any other relevant aspects of the agreement.

Due Diligence: Verify the credentials, references, capabilities, and compliance with legal and regulatory requirements of the chosen vendors by conducting extensive due diligence on them.

Contract Finalization: Draft and complete a contract that specifies the parties' rights, **Performance Monitoring:** Set up systems to track and assess vendors' performance concerning established standards and metrics. This may entail ongoing evaluations, examinations, and feedback systems to guarantee adherence to contractual duties and ongoing development.

4.1.3. Relationship Management:

Through efficient communication, performance evaluations, feedback channels, and reciprocal assistance cultivate a strong and mutually beneficial connection with chosen vendors. Develop a partnership mentality to reach long-term success and common objectives, expectations, duties, and commitments on both sides. To reduce risks and prevent miscommunication, make sure the contract language is precise and unambiguous.

4.1.4 Continuous Improvement

Evaluate suppliers' performance and the efficiency of the selection procedure on an ongoing basis. To improve overall effectiveness and efficiency and optimize the supply chain, pinpoint areas that require improvement and take remedial action.

These guiding principles help companies select suppliers for their supply chain department in an efficient manner, streamlining their procurement procedures and generating more revenue.

Quality Test: The supply chain department must put in place a quality check procedure for first-mover consumer goods to guarantee that the goods fulfill all requirements and expectations before being released onto the market. This is an in-depth account of the procedure:

Define Quality Standards: For first-mover consumer items, set measurable, explicit standards of quality. This should cover things like the product's specs, packaging specifications, safety laws, and any other relevant needs.

Supplier Qualification: Make sure suppliers fulfil your quality criteria by collaborating closely with them. Conduct in-depth analyses of their quality monitoring practices, production processes, and compliance with standards set by the industry.

Incoming Inspection: Before components and raw materials are used in production, a thorough initial inspection procedure should be put in place to guarantee their quality. This might include testing, sampling techniques, and inspections through sight.

In-Process Inspection: Maintain an attentive eye on the production process to identify potential issues early on. At various stages of production, conduct routine inspections to make sure that quality demands are being maintained.

Final Inspection: Before issuing the finished goods for distribution, do a final examination. This should entail an in-depth evaluation of the product to ensure that it exceeds all requirements.

4.1.5 Quality Control Tools:

To track and improve the quality of the products across the supply chain, use quality control tools and techniques including statistical process control, Six Sigma, and quality management systems.

Document Control: Maintaining thorough records of every quality assessment and inspection performed during the supply chain procedure. Records of inspections, test outcomes, corrective actions implemented, and any additional relevant information should be included in this paperwork.

Education and Training: Ensure that employees engaged in the quality check process have an in-depth knowledge of the standards and procedures by supplying them with training. To keep quality control at a high level, skill development and ongoing training are essential.

Continuous Improvement: To find areas for improvement, review and assess the quality check procedure on an ongoing basis. Ask stakeholders for their thoughts.

Supplier Feedback Loop: Develop a feedback loop with the vendors you use so that you can resolve any issues or concerns with quality. Through cooperation, problems can be proactively addressed, and similar problems are unlikely to occur in the future.

Through compliance with these guidelines and ongoing assessment and enhancement of the quality control procedure, you may guarantee that first-mover consumer goods satisfy the most exacting specifications concerning reliability as well as excellence throughout every stage of the supply chain.

4.1.6 Procurement:

The Fast-Moving Consumer Goods (FMCG) sector uses several essential procedures in its procurement process that ensure the timely sourcing of components, raw materials, and finished goods. A description of the typical procurement procedure in the FMCG industry is provided below:

Demand Planning: To predict future product demand, procurement teams study market trends, historical data, and sales projections in the first phase of the process. This aids in figuring out the kinds and quantities of commodities required.

Supplier Selection: Procurement teams look for prospective vendors of the products or components needed after the need has been identified. They evaluate suppliers according to criteria like cost, reliability, quality, and delivery capacity. Since prompt delivery and response are essential in the FMCG industry, building strong relationships with suppliers is necessary. The procurement departments negotiate with selected vendors over terms and conditions, such as expenses, terms of payment, delivery dates, and quality standards. Securing the most beneficial deals while making sure the provider can fulfill the necessary standards and timelines is the aim.

Contracting: Following conversations, official contracts with the terms decided upon by both sides are drafted. Usually, these contracts include information on prices, quantities, delivery dates, quality requirements, and any other pertinent terms and conditions.

Order Placement: Upon signing contracts, procurement groups place orders with the chosen suppliers by the conditions that were previously agreed upon. The size and frequency of orders can fluctuate based on inventory levels and demand projections.

Monitoring Supplier Performance: During the procurement process, procurement teams keep an eye on the performance of suppliers to make sure they fulfill their responsibilities. This entails monitoring delivery schedules, product quality, conformity to requirements, and issue or concern response times.

