

Internship Report

The Evaluation of Effectiveness of Trade promotion of SFBL (Chopstick & Ruchi Joy Joy Offer)

SQUARE

Prepared For

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September 25, 2018

Letter of Transmittal

25 September, 2018

Dr. Khandoker Mahmudur Rahman
Associate Professor
School of Business and Economics
United International University

Subject: **Submission of the Internship Report**

Dear Sir:

I would like to submit my internship report titled “Evaluation of electiveness of trade promotion of SFBL(Ruchi Chopstick joy joy offer)”, which has been prepared as a requirement for the completion of the BBA Program of United International University.

Square Group was formed in 1958 and Square Food & Beverage was established in 2000 as a wing of the Group of company.

While working on the report, I have tried to follow each and every guideline that you have advised. It has been a very enlightening experience to work in this new venture and I have thoroughly enjoyed my internship period at Square Food & Beverage L.td. The authority of Square Food and Beverage L.T.D has also extended their cooperation whenever required.

Sincerely,

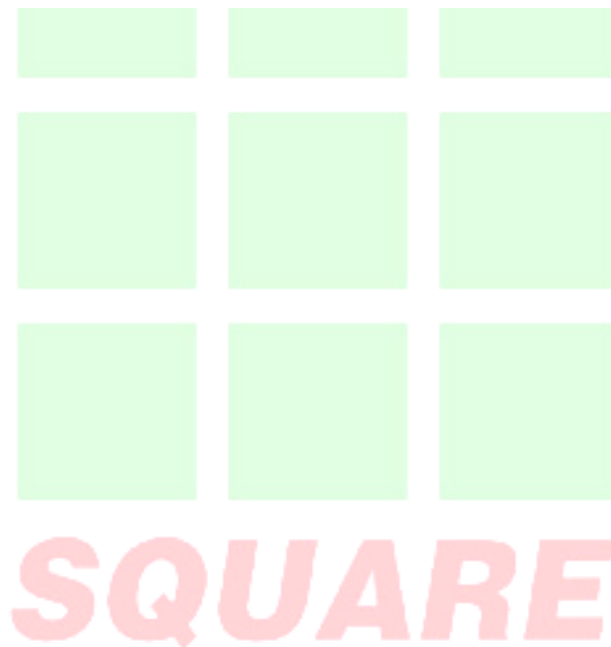
Shejuti Islam Nijhum

ID No: 111 141 129

ACKNOWLEDGEMENT

I would like to thank the internship Supervisor, Dr. Khandoker Mahmudur Rahman who has helped me in every step of my internship. I am very much grateful to Ms. Tahmin Begum(Senior Executive, Human Resources ,SFBL) for giving me the opportunity to complete my internship at Square Food & Beverage Ltd. I am sure that her dynamic managerial activities will give inspiration to anybody to build one's career properly.

I also want to thank Mr.Anjan Kumar Das (Assistant Manager-MIS department) and Habib Elahi(Executive-1equivalent as Brand Manager, Planning & Development Manager) also all individual of the Square Food & Beverage, for their support that I have been provided for preparing my report. I practically work with them, try to share their perception, feelings and on the basis of my realization, I prepared report from my own point of view. Then at last I shall be grateful to those people who read this report and who shall get benefit from this report at present and in future.



DECLARATION

I am Shejuti Islam Nijhum, student of School of Business and Economic (Marketing) of United International University, Bangladesh, do hereby declare that the internship Repot on “Evaluation of Effectiveness of trade promotion of Square Food & Beverage Ltd. is an original work and has not been previously submitted for any degree, diploma, title, or recognition.

Shejuti Islam Nijhum

ID No: 111 141 129

School of Business and Economics

United International University

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Executive Summary

Being an intern of MIS team of Square Food and Beverage, I have chosen the topic base on my job responsibilities and practical knowledge which is titled as “The evaluation of effectiveness of trade program of SFBL(“Chopstick and Ruchi Joy Joy Offer)SFBL is the largest and leading Fast Moving Consumer Goods (FMCG) Companies in Bangladesh. This report provides an in-depth analysis and interpretation about their trade program. Moreover, details about pre requisitions and planning of programs, budgeting and implementation of program, accurate auditing and disbursing rewards for filling up targeted sales are explained through the levels of arranging promotional programs for Company’s business customers and final consumers. After analyzing the overall “Promotional Programs” with its actual outcomes, I have found some issues; those are associated with the levels of these programs. And based on those issues, I have pointed out some actions, which can decrease the possibility of happening such on-going issues. Therefore, I have tried to apply my theoretical and practical knowledge of marketing, finance, accounting, Human Resource Management and Management information system to prepare the report and to explain the problems in term of benefitting Square’s promotional programs in case of Square Food & Beverage.

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Contents

<i>Title</i>	<i>ii</i>
<i>Letter of Transmittal</i>	<i>iii</i>
<i>Letter of Endorsements by the Supervisor faculty</i>	<i>iv</i>
<i>Acknowledgement</i>	<i>v</i>
<i>Executive Summary.....</i>	<i>vi</i>
1 ORGANIZATION PART.....	9
Overview of the Organization.....	9
1.1 Background of the company:.....	9
1.2 Mission:.....	11
1.3 Objectives:	11
1.4 Products of SFBL:	11
.....	27
2 Origin of the report.....	30
2.1 Objectives of the report.....	31
2.2 Scope of the Study	32
2.3 Methodology.....	32

2.4	Limitation	32
3	Introduction:	33
3.1	Background of the Trade Programs:	34
	Objective of the trade program:	34
3.2	TP & MRP LIST OF SFBL PRODUCTS:	35
3.3	Some relevant parties who are actively involved in Trade Program:	38
3.4	The whole process of trade promotion:	40
3.5	Chopstick and Ruchi Joy Joy Offer:	48
3.6	Program Modality:	48
3.7	Details about SLAB and criteria for qualifying to get gifts:	49
3.8	Program Monitoring and Adjustment Modality:	51
3.9	Additional criteria for giving entry in Invoice:	52
3.10	Some problems that I have faced while analyzing the trade promotion:	55
3.11	Analysis part of “Chopstick and Ruchi Joy Joy Offer”:	57
3.12	Product wise:	58
3.13	Overall interpretation:	65
3.14	Division wise impact	65
3.15	Comparison of achievement on the basis of divisions.....	72
3.16	Comparison among division wise on the basis of average	77
3.17	Justification of this interpretation:	82
4	Recommendation	82
5	Conclusion	85
6	Biblography.....	86

Part 1

1 ORGANIZATION PART

Overview of the Organization

About Square Food & Beverage Limited:

Square food and Beverage LTD. is one of the largest and leading manufacturers in our country. It has four brands with more than 40 products. There is one of the most important factors behind this rapid success and sustainable growth of this company is its highly productive and efficient human resources. It always tries to maintain product quality that is why it is considered as one of the popular and known company to the people of this country.

Who doesn't hear about the name of Radhuni and Ruchi. These are the product of Square food and beverage. But the success is not come in a easy way. SFBL has made the revolutionary changing in food category. Being a Asian country and Bengali we love to eat spicy food. It is a tradition we use various kinds of spices rather I should say "Masala" while we making any curry. That's the beauty of our food. Besides there is a heritage connection with spices. Previously we only depend on various spices powder which is blended manually. But gradually due to globalization and busy schedule it is very difficult to manage pure spices in the form of powder. To overcome this crisis, some local company launched open masala which is unhygienic for health. SFBL was the only one company who had taken bold steps on that time. First time in Bangladesh; SFBL launched basic spices with a good quality and attractive packaging facilities. Gradually they were focusing other instant product under Ruchi brand. Now Radhuni is the market leader of spice category in Bangladesh market. This is the initial insight of launching Radhuni product.

1.1 Background of the company:

Square group signifies a reputation of fame and prosperity not solely in Bangladesh however additionally some other countries in this world. Square isn't simply a name in Bangladesh. It's associate icon in business. The journey of square wasn't a bed of roses that finishes at some extent of success. This company is currently booming solely due to troubled and hardship. It's currently one amongst the leading producing firms in Bangladesh that has product and services each. Square is currently a gaggle of prescription drugs, toiletries, garments, textile, data technology, health product,

food product, and hospital - with a mean annual turnover of quite Tk 6,000 large integer and personnel of around 33,000 people. Samson H Chowdhury is the founding father of this square group. It had been established in 1958 with its 1st company named square pharma drugs Ltd. He named it sq. as a result of it signifies accuracy and perfection which means quality. Currently the Square Company is therefore huge that it includes textiles, hospital, prescription drugs, toiletries, media com, client product etc.

Square consumer product Ltd. has started its journey in 2000 as a member of square group. Among a brief time it created a powerful foothold within the market with four brands over forty products through its quality product and customer services in our country. It had obtained the international quality normal ISO 9001 due to its quality management. With the advanced technology, human resources sturdy and powerful and robust} commitment to quality of product and services it's set strong position within the business. In 2010 the corporate achieved ISO 22000 for its food safety management system. In 2014 it reinvented as square Food & beverage Ltd. from square group Ltd. it's currently U. S. Food and medicines Administration qualified. SFBL has introduced 3 in style brands within the market named Ruchi, Radhuni and Chashi. it's 2 production area unites that are set at Pabna and Dinajpur.

Currently SFBL has close to concerning 2500 staff and because of its working surroundings and extremely impelled staff it's lower turnover rates. It emphasizes on equal employment chance for each male and female.

SFBL will conjointly such a big amount of different programs and activities like Radhuni Kirtimoyee Sommanona that is organized for self-developed and booming girl to reward them each year. Additionally as recently it organized International folks Fest and classical music competition to save lots of ancient cultural aspects of Bangladesh.

1.2 Mission:

SFBL's vision is to be the world class manufacturers in Bangladesh by ensuring intrinsic quality products and customer services with state of the art technology and motivated employees.

1.3 Objectives:

There are few objective of SFBL. It includes:

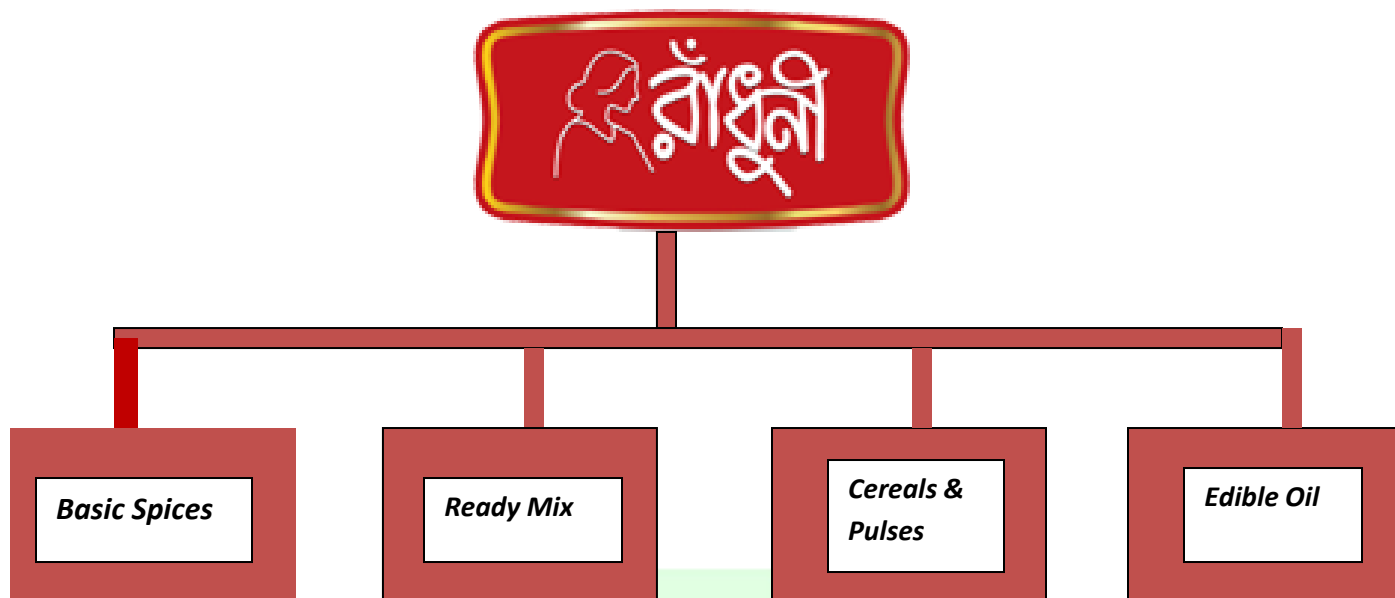
- Provide the very best of what the consumer wants.
- Explore new segments of market and to cater to it.
- Assure intrinsic quality of hygienic food products
- Enhance consumer standard of food habit
- Ensuring that products are available at consumer's doorsteps.
- Enhance the skill and strength of the organization that will contribute of company's increasing growth.

1.4 Products of SFBL:

Radhuni:

It is the leading brand of this company. It drew the attention of housewives by producing such products that saves time and convenient for them, such as turmeric powder, coriander powder, chili powder, readymade falooda mix, jorda mix, different types of masala, cereals, pulses etc.

Radhuni has 4 category products.



Basic Spices: Basic spices are the pioneer of this Radhuni brand. Who doesn't know about the brand name of Radhuni. In Basic spice category, Radhuni is the market leader.

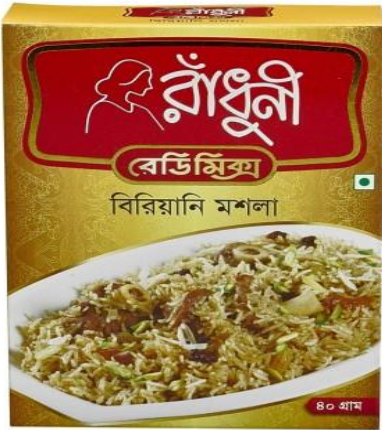
Name Of Products	Image of Products	Product Description
<u>Chilli Powder</u>		RADHUNI Chili Powder is the basic spices of Radhuni portfolio. It is produced from the best quality of red chili. This instant chili powder makes curry in hot reddish color and super tasty. For flavor capsicum is blended in this red chili powder. It is free from any artificial colour.

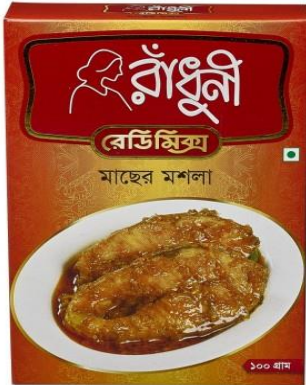
<u>Coriander Powder</u>		RADHUNI Coriander Powder is the consist of the distinct flavor and fragrance that makes food very delicious and tasty.
<u>Cumin Powder</u>		Radhuni cumin powder is another product of radhini brand under SFBL.Only selected high grade cumin is used to make this cumin powder. Its natural aroma makes any dish yummy.
<u>Turmeric Powder</u>		RADHUNI Turmeric Powder guarantees the specific composition of curcumin and the turmeric's selected for processing are finest of their kind. As a result it gives the dishes an attractive golden color.

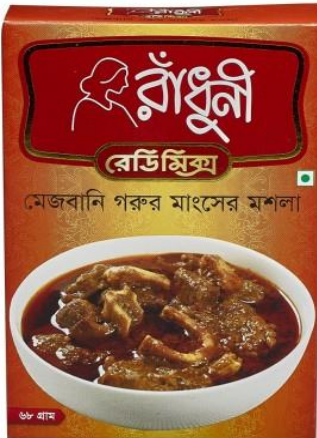
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Ready Mix:

<u>Beef Masala</u>		Radhuni beef masala contains all necessary elements which is badly needed for making a perfect beef curry. To make a perfect beef curry customer need to add only onion, salt and edible oil along with Radhuni beef masala.
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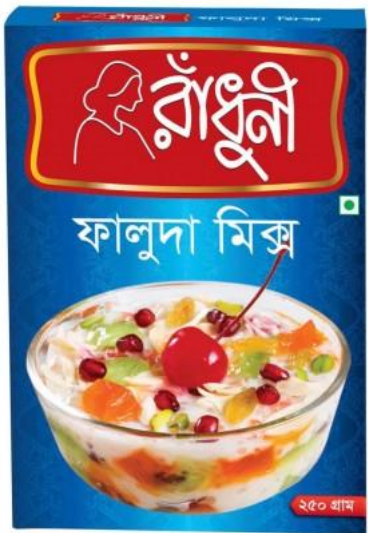
<u>Biryani Masala</u>		Who doesn't love biriyani? To eat biriyani one doesn't need to go restaurant anymore. Anyone can easily make the delicious biriyani with the help of Radhuni ready-mix biriyani masala. It has three variant such as beef, mutton and chicken. All the ingredients of biriyani are perfectly blended here..
<u>Borhani Masala</u>		It is a tradition in BD after taking a shahi bhoj especially festival or occasion we love to take borhani. Radhuni borhani masala is the easiest way to get a perfect shahi borhani.
<u>Chatpati Masala</u>		Catpati is considered as a quick snacks which is loved by all ages of people. Previously we have to wait or go outside for taking yammy chotpati but Radhuni chatpati masala is the quick solution for chatpati lover. Now you can serve the hot chotpoti at any time and at anywhere.
<u>Chicken Masala</u>		This product is blessing for novice cook. By using Radhuni Chicken Curry Masala anyone

		can now cook tasty Chicken curry with proper amount of salt, onion e.t.c.
<u>Fish Curry Masala</u>		We are considered as “Mache-Vat e Bangali”. Keeping the fact in mind SFBL has a product named “Radhuni Fish curry mix”. The combination of all spices is perfectly blended for making a traditional taste of local fish.
<u>Garam Masala</u>		Radhuni garam masala is mainly used for preparing meat and fish dishes and different curries to increase the taste and flavor. It contains appropriate mixture of cinnamon, cardamom, clove, bay leaf, nutmeg, mace and black pepper.
<u>Kabab Masala</u>		If you are craving for mouthwatering kabab now it just takes a few moments to make restaurant style delicious kabab at home easily with Radhuni Kabab Masala.
<u>Meat Curry Masala</u>		Radhuni meat curry masala has the right proportion of chilli, turmeric, coriander,

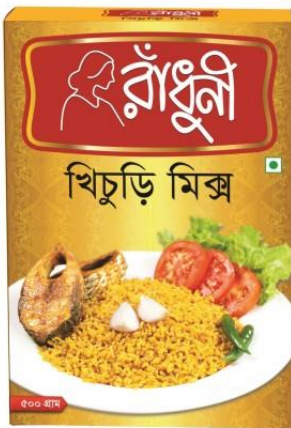
		cumin, fenugreek etc. for the authentic taste of meat curry. it can be used for cooking all types of meat like beef, chicken, mutton e.t.c
<u>Radhuni</u> <u>Mejbani Beef</u> <u>Masala</u>		Now you can cook the traditional Mejbani Beef of Chittagong at home using Radhuni Mejbani Beef Masala. Just add onions, salt, oil and Radhuni Mejbani Masala with beef and cook the delicious Mejbani Beef.
<u>Panchforan</u>		Radhuni panchforan is a mixture of different spices like cumin, black cumin, aniseed, fenugreek, radhuni and mustard. it is used especially for preparing vegetable curry, fish curry, pickles, chutney etc.
<u>Roast Masala</u>		Radhuni easy mix roast masala gives you the optimum taste of roast in the easiest way, without having to add any other spices. just add sour curd in preparation and edible oil in cooking with chicken.

<u>Tehari Masala</u>		Who doesn't love tehari? It is hard to find out who doesn't like tehari. Radhuni tehari masala is a unique combination of different exotic spices, which facilitate everyone to cook delicious tehari at their home in an easy way.
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Cereals & Pulses:

<u>Falooda Mix</u>		Falooda is a sweet and appetizing dessert with yummy ingredients of fruits, noodles, basil seed, jelly pieces, almonds, raisins, shagu pearls along with milk and ice cream. radhuni falooda is a very popular dessert to all aged people and enjoyable in every occasion. radhuni falooda mix contains high level of energy, carbohydrate, protein, dietary fiber, fat & calcium to ensure healthy diet. inside the radhuni falooda mix pack we provide sugar, instant jelly mix, noodles, tapioca pearls, corn starch, basil seed, raisins. salt and vanilla/mango flavor to ensure the falooda taste exciting.
<u>Firni Mix</u>		Radhuni firni mix is a ready-to-cook nutritious food that contains aromatic rice, sugar, nuts & kawra flavor etc. firni is

		usually consumed as a dessert after meal. What you only have to do is add the firni mix to one liter of milk and cook for 15-20 minutes.
<u>Haleem Mix</u>		A traditional, high-protein cereal-based cuisine, haleem is primarily cooked with meat and a favorite of many during certain festivals. you would also love the taste of haleem when you make it using radhuni haleem mix.
<u>Jorda Mix</u>		Radhuni jorda mix provides the real taste of the traditional sweet dish with quality ingredients of rice, sugar, murabba, raisin, and almond and coconut powder. radhuni jorda mix is a delicious and enjoyable dessert for people of all ages. the tempting and pleasant radhuni jorda can be prepared very easily in different occasions to entertain guests and make your celebration more enjoyable.
<u>Kasundi</u>		Kasundi is a protein-rich, spicy relish made from mustard seeds. A condiment and a taste-enhancer. Kasundi brings out the best taste in whatever it is paired up with: seasonal green fruits,

		snacks such as “shingara” & “pakora”. A recent use of this condiment is in the preparation of “Shorshe Ilish”- famous traditional recipe in the Bengali cuisine & even as salad dressings. A dash of Radhuni Kasundi with any food will leave your taste buds tingling with joy.
<u>Khichuri Mix</u>		To cook delicious khichuri the easiest way, radhuni khichuri mix is an unparalleled choice for you. it bears all the required ingredients of khichuri even including kataribhogh rice, dal and salt. so, it gives you the best taste of khichuri.
<u>Shemai (Vermicelli)</u>		Radhuni shemai has superb taste. It is smooth, lean & thin and easy to prepare. Radhuni shemai is hygienically manufactured from finest quality flour which ensures delicious jorda shemai, milk shemai & falooda.

