



Internship Report on Arla Food Bangladesh Limited.



"Let in the goodness"





United International University

Marketing and Sales of Arla Foods Bangladesh: An Internship Experience Perspective



Submitted To

Muhammad Rehan Masoom

Assistant Professor

School of Business and Economics

United International University

Submitted By

Samia Mahbub

ID: 111- 163 – 085

Course Code: INT 4399

Summer 2021

Date of Submission- 17 February 2022





Letter of Transmittal

17th February, 2022

Muhammad Rehan Masoom
Assistant Professor
School of Business & Economics
United International University

Dear Sir,

I am very pleased to have been able to submit my internship report titled, “Marketing and Sales of Arla Foods Bangladesh: An Internship Experience Perspective” to you as my “Internship report” course credit requirement. This report is made based upon my own hard work and the instructions given out by my Line manager and teammates of Arla Foods Bangladesh Limited. I have been lucky to finish my internship at such an amazing Multi-National Corporation for a 3 months of tenure.

The whole process of creating and writing this report was an amazing opportunity for me as it enabled me to gain abundant experience on a cross-functional level of the esteemed organization.

Thank you for your kind co-operation and guidance in preparing this report.

Sincerely yours,

Samia Mahbub
ID: 111- 163 – 085
School of Business & Economics
United International University.



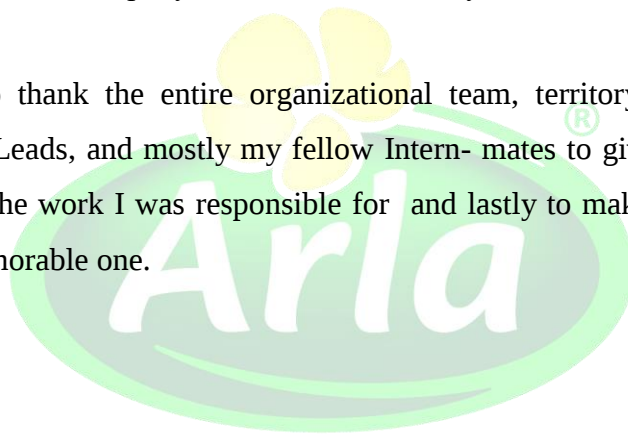


Acknowledgments

This report has been made with the utmost guidance and instructions given by Mr. Rehan Masoom, who was my internship faculty supervisor for the course INT 4399 (Internship Credit Course) at United International University. Id like to give him my heartfelt gratitude to co-operate and to give me enough time to finish my Internship Report.

I would furthermore like to thank my line manager, Mr. Mainul Ahsan Ovi, Trade Marketing Manager at Arla Foods Bangladesh Limited for teaching me guiding me and trusting me with confidential work of the organization and involving me in those activities from which I could grasp the real scenario of a company's work confidentiality.

I would also like to thank the entire organizational team, territory officers, Area Sales Managers, Regional Leads, and mostly my fellow Intern- mates to give their utmost sincere support to finish all the work I was responsible for and lastly to make my entire internship journey at Arla a memorable one.



.





Executive Summary

The following report provides an in-depth description of my experiences and learnings gathered in the past few months through my internship at Arla Foods Bangladesh Ltd. The internship was my first ever experience of working in the corporate world and the process and procedures were therefore very new to me.

Arla Foods Bangladesh Ltd. is the country's leading dairy product company leading the nation with the goodness of dairy. I was recruited as an intern in the Sales Operations Team in the Sales Department of the company, situated on the 5th and 6th floor of Cotton House, Gulshan-2, Dhaka.

Arla is one of the renowned dairy businesses in the world with the tagline “near to nature”. They are committed to ensuring the finest taste and providing quality dairy food. Arla is doing its business for 130 years and now it's the fourth largest dairy food producer. Arla has a 25% market share, they progressively won the three best brand prizes. B2B sales are a major part of Arla.

Continuous growing industries can be potential customers for industry sales. The frontline soldiers of the company generate revenue by selling the products nationwide. The Sales Operations team in this division handles transactions and interactions with distributors and customers to ensure primary and secondary sales. Arla is the only reputed company in Bangladesh that can supply a bulk of dairy products to the industries. The Gazipur based factory sends all the finished products to respective depots around the country. From there it gets delivered to the distribution points. Increasing milk consumption in the industries as raw material is also an opportunity to capture the market.