Inventory management: To maintain ideal stock levels of raw materials, components, and completed goods, procurement teams collaborate closely with inventory management. To minimize shipping expenses and prevent running out or surplus inventory, supply and demand must be balanced.

Quality Assurance: In the FMCG industry, quality control plays a crucial role in the procurement process. To make sure that products and materials fulfill the necessary quality requirements, procurement teams collaborate closely with suppliers. This could entail carrying out quality control checks, audits, and inspections at every stage of the supply chain.

4.1.7 Risk management:

Procurement teams recognize, and address risks related to the procurement process, including price swings, supply chain interruptions, quality problems, and geopolitical considerations. Creating backup plans, diversifying sources, and keeping up with industry trends are a few examples of strategies.

Lastly, to maximize effectiveness, lower expenses, and minimize risks, procurement teams continuously assess and refine the procurement process. This could entail using best practices, optimizing workflows, and making use of technology.

Procurement teams may effectively manage the procurement process in the FMCG industry to meet the changing demands of the market by adhering to these stages and keeping an emphasis on efficiency, quality, and responsiveness.

Sourcing: The process of supply chain sourcing entails the methodical identification, assessment, choice, and administration of suppliers to guarantee the prompt and economical procurement of goods and services necessary for business operations. This is a thorough explanation of each phase in the supply chain sourcing procedure:

Find the Needs for Sourcing: Recognize the needs of the company or undertaking, including the kinds of products or services required their quantities, their quality requirements, and their delivery schedules.

To determine sourcing priorities, examine developments in the market, inventory levels, and demand projections.

Identification of Supplier: To find possible vendors who can meet the needs of the company, conduct market research. To find fresh suppliers, make use of web resources, trade exhibits, industry directories, and supplier networks. Consider variables including supplier reputation, competencies, cost, location, and compliance with regulations.

Assessment and Pre-qualification of Suppliers: Assess possible suppliers according to predetermined parameters, including technical proficiency, regulatory compliance, production capacity, financial stability, and quality control procedures. Utilize surveys, site inspections, audits, and reference checks to pre-qualify vendors to determine whether they meet the requirements of the company.

Information Request: RFIs should be sent to the vendors who made the shortlist to obtain comprehensive data regarding their qualifications, offerings, costs, terms, and conditions.

Utilize the data acquired to refine the list of prospective providers and evaluate the suitability of each supplier in further detail.

RFQ (Request for Quotation): Send out requests for proposals, or RFQs, with specified needs, requirements, and assessment standards to chosen vendors. Request quotations or proposals from suppliers detailing their services, rates, terms of delivery, procedures for quality control, and any other value-added services.

4.1.8 Negotiation and Supplier Selection:

Consider criteria including price, quality, dependability, adaptability, and alignment with the organization's objectives and core values when assessing supplier quotations or proposals.

To settle on terms and conditions, including price, terms of payment, delivery dates, warranties, and service levels, negotiate with your selected vendors.

Strive to reach a win-win solution that maximizes value for the supplier and the company.

Entering a contract: Use purchase agreements or contracts to formally establish the arrangement with the chosen suppliers. Make sure contracts expressly state each party's rights, obligations, responsibilities, and performance standards.

Incorporate clauses about intellectual property rights, confidentiality, and dispute settlement, among other pertinent issues.

Relationship Management with Suppliers (SRM): Develop and preserve a relationship of trust, cooperation, and openness with chosen suppliers. Regularly assess the performance of suppliers about key performance indicators like cost, responsiveness, quality, and delivery.

Effectively communicate with suppliers, take quick action to resolve problems, and look for ways to improve continuously.

Risk Control: Determine and evaluate the risks connected to the sourcing process, such as changes in regulations, supply chain interruptions, quality problems, and geopolitical concerns.

To lessen the impact of future interruptions, implement risk mitigation techniques like dual sourcing, supplier diversification, inventory buffers, and backup plans.

4.2 Constant Enhancement:

To improve productivity, save expenses, and lower risks, the sourcing process should be reviewed and optimized regularly.

Get input from internal teams, suppliers, and stakeholders to pinpoint areas that need work and implement best practices.

Streamline sourcing processes, enhance decision-making, and propel strategic initiatives using technology and data analytics.

Organizations can achieve improved supply chain performance, cost optimization, risk mitigation, and successful supplier relationship management by implementing a methodical approach to supply chain sourcing and adhering to these guidelines.

4.2.1 Manufacturing Process:

- Set up a manufacturing facility or partner with a contract manufacturer.
- Follow Good Manufacturing Practices (GMP) to ensure product quality and safety.
- Blend and mix the raw materials according to your formulation.
- Test the product for quality and make any necessary adjustments.

Packaging:

- Design attractive and functional packaging that aligns with your brand.
- Source packaging materials and work with a packaging manufacturer.
- Implement quality control measures during the packaging process.

Regulatory Compliance:

- Ensure compliance with regulatory requirements for labeling
Ingredient listing and safety standards.
- Obtain necessary certifications for your hair oil.