<u>Radhuni</u> <u>White</u> <u>Vinegar</u>		Radhuni White Vinegar is made of 100% food grade Glacial Acetic Acid (E 260) 5% & distilled water. With a clean, crisp flavor, it's ideal for your favorite marinades, salad, soup, kabab, meat dishes & preservation of pickle & chutney.
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Edible Oil:

<u>Radhuni Pure</u> <u>Mustard Oil</u>		Radhuni Pure Mustard Oil is made from hand-picked mustard seeds, guaranteeing the best quality mustard oil. It is produced in a fully automated line, starting from seed cleaning to bottling and capping. The cold press expelling technology used ensures the retention of natural flavor, pungency and essence in the product. Highly efficient filtering gives the oil an optimum color and zero solid particle content. Radhuni Pure Mustard Oil contains a large amount of mono-unsaturated fatty acid which restricts the build-up of the harmful cholesterol in blood.
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Ruchi:



It produce ready to eat snacks like – chanachur, fried dal, peanut, chutney, jhuribhaja, potato crackers, jhalmuri, sauce, pickles etc. people of every ages likes these products so much and that os why is taking a strong position in the market. The plant of Ruchi is situated at Pabna.

The product range of Ruchi:

Munching Range of Ruchi:

Name of Products	Image of Product	Product Description
<u>Ruchi</u> <u>BBQ</u> <u>Chanachur</u>		The barbeque flavored chanachur is the latest extension in ruchi's chanachur line. and, this is in fact the first ever barbecue-flavored chanachur in bangladesh. its smokey grilled flavor is unique and even more distinctive. ruchi chanachur (barbeque) is crispier, crunchier and smarter, with which, gossiping & leisure period can be enjoyed far better.

<u>Ruchi Friesd Dal</u>		Always crispy, ruchi fried dal is produced from selected green gram (mung dal) to give you the traditional taste of local munchies. the amazing taste of ruchi fried dal will keep you coming back after your first trial.
<u>Ruchi Hot Chanachur</u>		Besides the essential ingredients and their good tastes, Ruchi Hot Chanachur has a shocking hot flavor that gives you a jolt and brings your moments to life. it has really a unique taste to invoke an amazing excitement and fondness.
<u>Ruchi Jhuribhaja</u>		The crispy and crunchy taste of ruchi jhuribhaja will never fail to satisfy your taste buds. made from fully automated machinery and under the strict supervision of quality controllers, ruchi jhuribhaja is one of the best tasting snacks you will ever have.
<u>Ruchi Potato Crackers-Bar-B-Q</u>		Ruchi Potato Crackers - Bar-B-Q is one of the newest additions to ruchi's product line. devoid of artificial ingredients and preservatives, it has an amazing Bar-B-Q flavor besides all the nutrients of iron, protein etc.

<u>Ruchi Potato Crackers-</u> <u>Thai Sweet Chili</u>		Ruchi Potato Crackers - Thai Sweet Chili is one of the newest additions to Ruchi's product line. Devoid of artificial ingredients and preservatives, it has an amazing Thai Sweet Chili flavor besides all the nutrients of iron, protein etc.
<u>Ruchi Puffed Rice</u>		Puffed rice is one of the most familiar food items you can find in households of Bangladesh. enriched with protein, iron and other nutrients, Ruchi Puffed Rice is free from any contamination. Ruchi Puffed Rice is packed in moisture-proof packs, so it remains fresh, crispy and tasty for a long time.
<u>Ruchi Jhalmuri</u>		Tasty Wasabi flavor and attractive packaging made Ruchi Jhalmuri popular within a very short time. It's a great companion of yours during any gettogether with friends or travels.

Chewing Range:

<u>Boroi Chutney</u>		Mixed with traditional spices and seasoning, the finest boroi are used to produced ruchi boroi chutney. give you the best boroi chutney.
<u>Mango Chutney</u>		Enriched with protein, iron, sodium and other nutrients, ruchi mango chutney gives you the palatable taste of real green mango.
<u>Mixed Chutney</u>		Ruchi mixed chutney is the best choice for the people who are looking for a distinctive taste in chutney. the combination of boroi and tamarind makes ruchi mixed chutney as a unique and incomparable product.
<u>Olive Chutney</u>		Those who love the taste of olives, ruchi olive chutney is a right choice for them. the handpicked olive mixed with zinging spices ensures the best tasting chutney of olive.
<u>Tamarind Chutney</u>		Made from the finest tamarind, ruchi tamarind chutney will delight you with its mouthwatering taste and unique aroma. You

		can have the lip smacking chutney anytime, anywhere.
<u>Garlic Pickle</u>		The unmistakable aroma coupled with the timeless taste will make you fall in love with ruchi garlic pickle from the very first time you dip a teaspoon inside the jar.
<u>Mango Pickle</u>		The finest mangoes from the best plantations find their place inside the ruchi mango pickle jar. processed with traditional seasoning and spices, ruchi mango pickle is the first choice for the mango pickle lovers. the aroma and the taste give ruchi mango pickle a different place among all the other branded mango pickles.
<u>Mixed Pickle</u>		The combination of mango, olive and garlic in ruchi mixed pickle will give your taste buds the best gift possible! you'll savor every moment you spend at the table while the best ingredients and the timeless recipe will make you stay even longer.

<u>Olive Pickle</u>		Those who desire the best olive pickle while having a meal, Ruchi olive pickle is a prime choice for them. The best quality olives with traditional spices and seasoning make Ruchi olive pickle a favorite in numerous households.
<u>Red Chilli Sauce</u>		Ruchi red chilli sauce provides with the real hot taste of the finest red chilli. It augments the taste of snacks by many times with its uniquely great flavor.
<u>RUCHI Sauce & Ketchup</u>		Ruchi Hot Tomato Sauce is the perfect combo of hotness and tomato extract to make your food delicious. Made from fresh tomatoes following a special recipe, its spicy tomato flavor makes snacks and food tastier and mouthwatering. Ruchi red chilli sauce provides with the real hot taste of the finest red chilli. It augments the taste of snacks by many times with its uniquely great flavor. Ruchi tamarind sauce will give you the mouth-watering real sourness of the finest quality tamarinds.

<u>Tamarind Sauce</u>		Ruchi tamarind sauce will give you the mouth-watering real sourness of the finest quality tamarinds.
<u>Tomato Ketchup</u>		Ruchi tomato ketchup is made from fresh tomatoes following a special recipe. its spicy tomato flavor makes snacks and food tastier and mouthwatering.

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Chashi:



Recently it introduced another new brand that is Chashi, whose products are collected directly from the farmers having the indigenous essence and freshness such as minicat, Chinigura rice. The plant of Chashi is situated at Dinajpur.

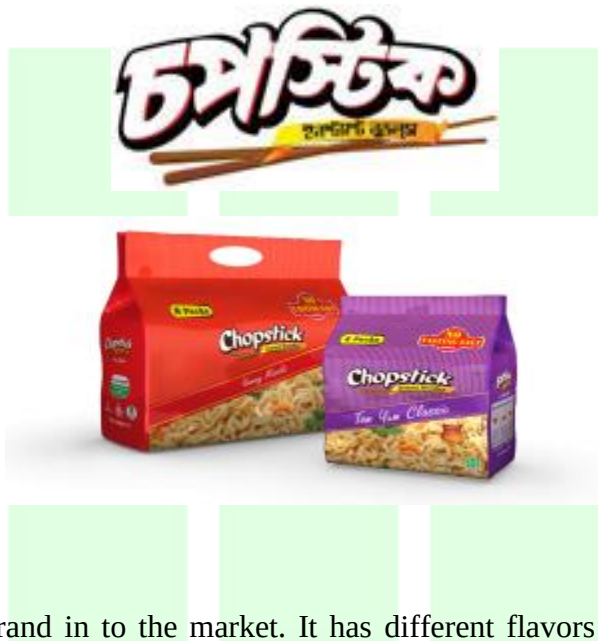
Chashi Aromatic Rice Chinigura



Chinigura rice is renowned for its pristine, white grains and its rich aroma. chashi aromatic rice chinigura brings you all this in a convenient package. we experience

the difference between lesser, impure produce and the true taste of rural bangladesh harvest every day. chashi has brought chashi aromatic rice chinigura to the market to remove that dissatisfaction.

Chopstick:



It is the very new brand in to the market. It has different flavors of chopstick noodles such as tom yum classic, BBQ and yummy masala. The USP (Unique Selling Proposition) of this product is very praiseworthy. Maximum noodles brand offer test maker in their noodles. But this test maker is all about containing testing salt which is very harmful for health. So far any noodles brand didn't talk about the side effects of testing salt but for the very first time the chopstick noodles from SFBL have talked about this issue. The plant of Chopstick is situated at Pabna.



Part 2

2 Origin of the report

For completing all the credits of “Bachelor of Business Administration (BBA)” program, writing up this report was assigned to me by from UIU Business School, United International University. And, it has been prepared from the perspective of my internship in Square Food & Beverage L.t.d. I was appointed as an intern of Square Food and Beverage Limited in the MIS(Management Information System) department. After completing my three month times of internship at Square Food And Beverage Limited successfully, I have come up with a report on, “The Evaluation of Effectiveness of Trade promotion of SFBL(Ruchi and Chopstick Joy Joy Offer)” and this report has been set up under kind supervision of Academic Supervisor, Dr. Khandoker Mahmudur Rahman from United International University and Organizational Supervisor was Mr.Anjan Kumar Das from Square Food and Beverage Limited.

2.1 Objectives of the report

For any manufacturing organization, their products and services are the vital components in carrying out the business successfully. Moreover, promotional programs are the methods of establishing the Company in the marketplace nationally and internationally. So, for proper operation and implementation of these promotional programs, it is required to maintain necessary guidelines. As Square Group is conglomerate institution, there may have chance to creation of mismanagement and other problems in the steps of processing promotional programs for their distributors, retailers and consumers. So, the main objective of the report is:

- To get aware of some issues involving in trade program
- To give probable solution for those problems in Promotional Programs' level
- To clarify about auditing procedures of the Company through involving in practical platform in case of "Promotional Programs"
- To acknowledge about the strategies of audit department

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2.2 Scope of the Study

This report may give idea of internal auditing mechanism of promotional program. Again, during the internship period, I faced some issues which are mentioned in the report, these will help the Company to take necessary steps and also my university to improve their process of studying method. If anyone is interested in doing internship at Square, this report will also help them to know the methods for auditing procedure of programs or offers.

2.3 Methodology

Primary source

Data of the promotional programs are collected from experience, rules and regulation, manual procedure.

Secondary data

The secondary data are collected from the company and its annual report.

2.4 Limitation

Despite of knowing all the limitations while preparing this report, I have put my full efforts and energy to make my internship successful as well as my report.

For me, the main limitation was time limitation. As three months' internship is not enough to learn vast and get experience in different sections of MIS (Management Information System) department.

Moreover, most of the renowned organizations do not disclose their internal information to others. It is obvious that they want to keep their information secrete and Square also wants the same. Most of the time, I was facing some problem of data availability. In this case, it's a

bit difficult to make my report informatics but as I was involved in my responsibilities at the company, I got some information that was enough to make my report relevant.

I would like to mention that to maintain confidentiality, some of the examples and numerical data given in this report are not exact as actual amount though the scenario is at appropriate.

Part 3: Actual Project

3 Introduction:

Being an Intern my task was to give input the data and evaluates the trade promotion. SFBL has four brands like Radhuni,Ruchi,Chashi chinigura chal and Chopstick noodles. Generally SFBL gives more importance on trade promotion. It is believed that before convincing your customer it is more important to impress the distributor. No matter how good our product is but if we fail to ensure the product availability in the market then end of the day we can't make profit. Giving attractive promotion is the best way to impress the distributor. When distributor feels happy to the company then they try to sell the products to the customer willingly. Most of the cases only trade promotion can make this scenario in real life. This is the beauty of "Trade promotion".

SFBL operates its business on the basis of six divisions around Bangladesh. It has 35 areas. Total distribution point is 332.SFBL mainly distributes its products in two ways. One is Lifting process and IMS.

Lifting: In the perspective of SFBL,Lifting means when product goes to directly in store from factory is called lifting.

IMS: On the other hand, when product goes to the store from distribution point is called IMS.

3.1 Background of the Trade Programs:

SFBL operates different types of trade promotion on the basis of sells growth, different festival, off season e.t.c. Throughout my internship period, I was assigned to analysis the trade promotion offer like “Ruchi & Chopstick Joy Joy Offer”; “Radhuni Bazimat Offer”; “Radhuni Mustard Oil Display Offer”; “Radhuni new year surprise offer”, “Ruchi Chanachur Special program”.

Here I’m presenting the full analysis of “Ruchi & Chopstick Joy Joy Offer”:

My analysis consists of division wise different sales data and how it had given impact on further sales throughout the national area.

Before jumping to the trade promotion analysis discussion I love to give a brief idea about how the trade promotion offer occurs from the planning to the implementation.

Objective of the trade program: No program is fruitful without having a specific object. Trade program is not exceptional of that. Before making any trade program we need to make a relevant objective of specific trade program. In general, we launch a trade program to fulfill these kinds of objectives which are given below:

- **To increase the sales:**

It is obvious that no matter what the initiatives are taken but end of the day every company wants to make the profit. Square Food and Beverage L.t.d is not exceptional regarding this issue/matter. If we look back previous trade program of Square Food and Beverage L.t.d. we can easily find that there is a dramatically improvement in sales volume after giving the trade offer to the respective retailer and distributor. The more sales increases, the more demand increases. So there is a huge chance to capture the new market.

- **Motivating Distributor/Retailer to get a large amount of investment apart from regular:**

No matter a company produces the high quality product but if the customer is not well convinced to purchase that particular product then who can take the liability? One thing is very important to know that every time we can’t only depend on promotional activities like advertisement, ATL(Above the Line), BTL(Below through line) activities, Social media marketing ,SEO(Search Engine Optimization) so on. The only source that represents our

product and has the opportunity to directly interact with our target customer is our listed distributors/Retailers. So it is our duty to make our retailers satisfy. The best way to make our distributor/retailer happy to offer them various trades offers. From the beginning, Square Food and Beverage always concern with to build up relationship with retailers and maintain that.

Here I'm mentioning some of the initiatives which are taken by Square Food and Beverage L.t.d :

- **Giving opportunity to buy product at TP (Trade Price):** Square Food and Beverage gives the opportunity to their listed retailer and distributor to buy product TP (Trade price).

Before mentioning the current TP and MRP of SFBL I would like to talk about what actually TP and MRP means. TP & MRP is the mostly used word in business activities.

TP (Trade Price): It means before including the initial price of any product is called TP (Trade Price).

MRP: Maximum Retail Price

3.2 TP & MRP LIST OF SFBL PRODUCTS:

Product Name	Variant	Pack Size	Unit TP in TK	MRP in TK
Chopstick Instant Noodles	Yammi masala	248 gm(4 pack)	58.00	66.00
Chopstick Instant Noodles	Yammi masala	496 gm(8 Pack)	115.00	130.00
Chopstick Instant Noodles	Tom yam	248 gm(4 pack)	58.00	66.00
Chopstick Instant Noodles	Tom yam	496 gm(8 pack)	115.00	130.00
Ruchi Chanachur	Hot	20 gm	4.25	5.00
Ruchi Chanachur	Hot	35gm	7.00	10.00
Ruchi Chanachur	Hot	65 gm	12.75	15.00
Ruchi Chanachur	Hot	150 gm	26.75	35.00
Ruchi Chanacur	Hot	350 gm	54.00	65.00

Ruchi Chanachur	BBQ	35 gm	8.75	10.00
Ruchi Chanachur	BBQ	80 gm	15.50	18.00
Ruchi Chanachur	BBQ	150 gm	30.00	35.00
Ruchi Chanachur	BBQ	350 gm	56.50	65.00
RuchiChanachur	BBQ	600 gm	89.00	100.00
Ruchi Dal Vaja	Classic	20 gm	4.25	5.00
Ruchi Dal Vaja	Classic	30 gm	7.25	8.00
Ruchi Dal Vaja	BBQ	30 gm	7.25	8.00
Ruchi Potato Crakers	BBQ	12 gm	4.25	5.00
Ruchi Potato Crackers	BBQ	25 gm	8.00	10.00
Ruchi Potato Crackers	Thai sweet chili	12gm	4.25	5.00
Ruchi Potato Crackers	Thai Sweet Chili	25 gm	8.00	10.00
Ruchi Chira Vaja		35 gm	7.25	8.00
Ruchi Jhuri Vaja		20 gm	4.25	5.00
Ruchi Jhal Muri		35 gm	7.25	8.00
Ruchi Ketchup	Tomato	10 gm	1.80	3.00
Ruchi Ketchup	Tomato	350 gm	72.00	85.00
Ruchi Ketchup	Tomato	1000gm	150.00	180.00
Ruchi Ketchup	Tomato	5000 gm	560.00	580.00
Ruchi Sauce	Hot Tomato	10 gm	1.80	3.00
Ruchi Sauce	Hot Tomato	350 gm	72.00	85.00
Ruchi Sauce	Red chili	10 gm	1.80	3.00
Ruchi Sauce	Tamarind	350 gm	75.00	
Ruchi Sauce	Red Chili	1000 gm	75.00	
Ruchi Sauce	Red Chili	5000 gm	510.00	620.00

Ruchi chutney	Tamarind	20 gm	3.60	5.00
Ruchi Chutney	Boroi	20 gm	3.60	5.00
Ruchi Chutney	Mango	20 gm	3.60	5.00
Ruchi Chutney	Olive	20 gm	3.60	5.00
Ruchi Chutney	Mixed	450 gm	94.00	110.00
Ruchi Achar	Mango	400 gm	108.00	125.00
Ruchi Achar	Mango	200 gm	57.00	65.00
Ruchi Achar	Mango	1000 gm	230.00	280.00
Ruchi Achar	Mixed	400 gm	108.00	
Ruchi Achar	Olive	400 gm	108.00	125.00
Ruchi Achar	Olive	1000 gm	230.00	280.00
Ruchi Achar	Garlic	200 gm	105.00	120.00
Ruchi Achar	Chalta	400 gm	105.00	
Ruchi Jam	Orange	250 gm	57.00	65.00
Ruchi Jam	Orange	480 gm	110.00	120.00
Ruchi Jam	Mixed Fruit	250 gm	57.00	65.00
Ruchi Jam	Mixed Fruit	480 gm	110.00	120.00
Ruchi muri		250 gm	27.00	32.00
Ruchi muri		500 gm	50.50	58.00

This table is representing the current TP(Trade Price) and MRP(Market Rate Price) of all products of both Chopstick and Ruchi brand.

To get maximum Business customer satisfaction: The objective of giving trade offer is to capture maximum business satisfaction. From the beginning time of Square Food and Beverage Ltd. concerns with accuracy and inspection of information so it tries to disburse the gift as early as possible. It is true that in reality SFBL can't disburse the gift within standard frame of time.

3.3 Some relevant parties who are actively involved in Trade Program:

Distributor and Wholesaler: In Square Food and Beverage Ltd. distributor and wholesaler play a vital role for company growth. They collect product either lifting or IMS process. The whole concept of lifting and IMS have already discussed in this report. Generally distributors give various supports like strong manpower, financial support, product information, technical support, estimate demand, customer insights to the square food and beverage L.t.d. Square food and beverage L.t.d always provide the products to its selected distributor. The listed distributor resells those products to the retailers.

Square food and beverage L.t.d never compromise product quality. That's why to ensure the highest quality of product SFBL always concerns for choosing good distributor. There are some criteria that SFBL usually follows while selecting distributor:

- The distributor must have the strong experience of trading and relevant activities.
- The distributor must have the sound knowledge of product portfolio of square food and beverage
- The distributors must have their own warehouse.
- The distributor must have the own vehicle facilities.
- The distributor must have the capacity of good amount of investment.

It is clear and cut that Square food and beverage Ltd. is very strict while choosing the distributor but it is also true that SFBL give various facilities and extra benefits to the listed distributors like credit facilities, opportunity to buy product at TP price. Another important fact I would like to clarify that though distributor resell product at TP(Trade Price) but they got a huge commission from Square food and Beverage L.td.

Retailer: For any FMCG(Fast Moving Consumer Goods) related company, it is quite impossible to run the business operation smoothly without the help of retailers. It is very difficult to find out any outlet where the product of SFBL(Ruchi, Radhuni, Chopstick, Chachi Chinigura Chal) will not be found.



Both the TSO (Territory Sales Officer) and retailer are assigned to make sales to the retailers point. First of all distributors purchase the product from company's warehouse and then resell the products to the retailers. Throughout the process retailers are the ultimate gainer because they purchase the products from the distributors at TP (Trade Price) but resell the products to the customer rather I should say end user at MRP (Maximum Rate Price).

Consumers:

Consumers are the ultimate party who help to build a sustainable financial growth of a company. They purchase products in exchange of money.

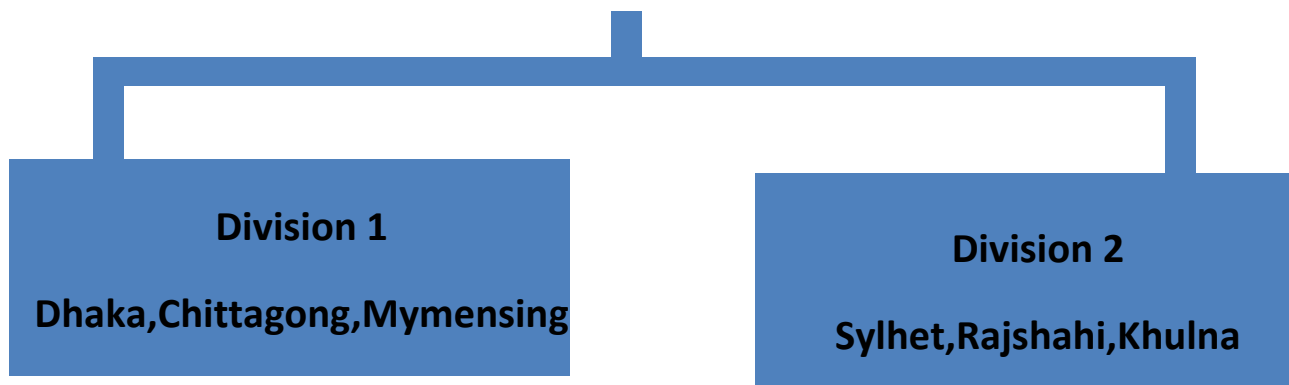
3.4 The whole process of trade promotion:

First of all “Sales department” has taken the step to conduct this trade promotion. This department prepares the trade promotion offer which is consisting of various slabs, gifts, IMS amount e.t.c. Then whether this offer will implement or not that depends on various departments recommendation and approval. If the approval is recommend by the Marketing and Accounts & Finance department then the CEO will approve the particular trade promotion offer. It is noted that the approval is called circular in Bangla.

Throughout the process this program is monitored by Audit department.

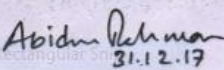
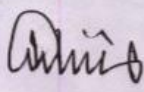
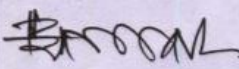
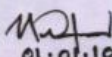
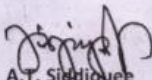
1. **Preparing Proposal Panel/Approval:** This is the first level of trade program. In this step Sales department has taken the initiatives to create a proposal for specific trade promotion. This proposal letter is called as approval letter also. There is another Bengali version of this approval is crated for field. It is called Circular. There are several factors which is influenced by trade program like occasional, seasonal, product analysis and market mapping. Most of the trade program is made by concerning occasion, festival etc. During festival people tend to buy and consume more products than regular days. So keeping that on mind trade program is formulated. For example during Eid, Puja and other religious festival there is a trend to make more delicious foods like firni, payesh, roast so keeping on that mind SFBL always make its special trade program.
2. **Budgeting and analysis of product outcome:** The second level of task is making a relevant budget and analysis the outcome. This task is assigned by Accounts and Finance Department Accounts and Finance department forecast budget for each trade program. To make it more justified they analysis previous data, do calculation profit and cost, analysis ratio. This department also collected relevant information about trade program. Sometimes making a realistic budget is really tough task. In square food and beverage Ltd. the personnel from both Accounts & Finance department and Sales department do this task. Usually Budgets of trade program is prepared between two Divisions:

Division



3. Approval from Management:

It is quite natural that there have some differences between estimated budget and actual budget. But sales department always tries hard to make that difference in minimum level. History says there always have the huge gap between forecasted and actual sales but Sales department always tries to minimize this gap by taking some initiatives like market research, product innovation and revolution. After budgeting and analyzing the trade Programs, it is presented to the top level management. If the top level management people find that the program is worthy to invest and high profitable then they approve the particular trade program. After getting the approval from higher authority the program is ready to launch. We can't ignore the error of forecasting but it is also true that there are some products in SFBL which has a great demand in the market. Sometimes the demand of those products can even exceed beyond the forecasted quantity.

Prepared By  31.12.17 Md. Abidur Rahman TCE, Sales	Proposed By  31.12.17 K M Nizam Uddin Assistant Manager, Sales	Checked By  Md. Akhteruzzaman Sr. Executive, A & F
Recommended By  S.M.M Ibrahim Mahmud Manager, S & D	Recommended By  Md. Imtiaz Firoze Sr. Manager, Marketing	Recommended By  01.01.18 Mahmud Hasan Sr. Manager, A & F
Recommended By  A.T. Siddiquee DGM, S & D	Recommended By  Md. Golam Kibria Director, A & F	Approved By  Zakir Ibne Hai COO, SFBL

Sample of approval by various authorities' recommendation.

4. Circular for executing Programs

After obtaining the approval from management, the next level task is to start the implementation of trade program. Till the previous level, all the calculation, and analysis information only available to high-level management and maintain confidential. Circular is created with mentioning specific policies which can be followed by stakeholders and department to hold out the program with proper guidelines and ethically. Circular is basically given to speak the Program's method, terms and conditions with all departments and business customers. It is mentioned that Circular is nothing but the Bengali version of approval. It is created for maintaining a smoothly communication with the retailers.

তারিখ: ৩১/০১/২০১৮

বিজ্ঞপ্তি নং: এসএফবিএল/০০৩১/২০১৮

সকল এসও, টিএসও, এএসএম, আরএসএম, ডিএসএম ও পরিবেশক গণের প্রতি।

প্রিয় সহকর্মীবৃন্দ,

শুভেচ্ছা নিবেন। আপনারা জেনে আনন্দিত হবেন যে, বিক্রয় বৃদ্ধি ও পার্টিদের অধিক মুনাফার কথা বিবেচনা করে কোম্পানি "চপস্টিক রুচি জয় জয় অফার ২০১৮" আগামী ২৮ শে ফেব্রুয়ারী ২০১৮ পর্যন্ত বর্ধিত করার সিদ্ধান্ত গ্রহণ করেছে যা পূর্ণরায় নিম্নে দেয়া হল:

চপস্টিক রুচি জয় জয় অফার ২০১৮-এর তথ্য সমূহঃ

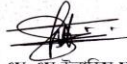
ক্রমিক	ড্র্যাব ভ্যালু (টাকা)	প্রোগ্রামের আওতাধীন পণ্য সমূহ	প্রোগ্রাম অফার (ফ্রি পণ্য)	ইনভয়েজের ধরন
১	৪,০০০ টাকা	রুচি ড্র্যাব-এর সকল পণ্য এবং চপস্টিক ইনস্ট্যান্ট নুডুলস	১ পিস ৪৯৬ গ্রাম চপস্টিক ইয়ামি মাসালা নুডুলস এবং ৬ পিস ১০ গ্রাম রুচি টমেটো সস/কেচাপ	এক ইনভয়েজ
২	২,৫০০ টাকা		২ পিস রাঁধুনী বিরিয়ানী মশলা ৪০ গ্রাম	এক ইনভয়েজ
৩	১,৫০০ টাকা		২ পিস রাঁধুনী সরিষা তেল ৮০ মিলি	এক ইনভয়েজ

বিঃদ্র.: শুধুমাত্র কচি পরিবেশক-এর (রাঁধুনী আলদা) ক্ষেত্রে ২,৫০০ টাকা ড্র্যাব অফার-এর ফ্রি পণ্য হবে ১ পিস রুচি চানাচুর (ঝোল) ৩৫০ গ্রাম ও ১২ পিস রুচি টমেটো সস/কেচাপ ১০ গ্রাম এবং ১,৫০০ টাকা ড্র্যাব অফার-এর ফ্রি পণ্য হবে ২ পিস রুচি চানাচুর (ঝোল) ৬৫ গ্রাম ও ২ পিস রুচি চানাচুর (বারবিকিউ) ৩৫ গ্রাম

"চপস্টিক রুচি জয় জয় অফার ২০১৮"- এর নিয়মাবলিঃ

- এই কার্যক্রমের আওতায় আগামী ২৮ শে ফেব্রুয়ারী ২০১৮ পর্যন্ত সমাপ্তকৃত ডেলিভারি এর মধ্যে যে কোন পার্টি-গণ এক ইনভয়েজে উল্লেখিত যে কোন ড্র্যাবে অংশগ্রহণ করলে উক্ত পার্টিকে ক্রয়কৃত ইনভয়েজের উপর উল্লেখিত ফ্রি পণ্য প্রদান করা হবে।
- অন্যান্য নিয়মানলী প্রোগ্রামের পূর্বের সার্কুলার অনুযায়ী বলবৎ থাকবে।

আপনাদের সার্বিক সাফল্য কামনা করছি।



এস.এম.এম ইব্রাহিম মাহমুদ
ব্যবস্থাপক, বিক্রয় ও বিতরণ

কপিঃ ১. মাননীয় ব্যবস্থাপনা পরিচালক, ২. প্রধান পরিচালন কর্মকর্তা, ৩. পরিচালক, অর্থ ও হিসাব, ৪. উপ মহাব্যবস্থাপক, বিক্রয় ও বিতরণ ৫. বিপণন বিভাগ, ৬. বিতরণ বিভাগ ও ৭. ঢাকা/পাবনা অফিস কপি

SQUARE

This is the picture of circular of "Chopstick and Ruchi Joy Offer"

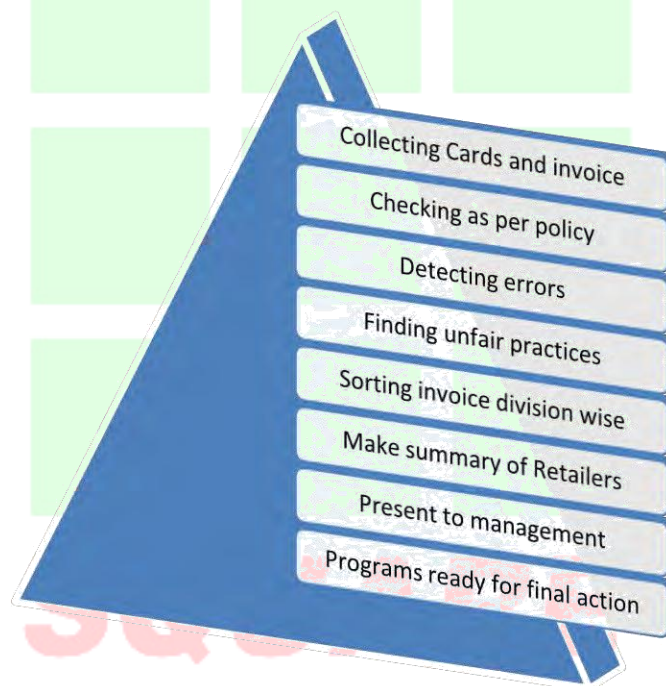
5. Actual Implementation of Promotional Program

The whole program conducts through the mentioned policies and laws. It takes certain amount of time to conduct the whole program. Before participating in the trade program and making purchase, retailers are provided with Invoices. Invoice is a contact paper or proof where retailer can get the opportunity to choose option for making investment and gaining gifts. SR (Sales representative) collects the invoices from

Corporate Head Quarter and provides to the retailers. In invoice the detail information like product purchase quantity with price and applicable gifts will be mentioned clearly by retailers. Under all invoices there must be a top sheet will be attached where total distributor claim and pieces of gifts are mentioned.

It is mentioned that sometimes there may need of extension of the particular program for reasons. Such as, “Chopstick and Ruchi Joy Joy” Offer Summer Program 2017 which supposed to be 1st December to 1st January, but due to some reasons, it has been extended till 28th February .So that, distributors and retailers can get extra time to make the targeted sales which they could not able to fulfill within given time period for huge rainy weather.

6. Checking of financial part through Audit department



Now the most important task is conducted by Audit department. When the whole program period ends up, all the invoices return for auditing in the audit department. Sales team plays a great role here. They give the invoices to the Audit department. In the audit level, Trade Program is being rechecked to find out whether marketing department and business customers have fulfilled the targeted sales fairly with proper procedure, rules or not.

In this step, there are thousands and thousands “Invoice”. Thus, auditing department takes a lot of time to check the Invoices as, it is done manually. Base on the audited

invoices and accurate result, rewards will be given to business customers. It is very important to check it in detail, because so many issues like Company's sales, Supplies, revenue, Costs are directly linked with this trade program. To ascertain those properly, a lot of time and work force are needed. Again, severe mistakes and unfair practices are detected that are done by the business customers and sales team. For this reason many slabs are got rejected and workers get warning and even will lose jobs.

Reasons of rejected invoice:

1	Invoice with same serial number
2	Tear off invoice serial number
3	Overwriting on invoice serial number
4	Date overwriting
5	IMS Short
6	Considering Excess Commission

1. Invoice with same serial number: The most common cause of reject an invoice is having same serial number. No matter how perfect the invoice is but having the same serial number of invoice is a contradictory to our trade promotion offer.

2. Tear off invoice serial number: This is another reason of rejecting invoice. If we find any invoice which is tore off especially in serial number area then we have to reject it immediately.

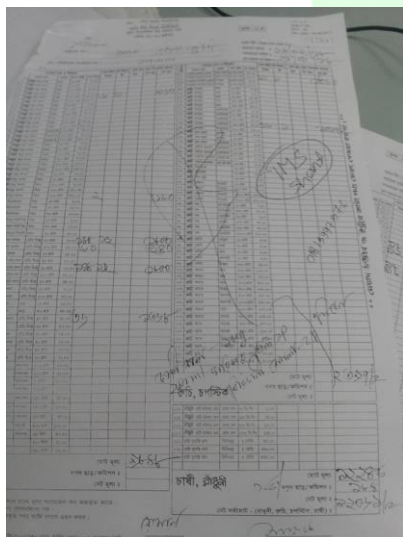
In this particular invoice we can see that the serial number is torn off. The reason why we reject it because may be the distributor did it intentionally to get the self-interest like get the trade promotion offer in more than one time.

3. Overwriting on invoice serial number: This is quite similar with the 2nd reason. Sometimes we can see many distributors overwrote on serial number so that we can't understand it properly. Whenever these types of invoices are found, it should be rejected immediately.

4. Date overwriting: Date is the crucial part of justify an invoice whether an invoice is accepted or not. In real field market we can see that, many distributors make the invoice ambiguous through overwrite the date intentionally. We must be concerned while checking the invoice. Invoice must be in the range of given duration.

5. IMS Short: IMS means In market sales. That means when total purchasing product amount is less than the Slab then it is called IMS short. It is one of the reasons why we reject invoice.

In this picture we can see that the total amount of purchase is 500 tk and distributor claimed 2pcs mustard oil but the distributor didn't meet the target slab so he didn't get the claimed gifts due to the IMS short.



6. Considering Excess Commission: Finally the last reason why we reject invoice is considering the excess commission. Usually it is rare cause of rejecting invoice. For example, If we find that any distributor claimed more than targeted commission then we can reject the invoice. Suppose, according to top sheet we give 5% discount but if the distributor claimed 7% discount then it is considered as excess commission. This occurrence can be done by either TSO (Territory Sales Officer) or Distributor.

In this particular invoice we can see that distributor claimed more than 5% discount so we will not accept the invoice. Instead of accepting the invoice we will reject it.

These are the main causes of rejecting invoice.

7. Adjustment Proposal

After checking the all financial part through Audit department now the next level step is to adjust the proposal. In this step the actual summary sheet and list to disburse gifts and rewards to the retailers are made. This task is assigned by the Audit department. Now the question is why we need to adjust proposal? As I have already said that usually there have a huge differences between forecasted and actual situation that's why audit department need to adjust the proposal. After that direct adjustments are made by the Company for "Cash bonus" and for "By Product". On the other hand in case of gift program budget is given to commercial and procurement department to buy gifts.

For example, in "By Product" program, if the bonus or free items are such as- "with buying 1000 products, retailer will get 2 free products" then, the extra quantity is provided from the warehouse of the distributors. Later on, Company makes adjustment with distributors' transaction.

8. Disbursing Rewards for business customers

After adjustment in "Gift Program", rewards are sent to the business customers through regional Territory Sales Officer and marketing department. It takes huge time to provide the gifts which drives into distributors' and retailers' dissatisfaction to purchase more from Square. Post auditing takes place after that to ensure that, their distributors, retailers have got the exact gift items. It is important to go through investigation so that, Company can

- ❑ Measures satisfactory level of their business customers,
- ❑ Utilize the objectives and achievement
- ❑ Minimize unethical practices

3.5 Chopstick and Ruchi Joy Joy Offer:

The background of this offer is to grab New Year openings sales from particular category like snacks and noodles (Ruchi & Chopstick). As we know Ruchi is the popular brand in terms of Snacks category in Bangladesh. Specially their instant snacks like Ruchi B.B.Q chanachur, Ruchi hot chanachur are the major player in BD snacks market. On the other hand Chopstick is the new member of SFBL. Though their brand positioning is very appealing but in reality it is not working in terms of profit.

The duration of this offer is from 1st Dec, 2017 to 31st January, 2018. It is national wise program. Instant gift were provided as a free gift. It has three different types of SLABS.

3.6 Program Modality:

Slab No	Slab Value(Single Invoice)	Instant Slab Gift	Gift Value	Payout
01	4,000	1 pc 496gm chopstick Yummy Masala Noodles & 06 pcs 10 gm Ruchi Sauce/Ketchup	125.80 Tk.	3.15%
02	2,500	2 pcs Radhuni Biryani Masala(40 gm)	76.00 Tk.	3.05%
03	1,500	2 pcs Radhuni Mustard Oil(80 ml)	44.50 Tk.	2.97%
		Total Payout		3.02%

3.7 Details about SLAB and criteria for qualifying to get gifts:

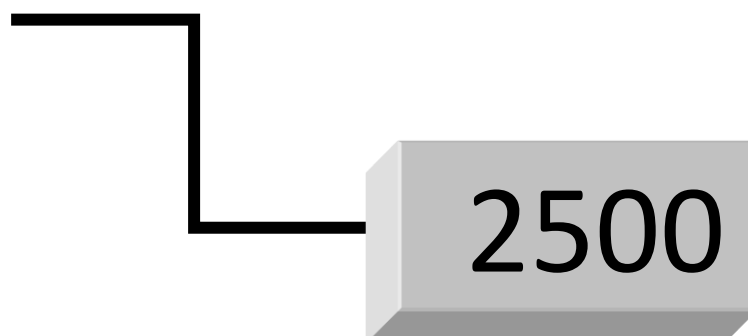
For Slab 1



To fulfill the criteria of SLAB 1 the distributor needs to participate the 4000 amount. In particular this “Ruchi & Chopstick Joy Joy Offer” we should only consider the Ruchi and chopstick products to fulfill the SLAB criteria. The distributor will get the gifts according to their participation of SLAB. If any distributor purchase 4000 or above 4000 he will get the 1 pc 496 gm chopstick yammy masala noodles and 6 pcs 10 gm Ruchi sauce/ketchup. It is mentioned that if any distributor participate above 4000 then he will get more gifts according to his purchasing amount.