Distribution and Logistics:

- Establish distribution channels, considering both traditional
retail and online platforms.
- Develop relationships with distributors, retailers, or set up your
own e-commerce platform.
- Implement efficient logistics and inventory management systems.

Marketing and Branding:

- Develop a strong brand identity and marketing strategy.
- Utilize digital marketing, social media, and traditional
advertising to create awareness.
- Consider partnerships with influencers or beauty professionals for endorsements.

Sales and Customer Service:

- Train your sales team or customer service representatives on product knowledge.
- Provide excellent customer service and address customer
queries and concerns promptly.

Feedback and Continuous Improvement:

- Collect customer feedback and reviews to identify areas for improvement.
- Continuously innovate your product and packaging based on market trends and customer preferences.

Expansion and Diversification:

- Explore opportunities for expanding your product line or entering new markets.
- Stay informed about industry trends and adapt your strategies accordingly.

Remember that each of these steps requires careful planning and execution. Paying attention to quality control, regulatory compliance, and customer satisfaction will contribute to the long-term success of your hair oil manufacturing business.

Chapter 5

Conclusion

5.1 Conclusion

My internship at Hemas Consumer Brands Pvt. Ltd has been a transformative experience that provided an in-depth understanding of the complexities and dynamics of supply chain management within the fast-paced FMCG sectors. This opportunity allowed me to witness firsthand the critical role that effective supply chain operations play in driving organizational success, enhancing customer satisfaction, and sustaining a competitive edge in the market. During my internship, I engaged with various aspects of the supply chain process, including vendor selection, procurement, risk management, quality control, and continuous improvement initiatives. These engagements required me to address challenges such as optimizing vendor. The hands-on nature of the tasks enabled me to bridge the gap between theoretical knowledge and real-world application, significantly enriching my problem-solving, analytical, and strategic planning skills. One of the key takeaways from this experience was the importance of maintaining adaptability and fostering a culture of continuous improvement within supply chain operations. My contributions, such as improving quality assurance mechanisms and refining procurement strategies, demonstrated the tangible impact of such efforts on overall operational performance. This report serves as a testament to the knowledge gained and the contributions made during my tenure. It also highlights actionable recommendations for Hemas Consumer Brands Bangladesh, emphasizing areas such as vendor relationship management, advanced quality testing procedures, and leveraging technology to optimize supply chain efficiency. Moreover, this internship experience has been instrumental in shaping my professional development and understanding of supply chain management. It provided me with a solid foundation for my future career aspirations, equipping me with the necessary skills to navigate the challenges and opportunities within the field. The lessons learned and insights gained will undoubtedly serve as a guide for my continued growth and contribution to the industry. Overall, this journey has not only deepened my understanding of supply chain management but also reinforced the significance of collaboration, innovation, and strategic thinking in driving success. I am confident that the experiences and knowledge documented in this report will serve as a valuable resource for future professionals seeking to excel in the realm of supply chain management.

6.1 References

1. Johnson, M. T. (2018). *Introduction to supply chain management* (2nd ed.). McGraw-Hill Education.
2. Kumar, S., & Lee, P. (2020). *Inventory management: Principles and strategies* (3rd ed.). Pearson.
3. Hemas. (n.d.). *Consumer brands*. Hemas. Retrieved Jun 10, 2024, from <https://hemas.com/consumer-brands.html>
4. Wikipedia contributors. (n.d.). *Hemas Holdings*. In Wikipedia, The Free Encyclopedia. Retrieved July 12, 2024, from https://en.wikipedia.org/wiki/Hemas_Holdings
5. Hemas Holdings PLC. (2024). *Annual report 2023-2024*. <https://hemas.com/assets/downloads/financial-reports/annual-report-2023-2024.pdf>
6. *Nestlé supply chain* [Course document]. (n.d.). Studocu. <https://www.studocu.com/en-gb/document/university-of-cambridge/operations-supply-chain-management/340076302-nestle-supply-chain/25000165>
7. Bangladesh Supply Chain Management Society. (2018, March). *Issue 04*. Bangladesh Supply Chain Management Society. <https://bscms.com.bd/issue-04-march-2018>
8. Hemas Holdings PLC. (2017, August 16). *Hemas consolidates FMCG position by acquiring Atlas, Sri Lanka's most loved brand of 2017*. Hemas. <https://hemas.com/news/hemas-consolidated-fmcg-position-by-acquiring-atlas-sri-lankas-most-loved-brand-of-2017.html>

Appendix:



Sanajoy Kumar Saha
Assistant Manager, Field Operation

Hemas Consumer Brands (Pvt.) Ltd.
House# SE(H)-2
(Level-1), Road-142,
Gulshan-1, Dhaka-1212.

[t] : +88 02 55045346
[m] : +8801787666947
[e] : saha.consumer@hemas.com
[w] : www.hemas.com