For example, Mr X is a distributor from Sylhet area. He has purchased products containing 8,000 tk. In this case he will get **(1 pc 496gm Chopstick Yummy Masala Noodles & 06 pcs 10 gm Ruchi Sauce/Ketchup)*2=2 pc 496 Chopstick Yummy Masala Noodles & 12 pcs 10 gm Ruchi Sauce/Ketchup.**

For Slab 2





Now I would like to talk about SLAB 2. To fulfill the requirement of SLAB 2 one distributor needs to purchase around 2500 tk products. If any distributor purchases above 2500 tk then he will be applicable for the further gift of same SLAB category product. In SLAB 2 it is mentioned that distributor will get **2 pcs Radhuni Biryani Masala(40 gm)** which gift value is 76.00 tk.

For example, Mr X is a distributor from Sylhet area. He has purchased products containing 5000 tk. In this case he will get **(2 pcs Radhuni Biryani Masala(40 gm) *2=4 pcs Radhuni Biryani Masala(40 gm)**

For Slab 3



1500

SQUARE

And Finally the SLAB 3. This SLAB says that the purchase amount must be in 1500 tk. The distributor who fulfill this criteria, will get the **2 pcs of Radhuni Mustard Oil(80 ml)**. The Value of this SLAB is 44.50 tk.

Program Sales and Costing:

Brand	National Target(Jan, 18& Feb,18)	Projected Sales From The Program (60%)
Chopstick & Ruchi	522,683,209 Tk	313,609,926 Tk

Slab	Slab Value	Slab Sales	Slab Contribution	Projected Slab Quantity	Slab Gift Value	Slab Payout	Total Gift
01	4,000 Tk	62,721,985	20%	15,680	125.80 Tk	3.15%	1,972,606
02	2,500 Tk	94,082,978	30%	37,633	76.00 Tk	3.04%	2,360,123
03	1,500 Tk	156,804,963	50%	104,537	44.50 Tk	2.97%	4,651,881
		313,609,926	100%	157,850		3.02%	9484,610

3.8 Program Monitoring and Adjustment Modality:

1. FSO (Field Sales Officer) will ensure instant free product against any of one slab in a single invoice from proposed slab offer while making order must give one copy of invoice to retailer and submit another copy to distributor for delivery.

2. While making order, respective FSO must fill up all the area in the invoice. The important areas are given below:

- Name of distributors point
- Route name
- Name of retailer/Whole seller
- Address
- Signature
- Order receiving and delivery time
- Name of the FSO(Field Sales Officer) or senior FSO
- Slab option

3. While delivering instant free product to retailer all delivery man will get signature and cell number on delivery invoice from retailer and return the invoice to distributors to keep in the file with seal and signature for claim adjustment purpose.

4. Respective TSO will check and verify with own seal and signature all the entitled invoices daily under this program.

5.ASM(Area Sales Manager),RSM(Regional Sales Manager),DSM(Division Sales Manager) will strongly monitor all the activities of the trade program during market and Distributing point visit.

6. After closing each month of the program the TSO will send all the program related invoices along with distributor wise summary to CHQ(Corporate Head Quarter)concern person(Mr. Motin Molla-Office sales) for final claim adjustment.

Sales department will hand over all the required documents with summary to MIS(Management Information System) department after 15 working days of each closing of the program. MIS department will hand over all necessary documents to Audit department for final claim settlement within 15 working days. It is mentioned that here 15 working days will be counted from documents receiving date from sales department.

7. One retailer or whole seller can get only one slab offer in a single invoice during this program.

8. During this scheme retailer and whole seller will enjoy all existing facilities, bonus commission as per company policy and circular.

3.9 Additional criteria for giving entry in Invoice:

1. All the products and SKU's must be from the Ruchi and the Chopstick brand.

2. Distributor can only participate the one slab at a time.

3. If any distributor claim more than one slab offer we will provide them the gift on the basis of the large amount.

4. Only the products from Ruchi and Chopstick will be granted as the trade promotion offer. No matter how large amount of products are purchased by distributor, He will not be qualified for the gifts.

5. In some invoices it is noted that, Sometimes distributors claimed less gift than the deserved one. For example,Mr. X is a distributor from Khulna division and he claimed for SLAB 3 that means 2 pcs mustard oil but the amount he spent for product purchasing is 2689.Actually according to his purchase he deserved SLAB 2 which is containing 2 pcs Biryani Masala(40 gm) but as he claimed SLAB 3 so we will give them 2 pcs Mustard Oil. Here we need to write 2499 in SLAB 3.

Format of “Chopstick and Ruchi Joy Joy Offer”: This format is made by using formula in MS Excel. It has three pages. First page is summary sheet. In summary sheet we can get a brief idea about whether we provide the more or less amount than the distributor claim.

(Summary Sheet)

									
Market				Monday, August 20, 2018					
Area				Code					
Chopstick, Ruchi Joy Joy Offer Program for month 1st Jan-31st Jan 2018									
Program Duration 01-01-2018 To 31-01-2018									
Actual Summary									
SL	Program	slab	discount	IMS TK	Comm. PCS				
1	Chopstick Ruchi Joy Joy Offer Program January-2018	1500 tk	2pcs mustard oil(80ml)	-	-				
		2500tk	2 pcs biriyani Masala(40gm)	-	-				
		4000 tk	1pcs 496gm Chopstick	-	-				
			6pcs 10gm sauce/ketchu	-	-				
Grand Total				-	-	-	-	-	-
Distributor Claim				Total Actual Memo		0			
Reject IMS pcs		0		Total Reject Memo		0			
Reject Comm Pcs		0		Total Memo		0			
Total Distributor Invoice		0		Checked by :		Shejuti Islam Nijhum			
Reason of rejected invoice				Comments					
1	Invoice with same serial number								
2	Tear off invoice serial number								
3	Overwriting on invoice serial number								
4	Date overwriting								
5	IMS Short								
6	Considering Excess Commission								

In this box, we need to write the distributor name

This is a sample of summary sheet. It is the 1st page of trade offer format sheet. Some important elements of top sheet are Distributor name, Market, Area, Customer code, Total distributor claim and the actual IMS. Total memo as well as rejected memo can be known by this summary sheet. First of all I need to write the distributor name in 1st blank box. Market and Area must be mentioned here. As Square food and Beverage is doing huge business operation so all the sales data must be recorded as market & area wise to get authentic information quickly.

Besides, If we find any problem regarding trade offer gift or IMS short etc we can write the problem in the comment box.

(Actual Sheet)

The screenshot shows an Excel spreadsheet with the following structure:

	A	B	C	D	J	K	L	M	N	O	P	Q	R	S	T	U	V
1		Ruchi Joy Joy Offer 2018															
2	INVOICES	Slab: 1500 tk	Slab: 2500 tk	Slab: 4000 tk													
3		Gift: 2pcs mustard oil(80ml)	2 pcs biriyani Masala(40gm)	1pcs 496gm Noodles& 6pcs 10gm sauce/ketchup													
4																	
5																	
6																	
7																	
8																	
9																	
10																	
11																	
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26																	
27																	
28																	

The bottom of the spreadsheet shows a status bar with 'Ready' and a zoom level of 100%.

In 2nd page there are 4 columns. 1st column is for the invoice serial number. Rests of the three columns are for SLAB amount. I need to give input according to the purchase amount. As I'm doing my internship report specifically in "Chopstick and Joy Offer" so here If I find any amount which fulfills the criteria of getting SLAB 1(4000) I will input it 4th Column. Same process will go for SLAB 2 and SLAB 3.

(Reject Sheet)

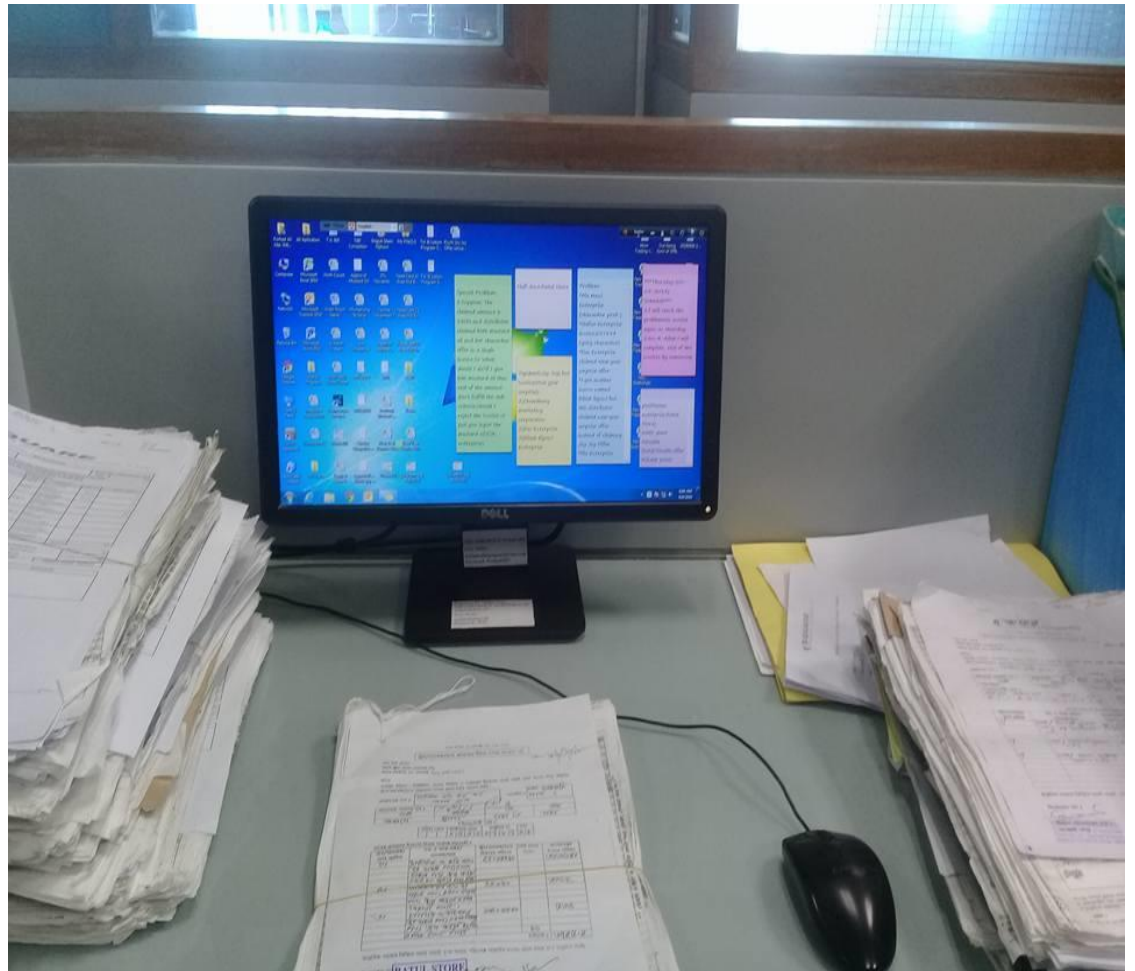
A4		fx				
	A	B	C	D	J	K
1	INVOICES	Ruchi Joy Joy Offer 2018				
2		Slab: 1500 tk	Slab: 2500 tk	Slab: 4000 tk		
3		Gift: 2pcs mustard oil(80ml)	2 pcs biriyani Masala(40gm)	1pcs 496gm Noodles& 6pcs 10gm sauce/ketchup		
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
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21						
22						
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24						
25						
26						
27						
28						
		SUMMARY	ACTUAL	REJECT		

And finally the Reject sheet, here we give input those invoices which we rejected earlier some reasons like double memo issue, IMS short, Excessive commissions, Date overwriting, Tear off serial number e.t.c

3.10 Some problems that I have faced while analyzing the trade promotion:

- While giving input the data I have found that some distributors claimed more amount than the actual amount.
- Besides, in some invoices I have found that some distributors claimed that more than two SLABS at a single invoice.
- Another major problem I have found that Some invoices had different invoices under top sheets instead of Ruchi & Chopstick Joy Joy Offer. For

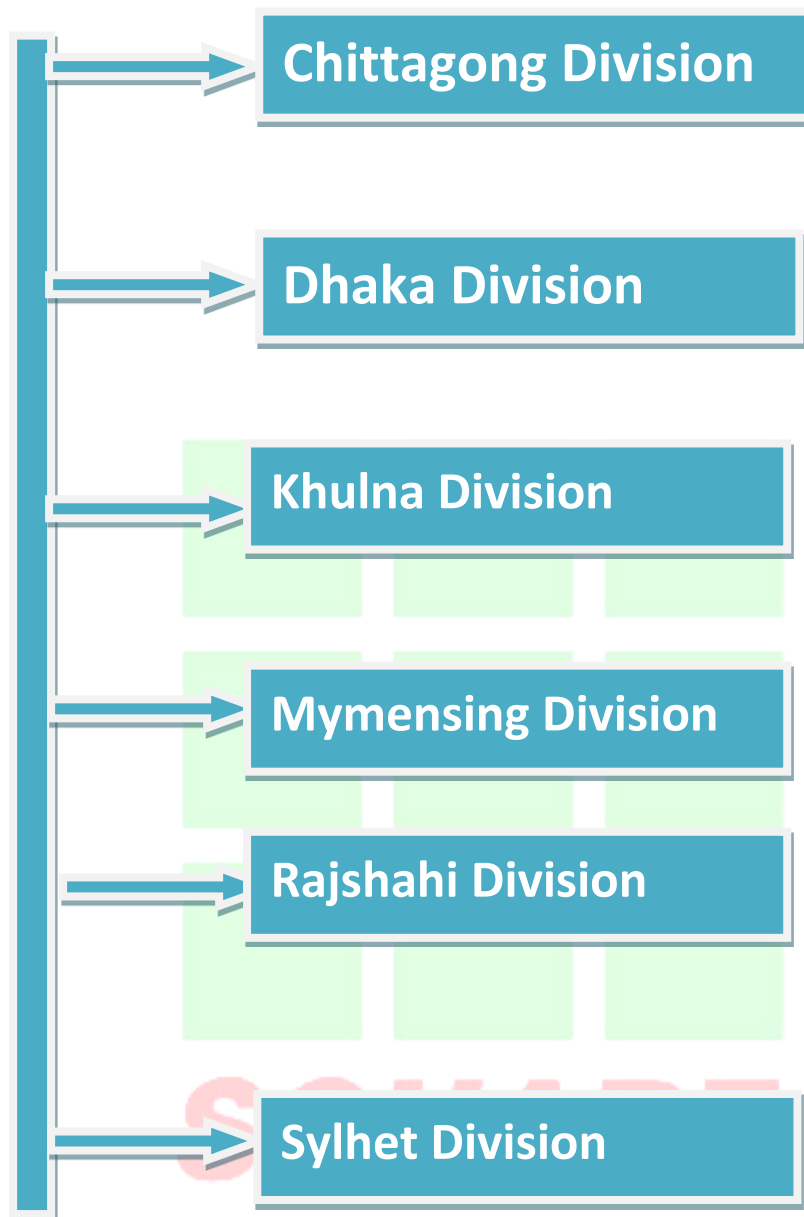
example, In top sheet distributor claimed the “Ruchi & Chopstick Joy Joy Offer” but Invoices were totally from different program like “Radhuni New year surprise offer”.



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3.11 Analysis part of “Chopstick and Ruchi Joy Joy Offer”:

Square Food and Beverage stores sales data in division wise. It operates the business around the nation as well as abroad. These six divisions are



In this analysis part I used the sales data in December and January of Square Food and Beverage. My main motto is to identify whether Is there any impact on sales after launching trade program? I did analysis on the basis of three dimensions.

- 1) Product wise
- 2) Division average wise
- 3) Comparison of achievement on the basis of divisions

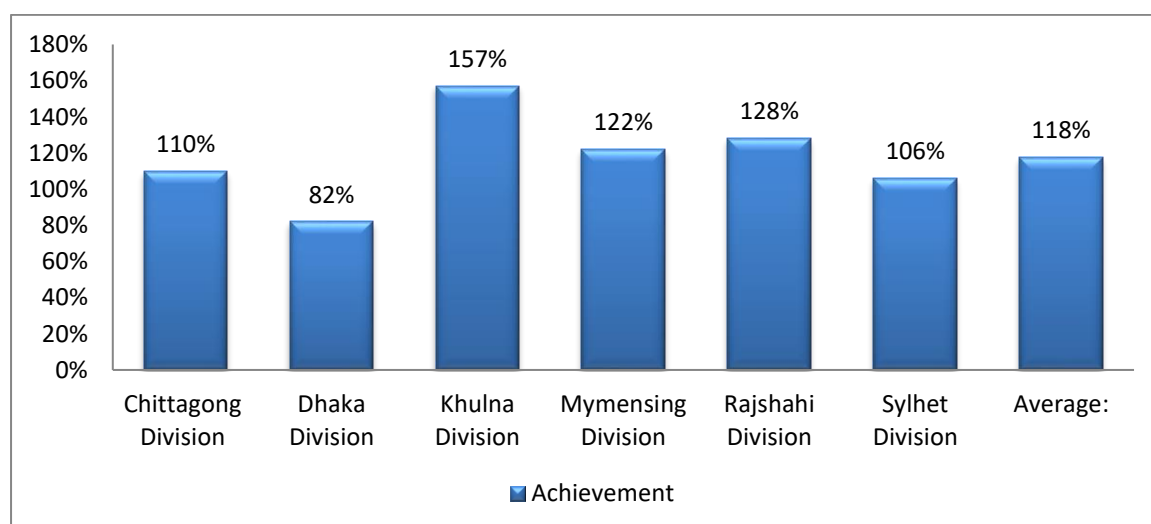
3.12 Product wise:

Chewing wise: In this segment, I analysis the sales achievement of six divisions on the basis of product. For that I have taken here chewing range products of “Ruchi Brand”.In chewing range there are many products like Ruchi chutney,Ruchi Ruchi pickle,Ruchi sauce and ketchup.e.t.c.

Group-E(Chewing)

Before giving trade program (December)

Divisions Name	Achievement
Chittagong Division	110%
Dhaka Division	82%
Khulna Division	157%
Mymensing Division	122%
Rajshahi Division	128%
Sylhet Division	106%
Average:	118%

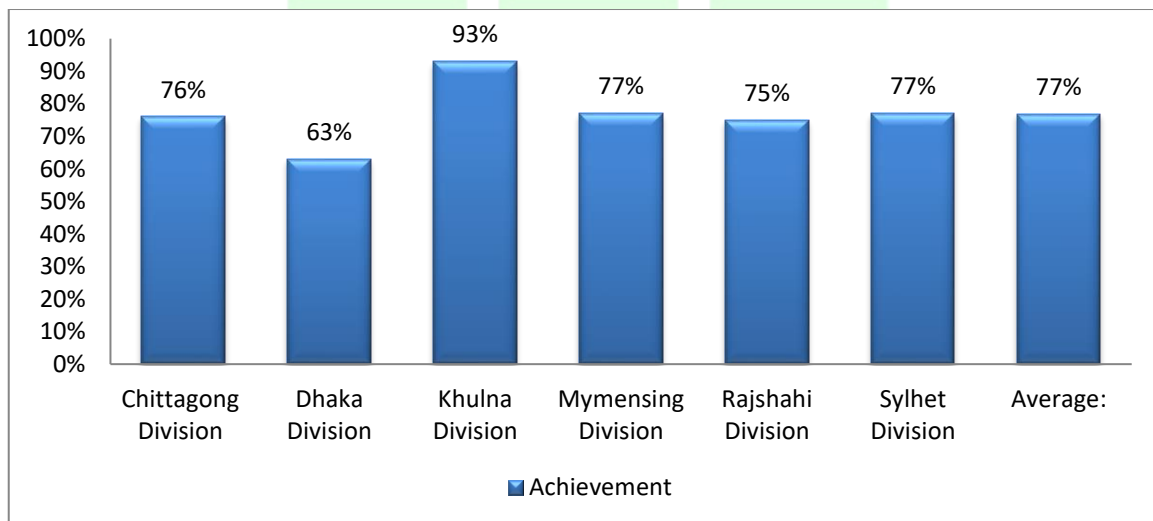


Interpretation: This graph is showing the sales achievement before giving the trade promotion. Here we can see that the total average achievement of chewing is 118% in division wise where Khulna division has the highest achievement(157%) on the other hand Dhaka division has the lowest sales achievement(82%)

After giving trade program (January)

Group-E(Chewing)

Divisions Name	Achievement
Chittagong Division	76%
Dhaka Division	63%
Khulna Division	93%
Mymensing Division	77%
Rajshahi Division	75%
Sylhet Division	77%
Average:	77%

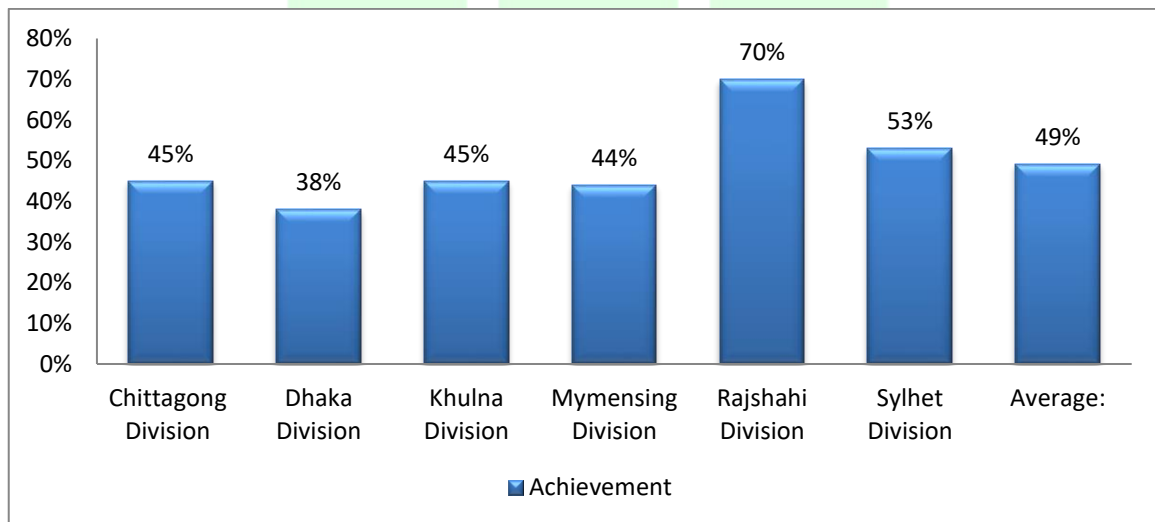


Interpretation: After launching the “Chopstick and Ruchi Joy Joy offer we can see that Khulna division is still in the highest position among the divisions in chewing category but the problem is that previously Khulna division’s achievement was 157% but after giving trade program its achievement(93%) is decreasing. Same things happened to the other divisions also so we can conclude an interpretation there is no positive impact on sales achievement after giving “Chopstick and Ruchi Joy Joy Offer” in chewing category.

Group-N (Ruchi Chips)

Before giving trade program (December)

Divisions Name	Achievement
Chittagong Division	45%
Dhaka Division	38%
Khulna Division	45%
Mymensing Division	44%
Rajshahi Division	70%
Sylhet Division	53%
Average:	49%

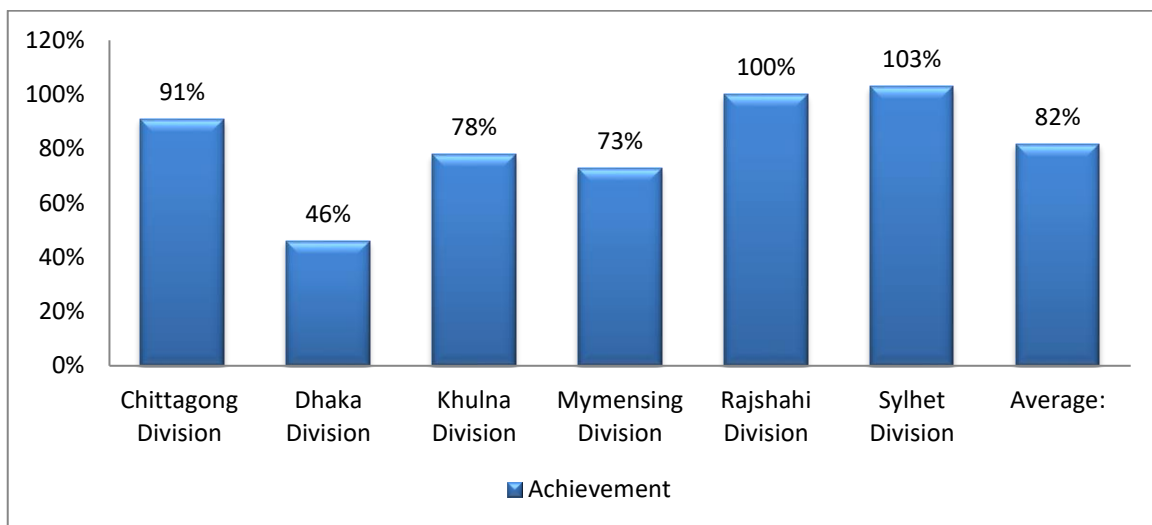


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After giving trade program

Group-N (Ruchi Chips)

Divisions Name	Achievement
Chittagong Division	91%
Dhaka Division	46%
Khulna Division	78%
Mymensing Division	73%
Rajshahi Division	100%
Sylhet Division	103%
Average:	82%



Interpretation: These two graphs are showing the sales achievement of Group N product under Ruchi Chips. Before giving the trade program total average achievement of “Ruchi Chips” is 49% and after giving trade program this achievement average become 82% which is a good sign that means trade program works have worked here positively. Besides before giving trade program Rajshahi(70%) had the highest achievement and after giving trade program Sylhet(103%) become in the top position. Both the cases Dhaka was the lowest performer division.

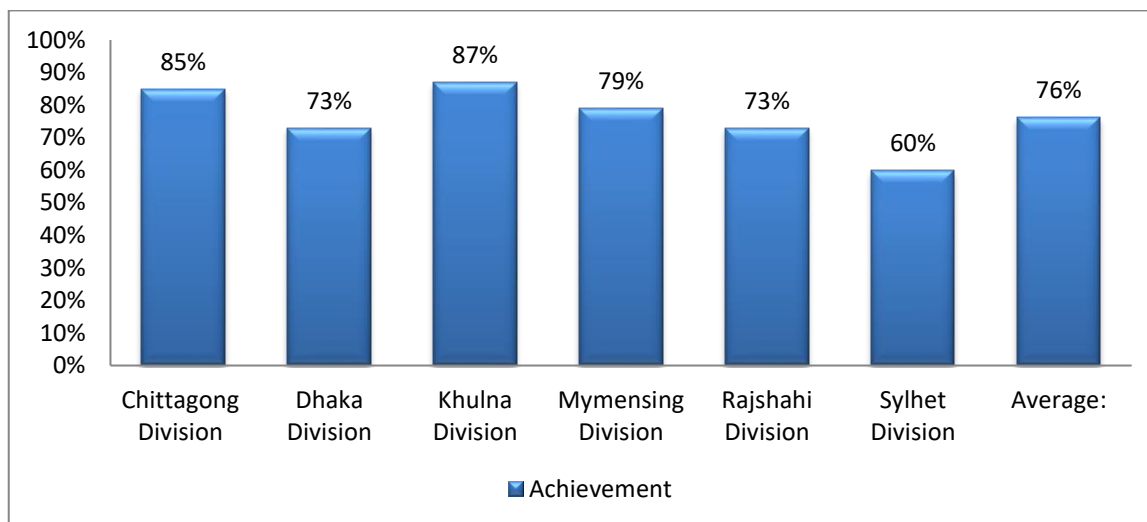
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Group-U(Chanachur)

Before giving trade program (December)

Divisions Name	Achievement
Chittagong Division	85%
Dhaka Division	73%
Khulna Division	87%

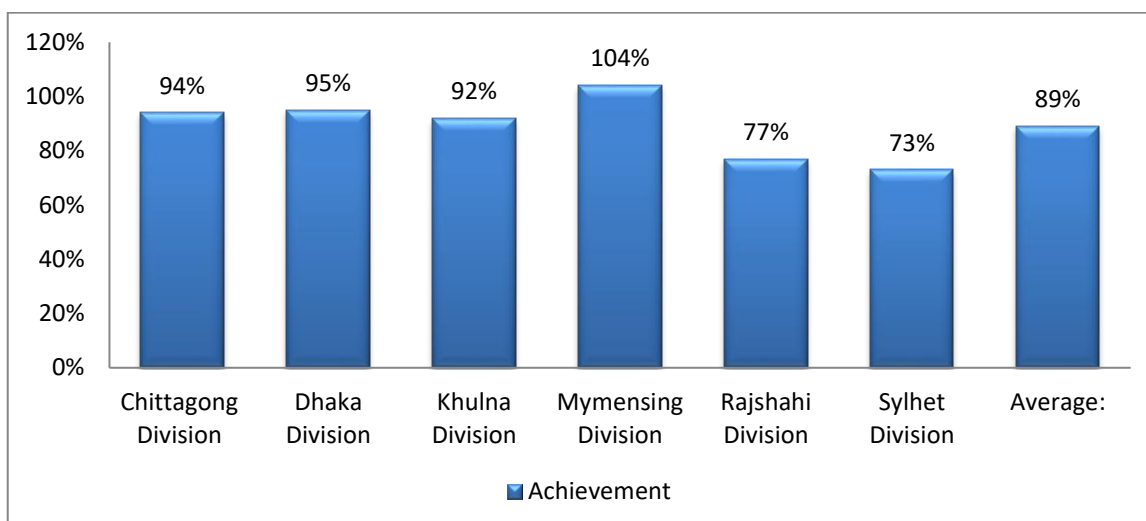
Mymensing Division	79%
Rajshahi Division	73%
Sylhet Division	60%
Average:	76%



After giving trade program

Group-U (Chanachur)

Divisions Name	Achievement
Chittagong Division	94%
Dhaka Division	95%
Khulna Division	92%
Mymensing Division	104%
Rajshahi Division	77%
Sylhet Division	73%
Average:	89%



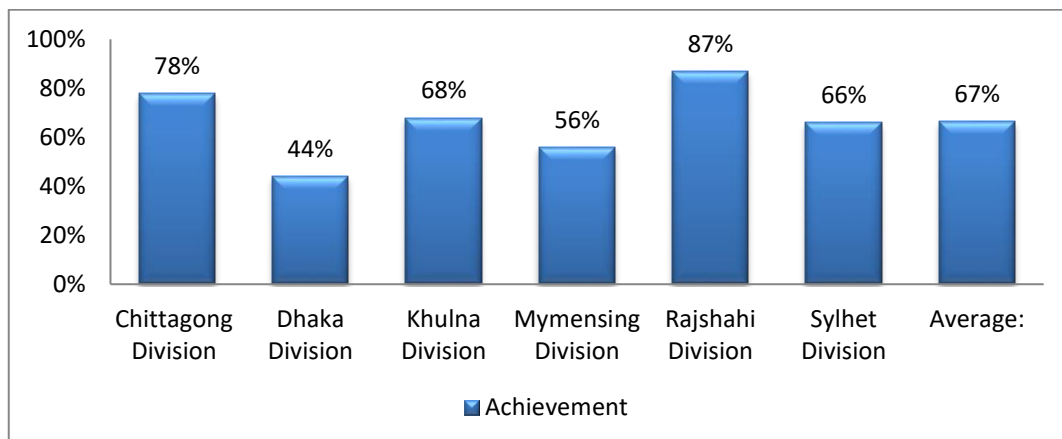
Interpretation: Now let's compare the Ruchi chanachur achievement of both December, 2017 data and January, 2018 data. If we look at these two graphs very closely then we can see that Ruchi chips have the positive impact on trade program. Before giving the trade program it had 76% achievement throughout the divisions in Ruchi chips category. After giving trade program it became 89%. Besides Khulna division (87%) had the highest achievement before giving trade program and after giving trade program Mymensing became the top position with 104% achievement in Ruchi chips category.

Group-W (Chopstick Noodles)

Before giving trade program (December)

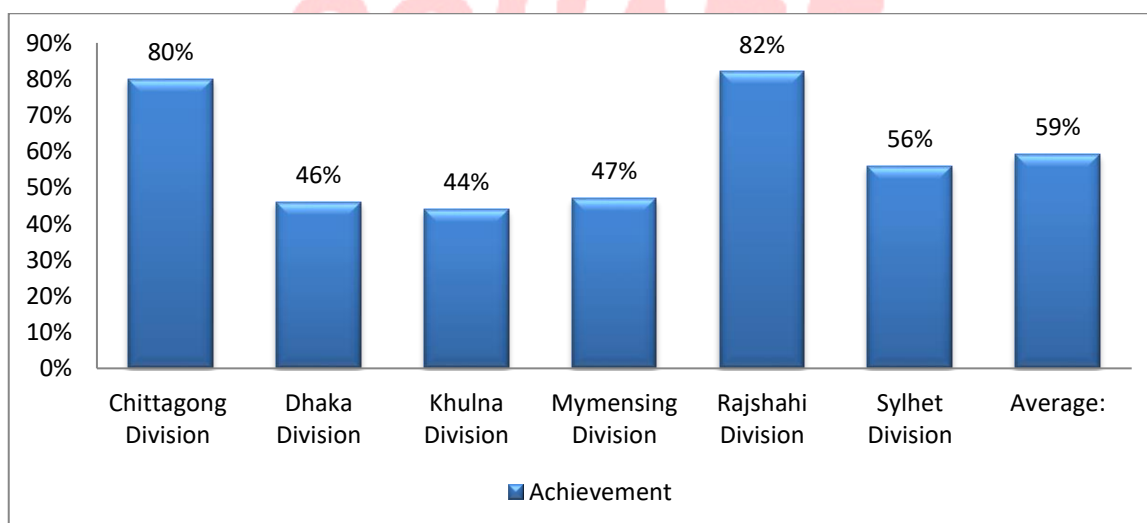
Group-W (Chopstick Noodles)

Divisions Name	Achievement
Chittagong Division	78%
Dhaka Division	44%
Khulna Division	68%
Mymensing Division	56%
Rajshahi Division	87%
Sylhet Division	66%
Average:	67%



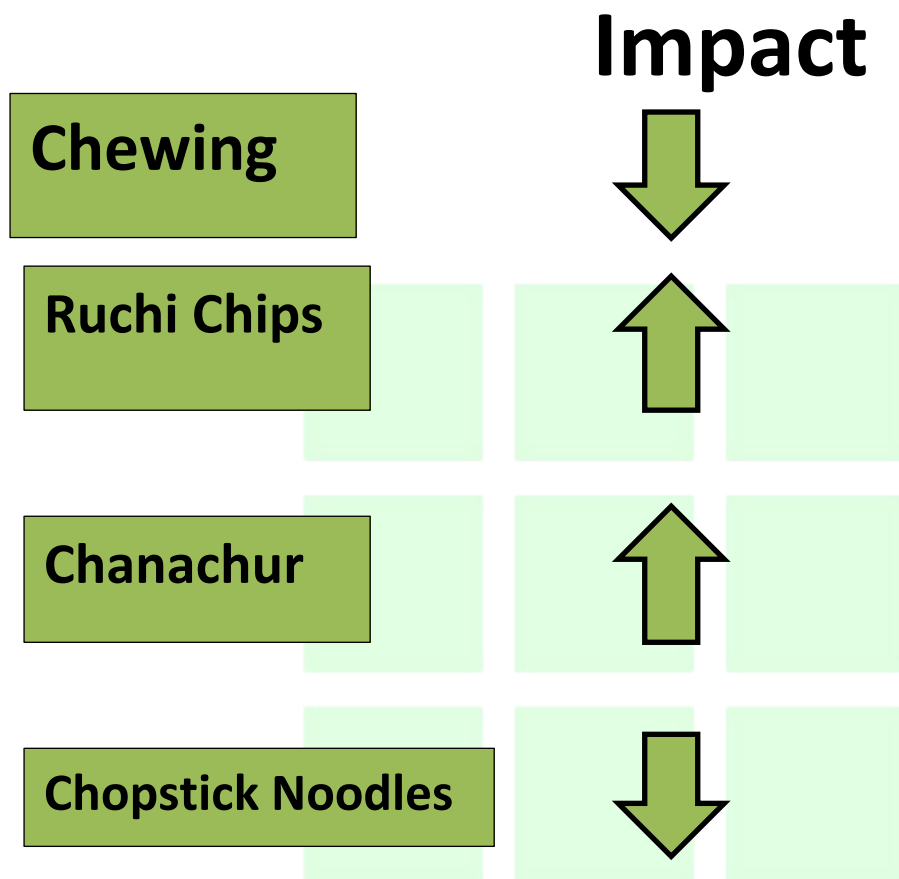
After giving trade program
Group-W (Chopstick Noodles)

Divisions Name	Achievement
Chittagong Division	80%
Dhaka Division	46%
Khulna Division	44%
Mymensing Division	47%
Rajshahi Division	82%
Sylhet Division	56%
Average:	59%



Interpretation: In Chopstick Noodles category, the total average achievement throughout the division was 67% and after offering trade program it become 59%. So there is no positive

impact of trade program in Chopstick Noodles category. In spite of giving trade program the sales of Chopstick Noodles were decreasing throughout the division wise. Before giving trade program Rajshahi has the highest achievement among the divisions and lowest position was Dhaka division. On the other hand after giving trade program though Rajshahi did better than rest of the divisions but it did worse than previous month of Rajshahi.



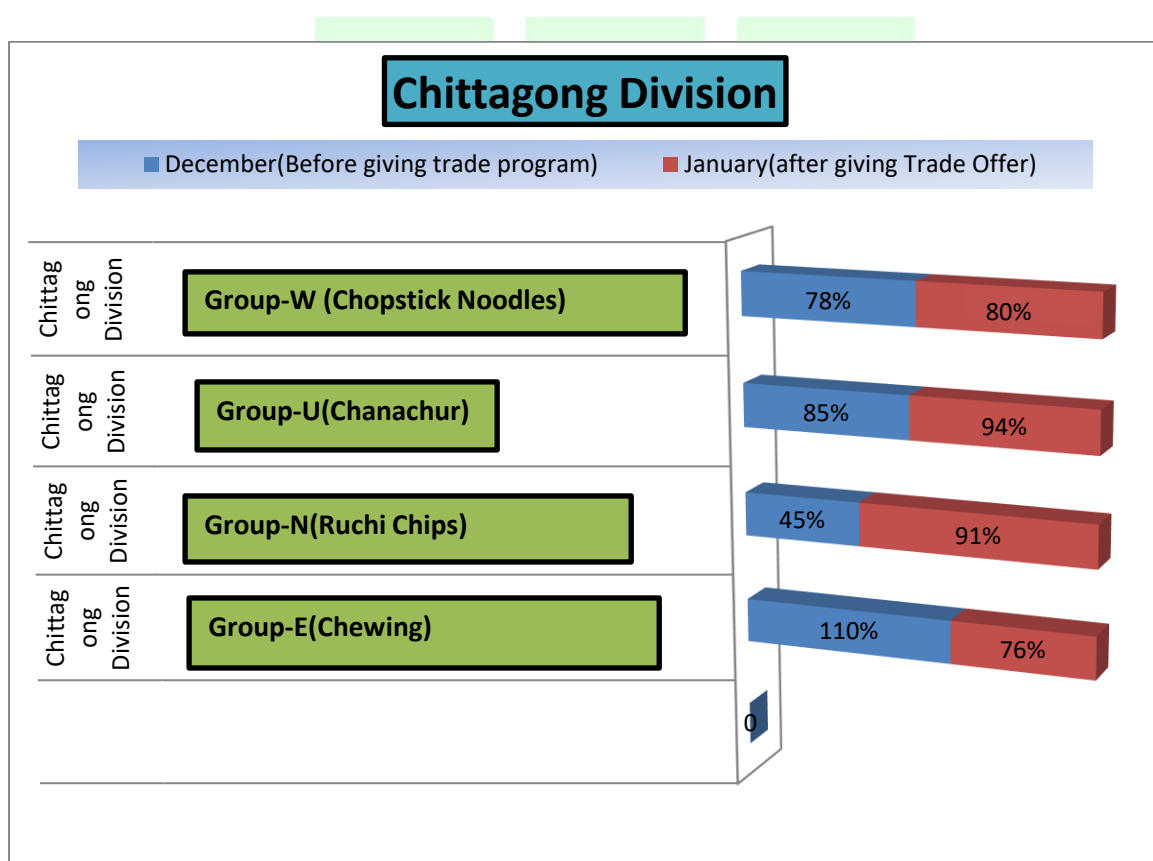
3.13 Overall interpretation:

After giving trade program Ruchi chips and Ruchi chanachur got the positive impact. But Chewing and Chopstick noodles didn't meet the expected result.

3.14 Division wise impact

Chittagong Division:

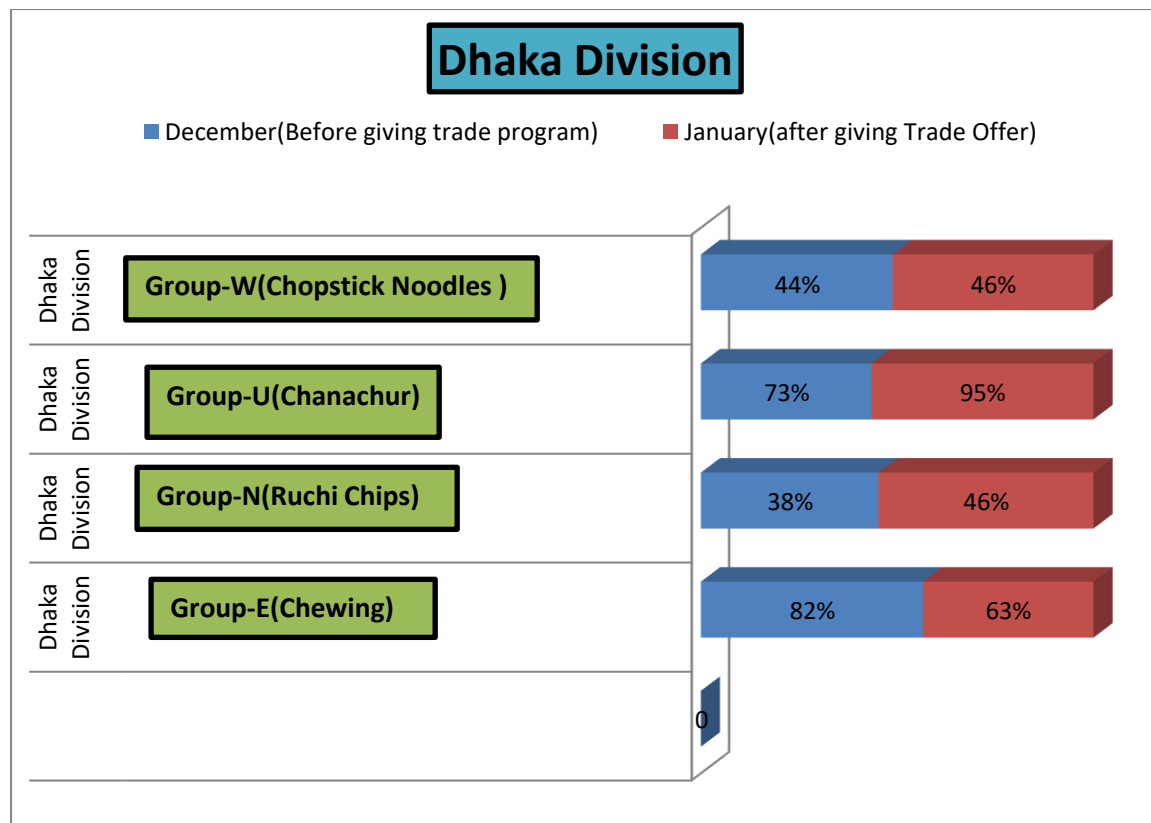
Division Name	Category Name	December(Before giving trade program) Ach%	January(after giving Trade Offer)
Chittagong Division	Group-E (Chewing)	110%	76%
Chittagong Division	Group-N (Ruchi Chips)	45%	91%
Chittagong Division	Group-U (Chanachur)	85%	94%
Chittagong Division	Group-W (CHOPSTICK Instant Noodles)	78%	80%



Interpretation: Traditionally Chittagong division plays a vital role to contribute the national sales. Here we can see that achievement of Chopstick noodles, Chanachur, Ruchi chips are greater than the previous month (Before giving trade program). Only Chewing couldn't make the expected sales than the previous month. Overall the performance of Chittagong division is quite significant.

Dhaka Division

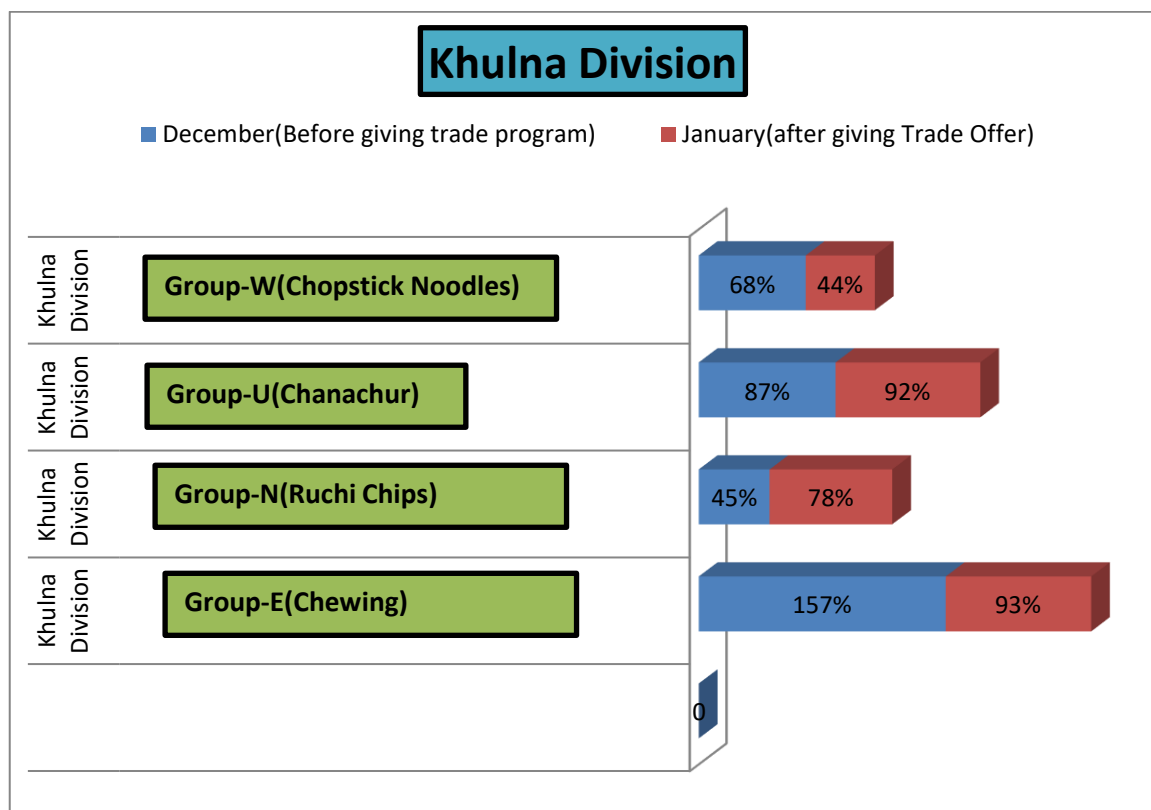
Division Name	Category Name	December(Before giving trade program)	January(after giving Trade Offer)
		Ach%	
Dhaka Division	Group-E (Chewing)	82%	63%
Dhaka Division	Group-N (Ruchi Chips)	38%	46%
Dhaka Division	Group-U (Chanachur)	73%	95%
Dhaka Division	Group-W (CHOPSTICK Instant Noodles)	44%	46%



Interpretation: This graph shows that Dhaka division's achievement in different category products on the basis of before and after impact of trade program. Here we can say that, chopstick noodles, Chanachur, Ruchi chips did great performance after giving trade program. Only Chewing series didn't make the result up to the mark.

Khulna Division

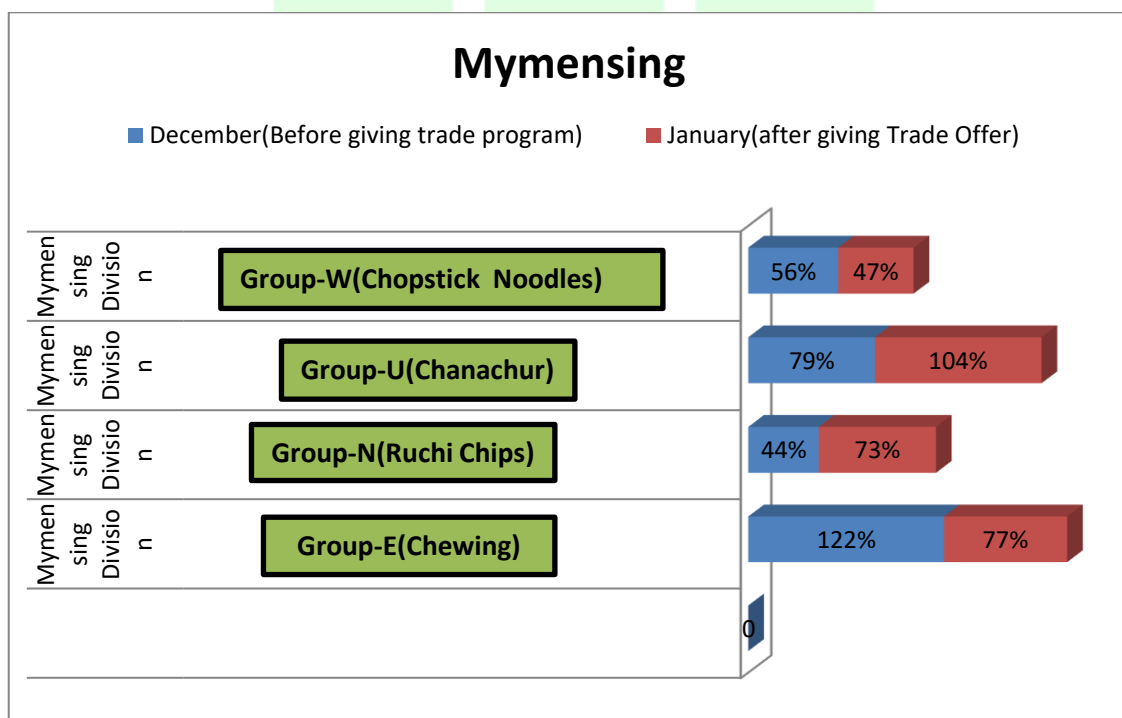
Division Name	Category Name	December(Before giving trade program) Ach%	January(after giving Trade Offer)
Khulna Division	Group-E (Chewing)	157%	93%
Khulna Division	Group-N (Ruchi Chips)	45%	78%
Khulna Division	Group-U (Chanachur)	87%	92%
Khulna Division	Group-W (CHOPSTICK Instant Noodles)	68%	44%



Interpretation: We can interpret by using this diagram that in Khulna division Ruchi chanachur and Ruchi chips range had great sales in during trade program period. On the other hand Chopstick noodles and chewing range had lower sales compare to the previous month.

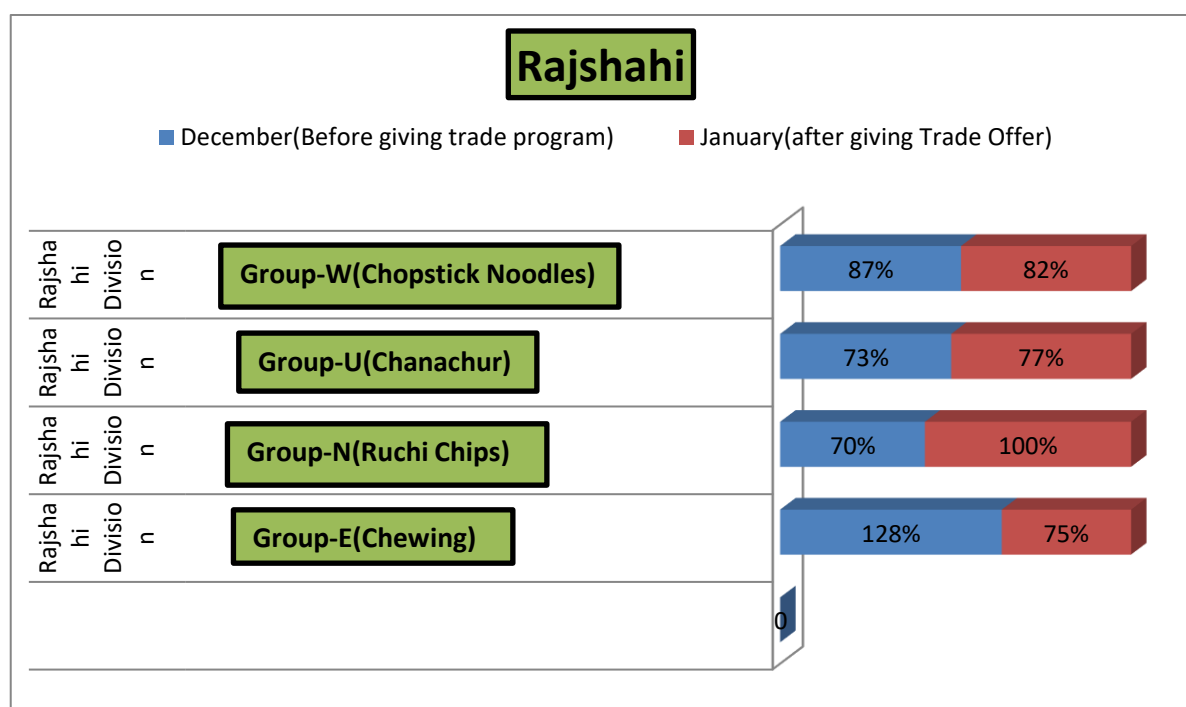
Mymensing Division

Division Name	Category Name	December(Before giving trade program) Ach%	January(after giving Trade Offer)
Mymensing Division	Group-E (Chewing)	122%	77%
Mymensing Division	Group-N (Ruchi Chips)	44%	73%
Mymensing Division	Group-U (Chanachur)	79%	104%
Mymensing Division	Group-W (CHOPSTICK Instant Noodles)	56%	47%



Interpretation: In Mymensing area chanachur and Ruchi chips did better performance than Chopstick Noodles and Chewing range.

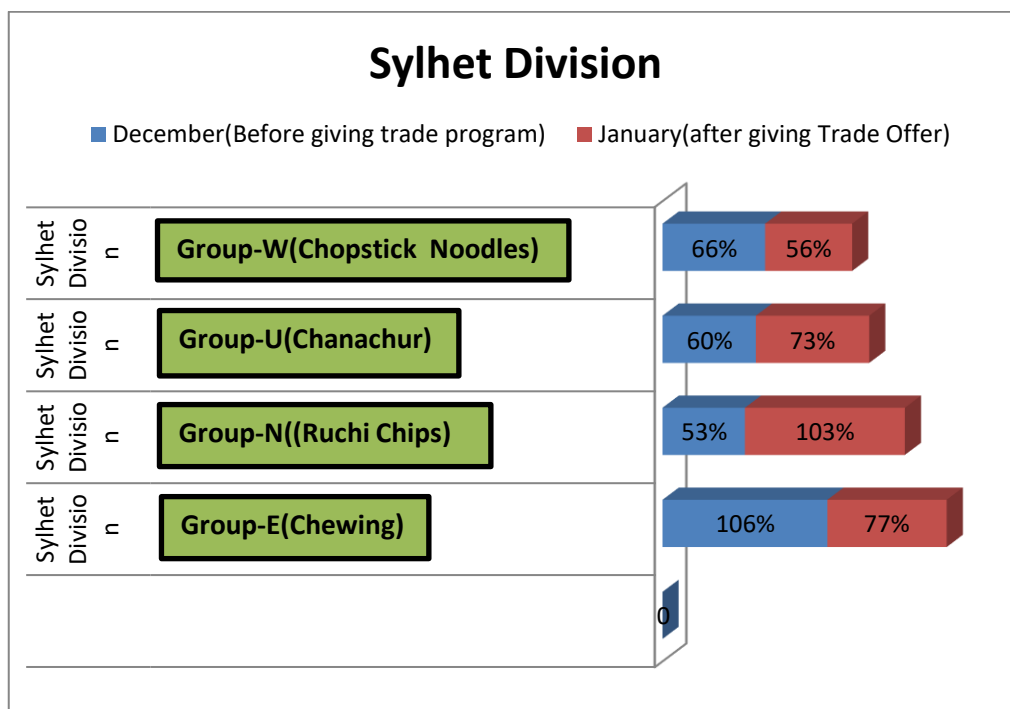
Division Name	Category Name	December(Before giving trade program) Ach%	January(after giving Trade Offer)
Rajshahi Division	Group-E (Chewing)	128%	75
Rajshahi Division	Group-N (Ruchi Chips)	70%	100%
Rajshahi Division	Group-U (Chanachur)	73%	77%
Rajshahi Division	Group-W (CHOPSTICK Instant Noodles)	87%	82%



Interpretation: This graph is representing the sales achievement data of both December, 2017 and January, 2018 in Rajshahi division. It shows that after getting trade program Ruchi Chanachur and Ruchi chips did great performance but the sales achievement of Chopstick noodles and and chewing range were decreasing.

Sylhet Division

Division Name	Category Name	December(Before giving trade program) Ach%	January(after giving Trade Offer)
Sylhet Division	Group-E (Chewing)	106%	77%
Sylhet Division	Group-N (Ruchi Chips)	53%	103%
Sylhet Division	Group-U (Chanachur)	60%	73%
Sylhet Division	Group-W (CHOPSTICK Instant Noodles)	66%	56%

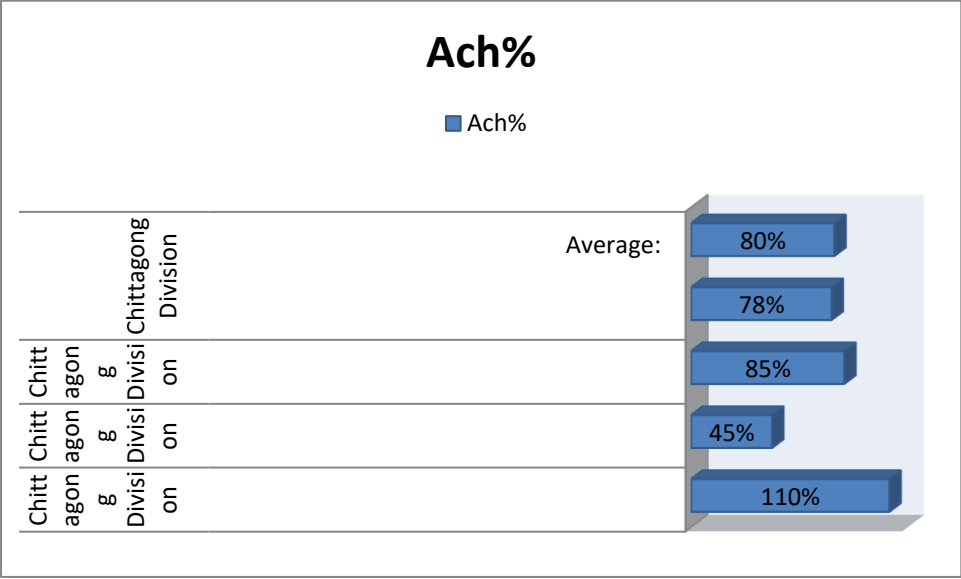


Interpretation: In Sylhet division, trade program worked very well in Chanachur and Ruchi chips category but Chopstick Noodles and Chewing range did poor performance. That means trade program didn't work in these two category product in Sylhet.

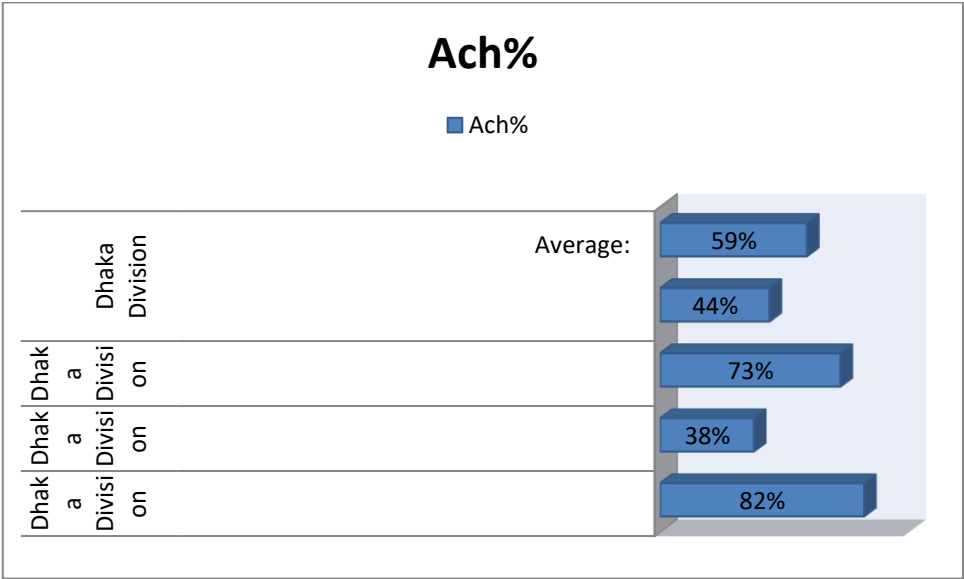
3.15 Comparison of achievement on the basis of divisions

December, 2017

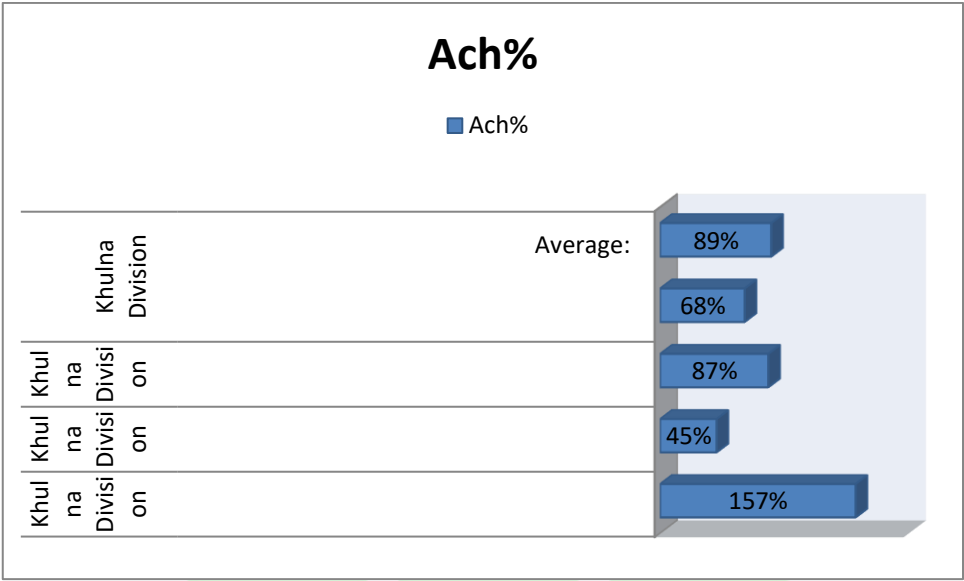
Chittagong Division



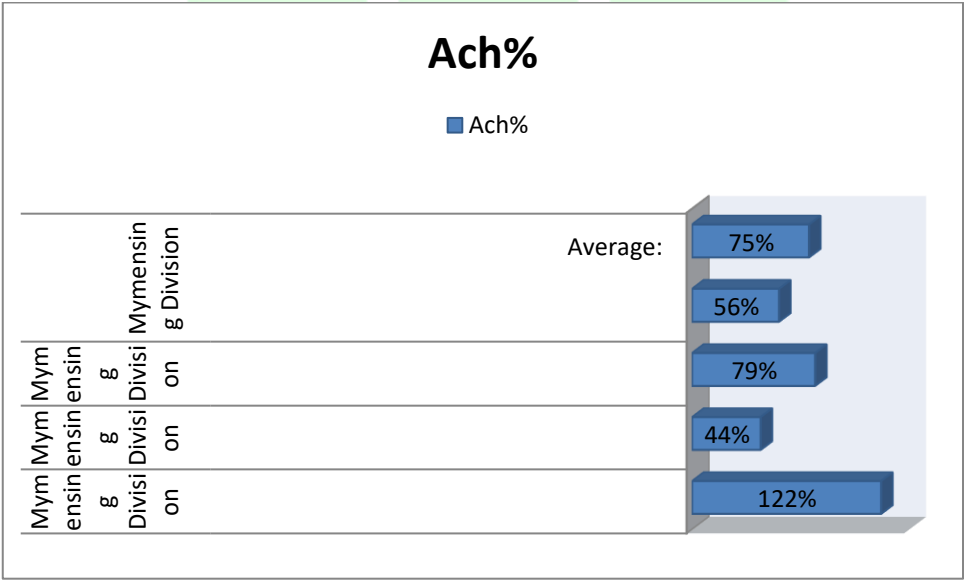
Dhaka Division



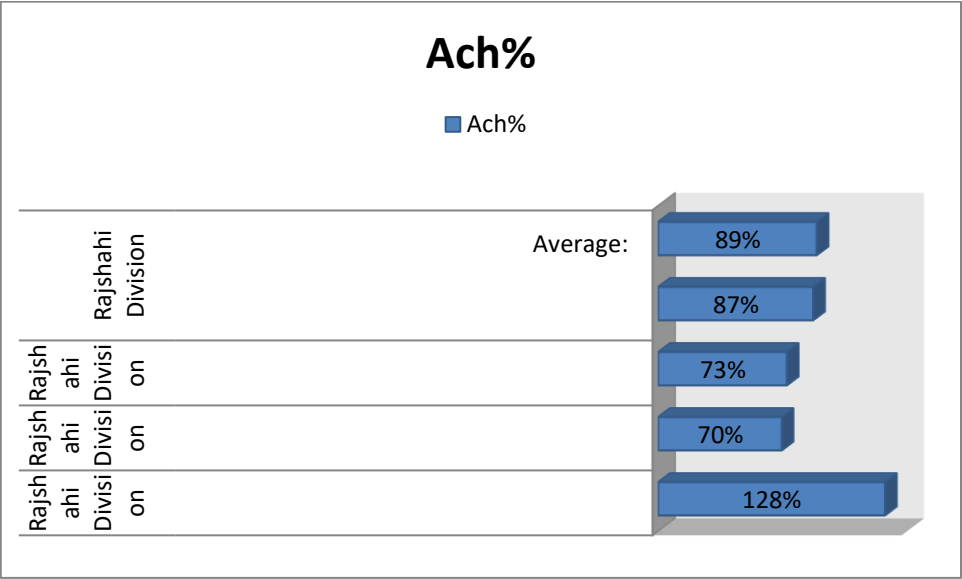
Khulna Division



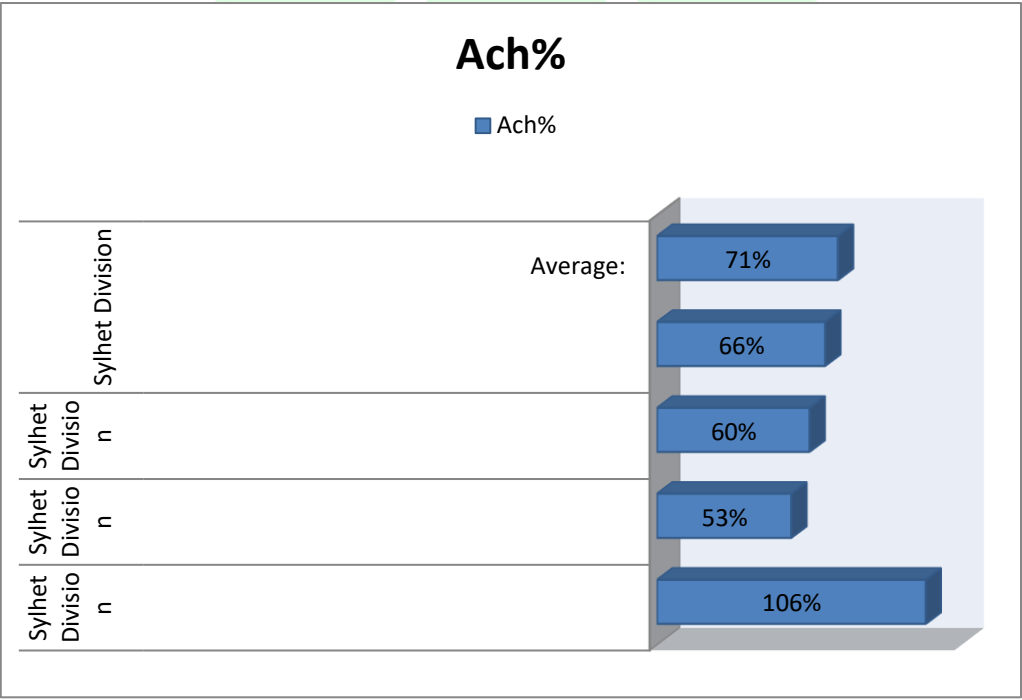
Mymensing Division



Rajshahi Division

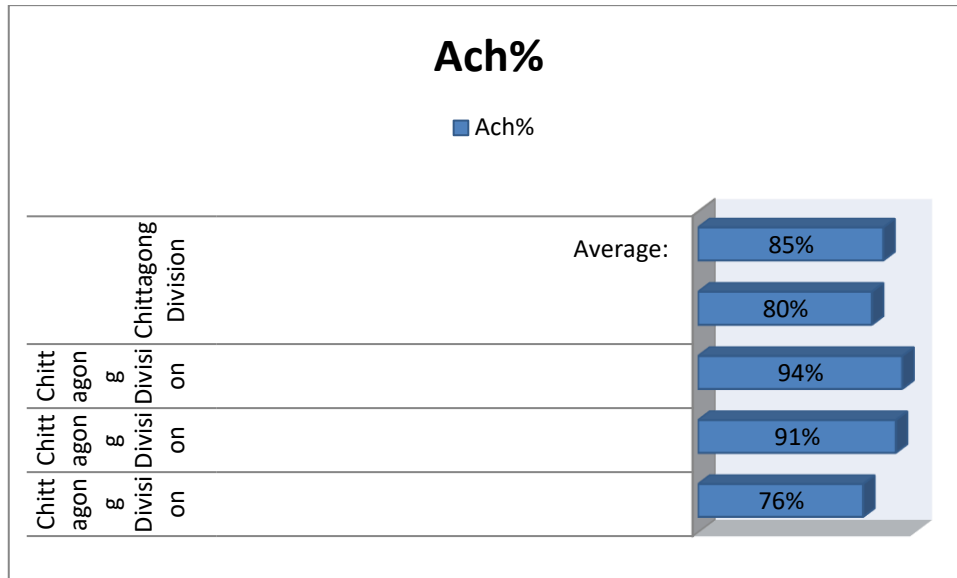


Sylhet Division

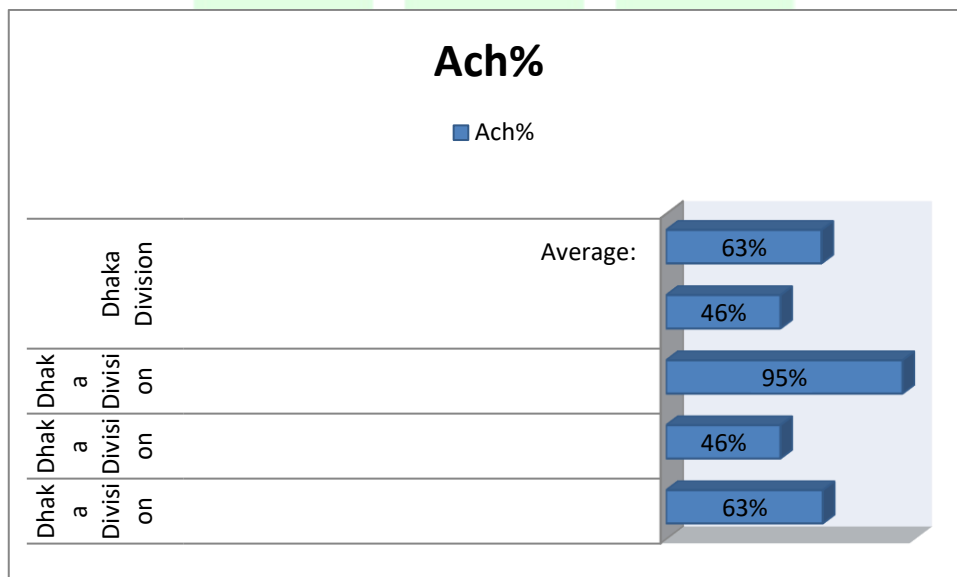


After Giving Trade Program (January, 2018)

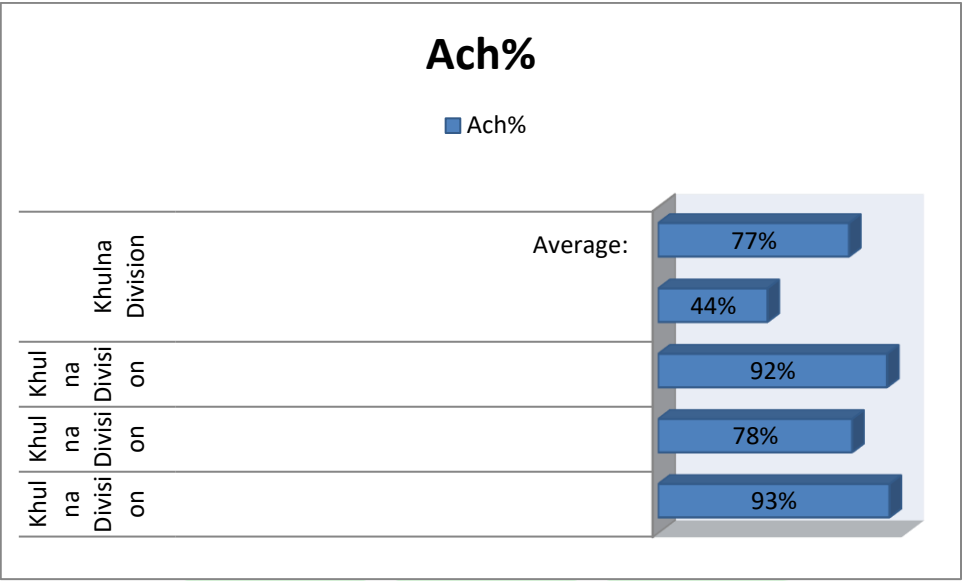
Chittagong Division



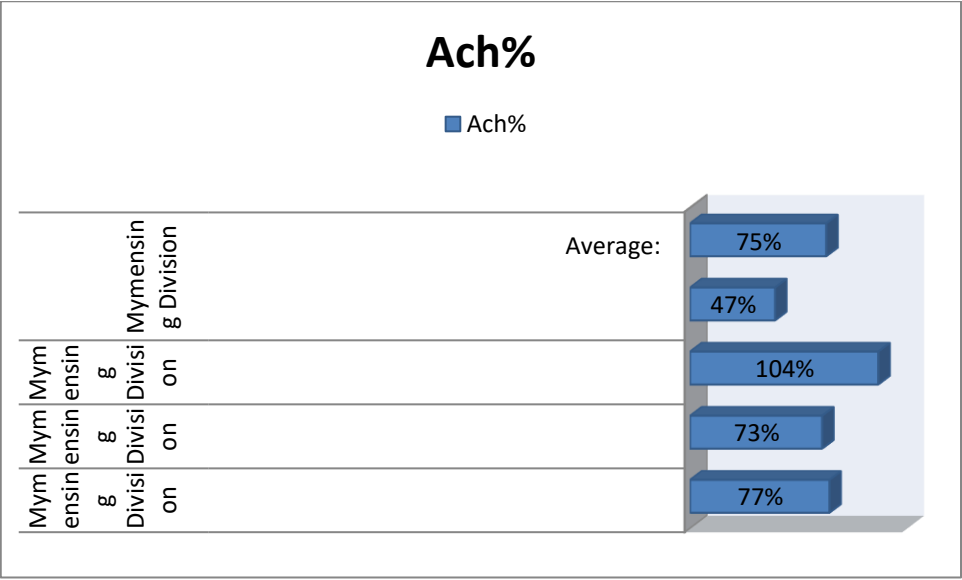
Dhaka Division



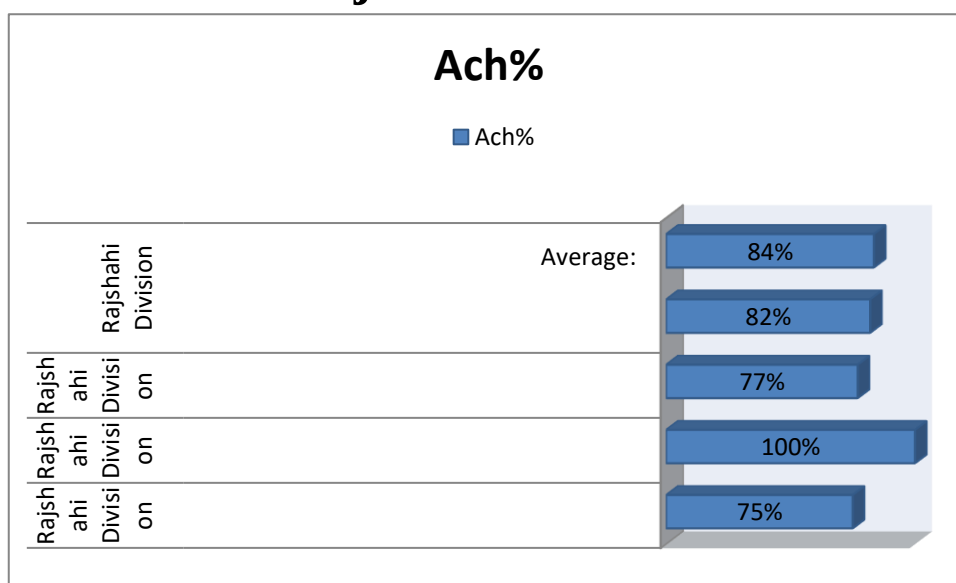
Khulna Division



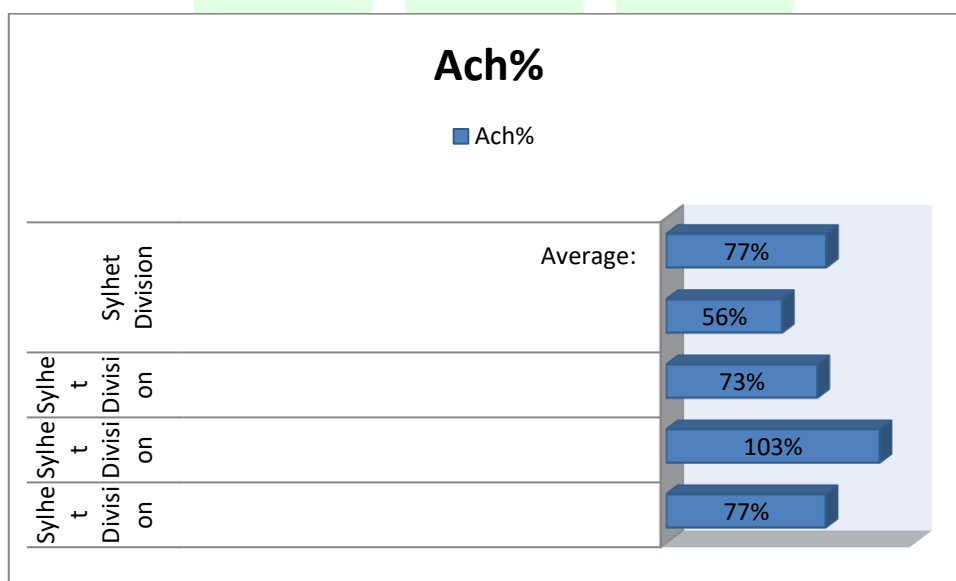
Mymensing Division



Rajshahi Division



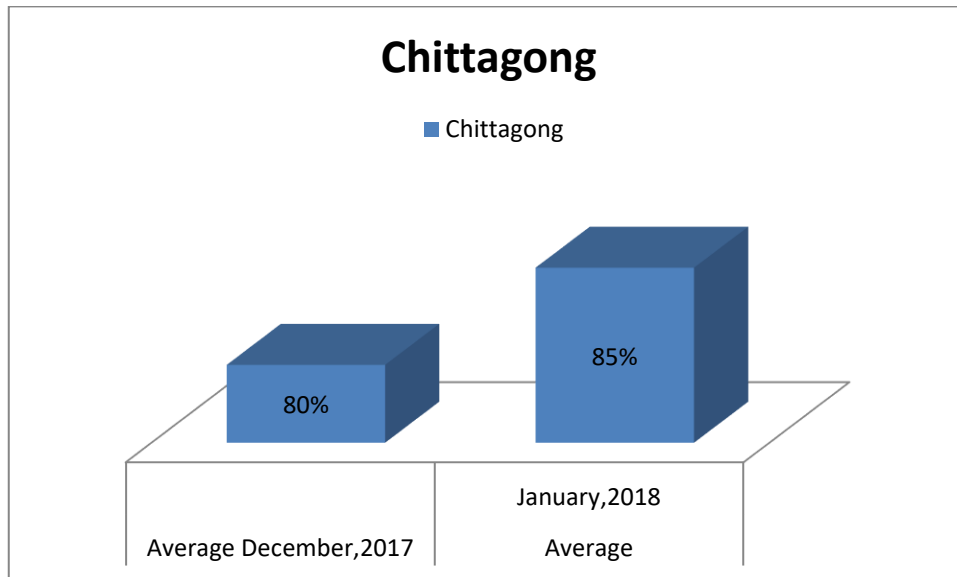
Sylhet Division



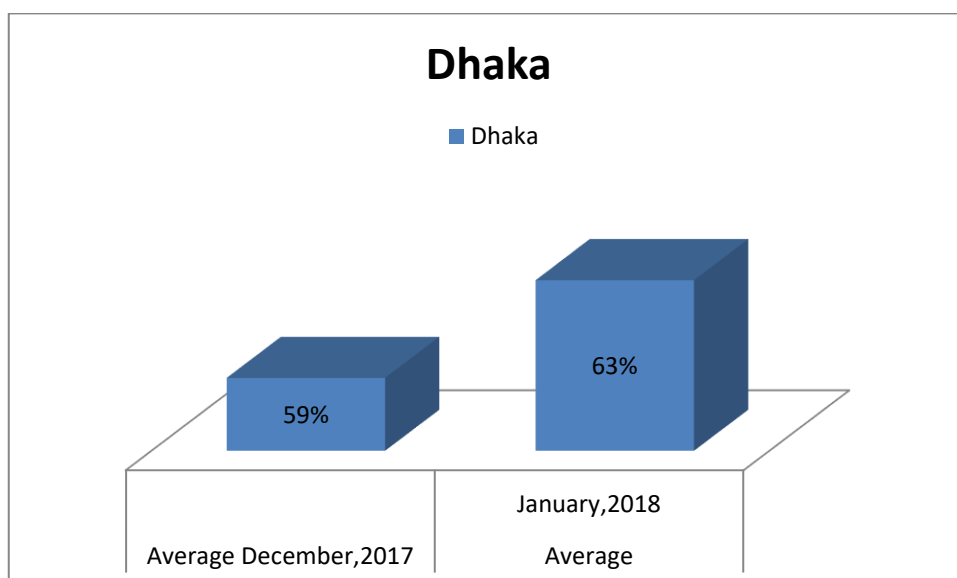
3.16 Comparison among division wise on the basis of average

Division	Average December,2017	Average January,2018
Chittagong	80%	85%
Dhaka	59%	63%
Khulna	89%	77%
Mymensing	75%	75%
Rajshahi	89%	84%
Sylhet	71%	77%

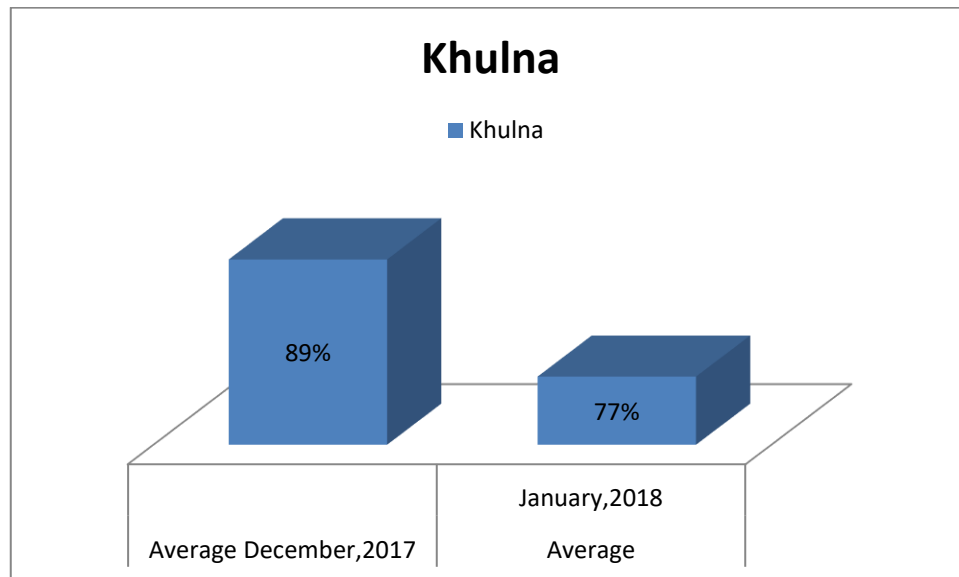
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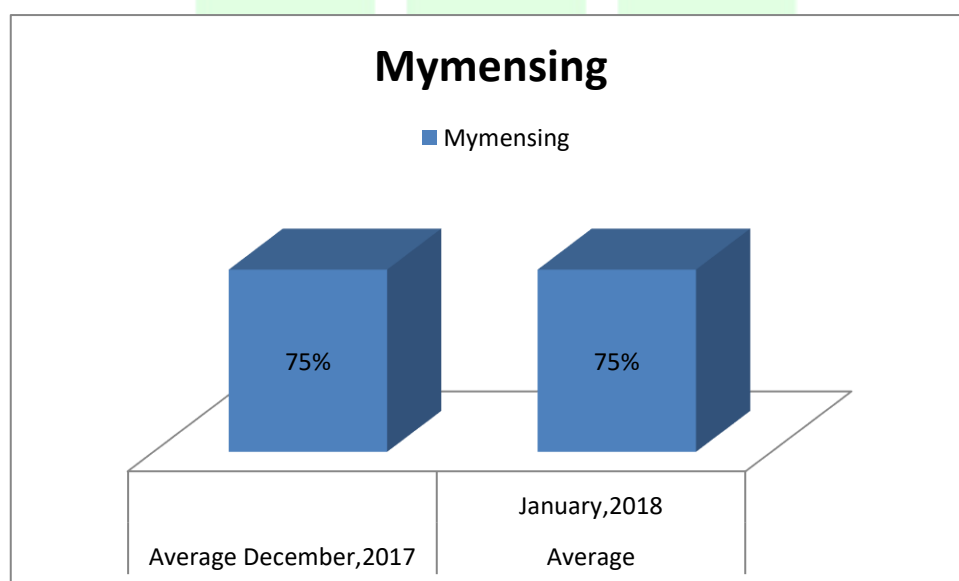
Interpretation: Before giving the trade program, the total average achievement of Chittagong division was 80% and after giving the trade program it became 85% that means “Chopstick and Ruchi Joy Joy offer had a positive impact on overall achievement of Chittagong division.



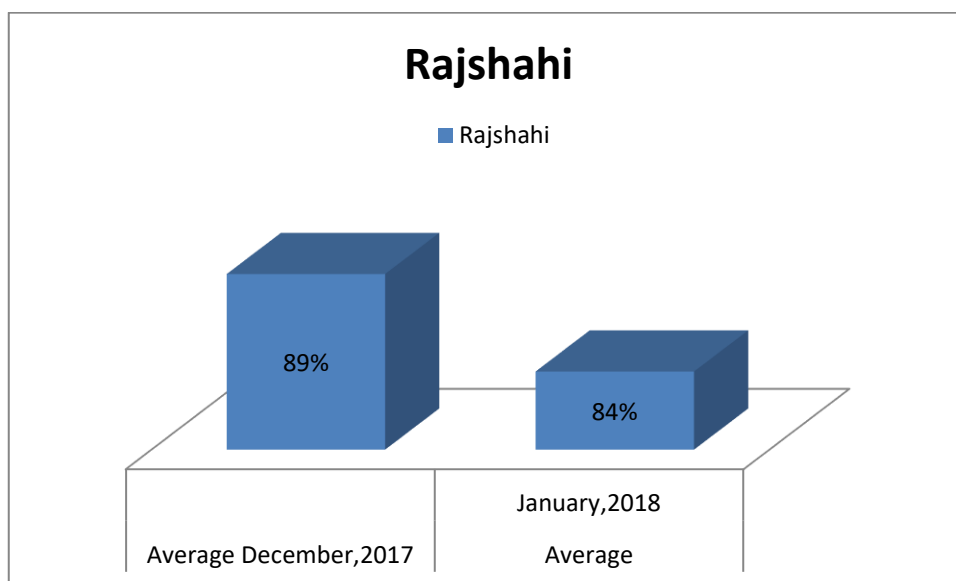
Interpretation: Before giving the trade program, the total average achievement of Dhaka division was 59% and after giving the trade program it became 63% that means “Chopstick and Ruchi Joy Joy offer had a positive impact on overall achievement of Dhaka division.



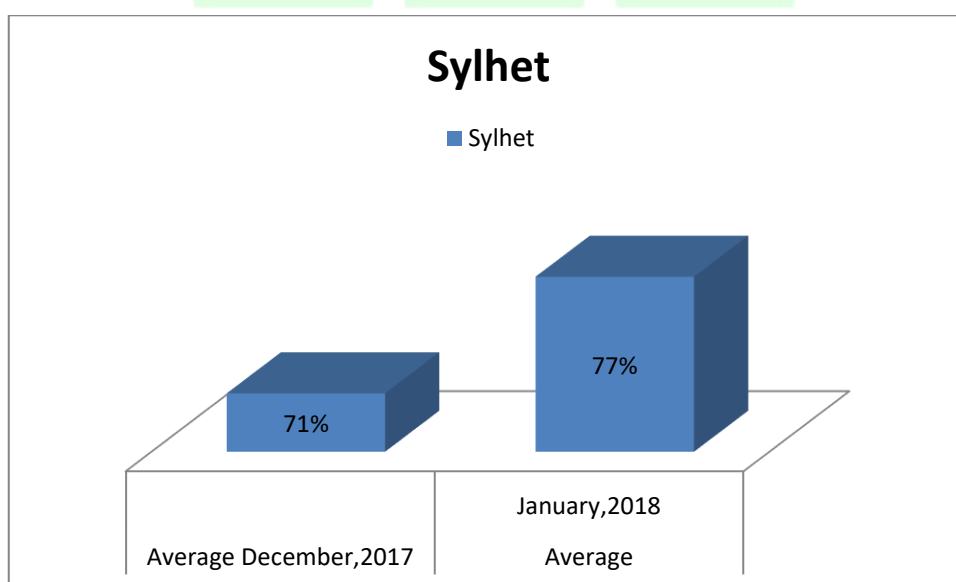
Interpretation: Before giving the trade program, the total average achievement of Khulna division was 89% and after giving the trade program it became 77% that means “Chopstick and Ruchi Joy Joy offer had no any significant impact on overall achievement of Dhaka division.



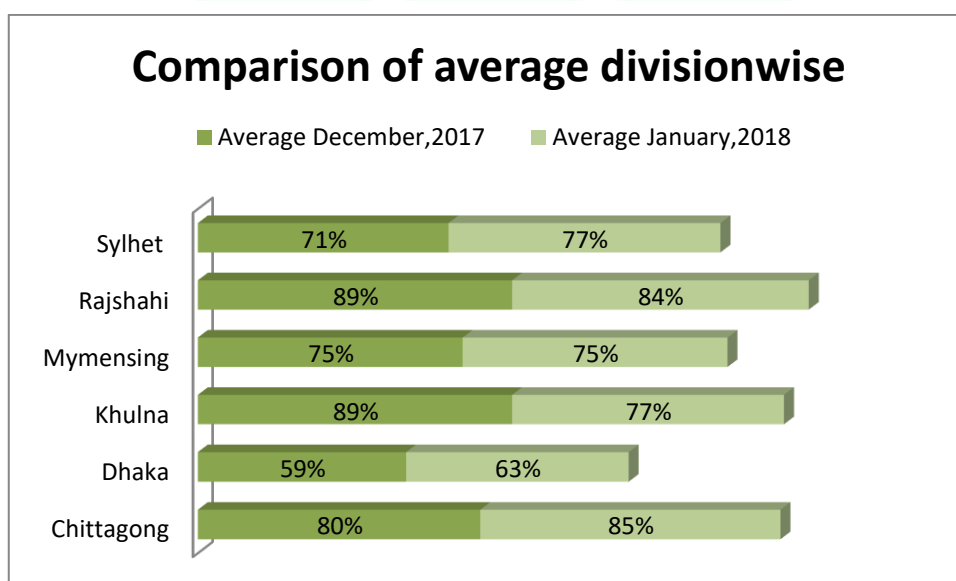
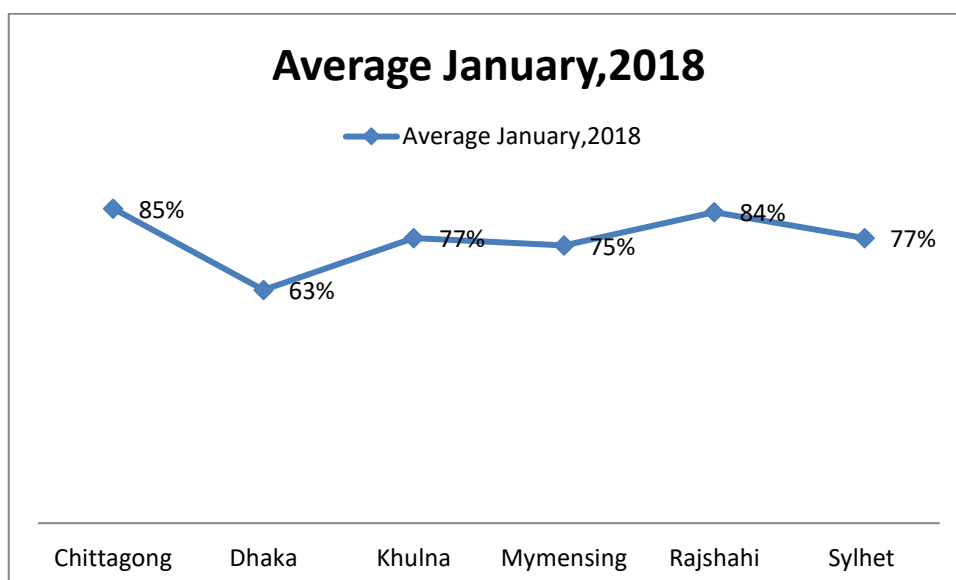
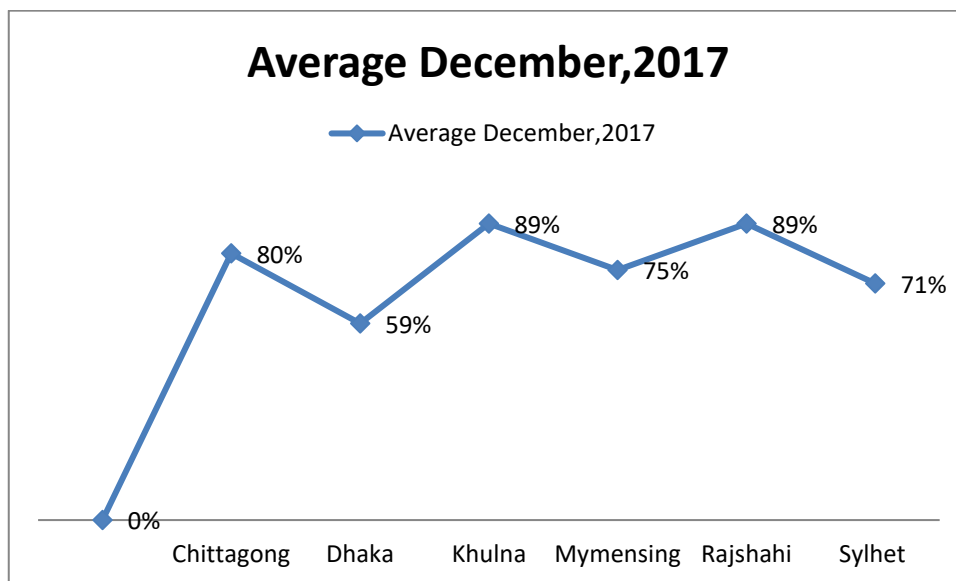
Interpretation: Before giving the trade program, the total average achievement of Mymensing division was 75% and after giving the trade program it became 75% that means “Chopstick and Ruchi Joy Joy offer had no any significant impact on overall achievement of Mymensing division.



Interpretation: Before giving the trade program, the total average achievement of Rajshahi division was 89% and after giving the trade program it became 84% that means “Chopstick and Ruchi Joy Joy offer had negative impact on overall achievement of Rajshahi division.



Interpretation: Before giving the trade program, the total average achievement of Sylhet division was 71% and after giving the trade program it became 77% that means “Chopstick and Ruchi Joy Joy offer had positive impact on overall achievement of Sylhet division.



Now I would like to compare the achievement among the division so that I can say which division did great performance after getting trade offer. In this graph we can see

that before giving trade program Rajshahi division and Khulna division was the best performers but after launching “Chopstick and Ruchi Joy Joy Offer” Rajshahi division was still in the highest position. On the other hand Dhaka division was the lowest position in the both segments.

3.17 Justification of this interpretation:

1. Why Rajshahi division is in highest position? From the beginning journey of Square Food and Beverage, Rajshahi division always contribute major portion in national sales. The TSO (Territory Sales Officer, RSM, SR, DSR) from this division are very loyal employee. They have the sound knowledge about the market and product line also maintains good relationship with the distributor. Besides there has a great demand of SFBL products.

2. Why Dhaka division is in the lowest position? There are several factors that make Dhaka division is in the lowest position such as:

- ❖ **Market Rearrange and merge:** Previously Savar was in under Mymensing division but now Savar is in Dhaka division. Besides Dhanmondi, Lalmatia was under Dhaka-A area but these areas are now in Dhaka-B area. Same things goes on Mohakhali, Gulshan, Baridhara market. Now these areas are in Dhaka-E. So frequent change of market and rearrangement of areas are one of the main reasons for decreasing overall sales in Dhaka division.
- ❖ **Frequent change of employees:** As we all know the job as a TSO, RSM, SR, DSR are very challenging. There is no job security. To maintain 100% business operation transparency and ethical SFBL follows zero tolerance for unethical conduct. So SFBL usually hires new employee on the basis of emergency. So sometimes it takes a lot of time for a new employee to understand the new market, market trend, product line etc. So they can't take the initiatives to increase sales.
- ❖ **Brand conscious customer:** The people of Dhaka area have the highest income around the country. So they are very choosy while purchasing any single product. No matter how good quality the local product is but they prefer to buy foreign branded products. It is another reason for decreasing sales of Dhaka division.
- ❖ **Bold movement of City corporation:** Recently City corporation have evicted the tong (Small grocery shop) from the Dhaka city. The products from

SFBL like Ruchi chips, Chewing range, Chanachur is mostly found in these types of shops. So this incident had a negative impact on sales volume in Dhaka division.

Recommendation

To deal with the issues that are occurring in some of the levels, here are suggestions to change some of their monitoring processes and overcome the situation and make improvement in increasing sales as well as revenues.

After analyzing the budgetary gap of having under-estimated or over-estimated forecasting, I have pointed out some solutions.

Information for forecasting should realistic rather than assumption

While preparing budget raw materials costs are calculated based on assumptions. In such cases, in depth analysis of costing should be done by discussing with their suppliers. Company can use “Derivative” process. Derivative is a financial term and a contract paper where buyer and seller can exercise the trading at a price as mentioned in the contract, even the price increases in future. So, company can analysis and make a deal when the price is lowest and can buy in future.

Analyzing past history of target and achievement

To make appropriate target and forecasting, in depth past history should be explored to know about on-going scenario.

- ❑ Prepare budget on the base of market demand and capacity of productivity and supply.
- ❑ Proper feasibility Analysis should be done before implementing Budget.
- ❑ Build the awareness at monitoring level

To boost the sales, promotional programs should be properly established to the Company representative, Distributors and Retailers. And the rules and regulations must be described in a easy way so that, distributors, retailers can understand the overall idea successfully.

Most of the retailers are so much eager to fill up the mentioned targeted sales that, sometimes they do a lot of overwriting in their sales invoice, make fake sale invoices and do unethical practices to be enlisted for getting the gifts or bonuses of the promotional programs. It becomes quite challenging for the auditors to identify these offenders and hence they have to give them expensive gifts or bonuses. This is a huge expense for the Company which needs to be considered more carefully while monitoring the audit process. Also the Company

Should give proper training or information about the promotional offers to the retailers and distributors. So they do not continue with the unethical practices in future promotional programs.

Because of rejection of slabs or cards, creation of dissatisfaction among distributors, retailers are usual as it causes of losing incentives. But, it is a great barrier in term of business expansion. As I have talked about the reasons of rejected invoice, these reasons arise due to negligence or unethical practices or communication gap of sales representative or sales team. A team leader should be given suitable time (neither much nor less) to carry out the whole sales instructions properly.

❓ Increasing of Manpower

As I have mentioned earlier that the audit team of Square Food and Beverage has to execute audit for some other sister concerns of Square Group which is quite difficult to maintain for a four people audit team. As audit team has to confirm every slight to big issues made by these concerns of Square Group and sometimes it takes very extensive time to complete auditing. So, they should consider hiring more qualified people to distribute the work evenly so that number of mistakes can be reduced and the verifying time of a transaction can be quicker. Besides SFBL lags behind six months for checking trade program invoices. So MIS department need a lot of efficient manpower to overcome this problem

❓ Digitalized Auditing Procedure

Digitalized auditing procedure can minimize both the workload and time duration to disburse the gifts to business customers. Company can give such requirement of

software to Management Information System department. MIS department can build such a mechanism that actual data can be stored in the software immediately after each sale. And this mechanism should be cleared to business customers as well. At present SFBL has already taken the initiatives to launch Automation. Currently SFBL has 25 automation points. Ins-A-Allah it can operate the business through automation in whole Bangladesh by next year of June. To cope up with this new software, quality training must be provided to the existing employees of Square Food and beverage ltd.

Conclusion

Throughout my internship report I'm trying to show the real scenario of trade program effectiveness. Most of the time trade program did great impact on sales volume at the same time sometimes same trade program didn't work for all divisions. So before giving trade program SFBL needs to forecast the outcome very efficiently. As we all know Square Group is one of the local Bangladeshi Company, which maintains international standards in term of maintaining quality products and services and also for having standard corporate environment. To be the market leader, higher authority should give priority in every small and big issue that spotting the growth backward. Being a consumer-product manufacturing organization, sales promotions assists Square Food & Beverage to achieve a great revenue and profit. So, this report will help them to overcome those issues and generate revenues.

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