This report represents the contribution of Arla Foods Bangladesh Ltd to B2B business. I worked as an intern as a partial requirement of completing my University degree from United International University. I got the opportunity to observe their B2B sales process while working in the organization and finally made this report based on those experiences. This internship was a wonderful experience. It enabled me to get introduced to the corporate world and to develop myself to a great extent. An overview of the organization, including the department, the employees, and my responsibilities and contributions, is provided in this report. My internship experience, interactions with my supervisor and coworkers, as well as





any issues I faced, have also been included in this summary of my findings and experiences. The discrepancies between what I expected and what I really experienced have an impact on my career ambitions.





TABLE OF CONTENTS

CONTENTS

Table of contents	7
1 BACKGROUND OF THE STUDY	8
2 OVERVIEW OF ARLA.....	9
2.1 About Arla	10
2.1.1 Objectives	10
2.1.2 Background.....	11
2.2 Mission	14
2.2.1 Global Mission:	14
2.2.2 Mission in Accordance To Bangladesh:	14
2.2.3 Vision	14
2.3 FUNCTIONS OF THE COMPANY	15
2.3.1 Manufacturing.....	15
2.3.2 Finance.	15
2.3.3 Human Resource Management.....	15
2.3.4 Promotion.....	16
2.3.5 Distribution and sales.	16
2.3.6 Supply Chain Management.....	16
2.3.7 Corporate Governance.	16
2.3.8 IT.....	16
3. ARLA'S STRATEGIC APPROACH.....	17
5 PRODUCTS AND SKU'S.....	18
3 REFERENCES.....	36





1 BACKGROUND OF THE STUDY

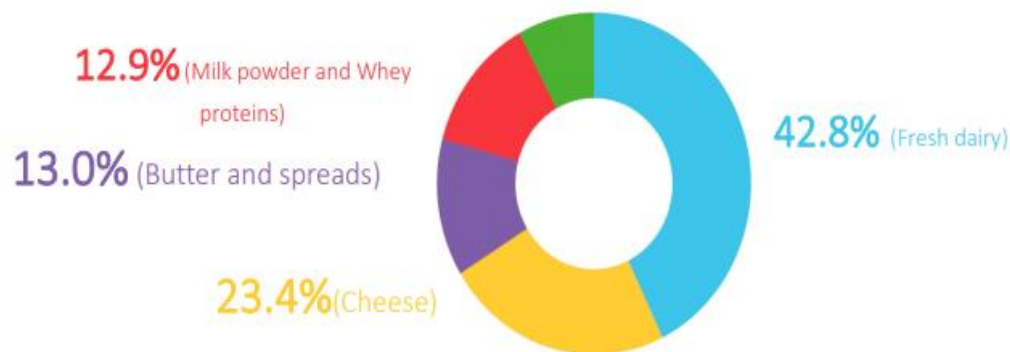
I attempted to gather information from many sources in order to produce a report with as much up-to-date information as possible. My brand manager, who is also my line manager, was my primary source of information. The majority of my employees also contributed when called upon. During my three-month internship at Arla, I kept a journal of everything I did, and the bulk of the report is based on those entries. A lot of information had to be gathered from Arla Foods' web domains, the internet, periodicals, and other materials that were not even readily available due to the company's global reach. Such sites were therefore utilized as secondary sources in my research. During the three-month internship, a number of issues arose while conducting research. For reasons including a tight window of opportunity and restrictions on my ability to access secret company information, I had to be cautious not to publicize my findings until their official Promotional Activation had taken place. I was supervised and monitored by my honorable faculty Muhammad Rehan Masoom, Assistant Professor, School of Business and Economics during my internship program. His constant guidance and instructions made it very convenient for me to write this report. Furthermore, I had to do a lot of research work, read journals, articles on FMCG and write ups on proper business practices





2 OVERVIEW OF ARLA

Arla Foods Inc., based in Denmark, is a global dairy product manufacturer. On April 17, 2000, it was established as a cooperative in Viby, Denmark, in partnership with Arla, a Swedish dairy cooperative, and MD Foods, a Danish dairy company. In the 1880s, a group of dairy farmers from Sweden and Denmark created small cooperatives to invest in common dairy facilities. Because of this first dairy, known as "Arla Mejeriförening", was established in Sweden in 1881 and the second in Denmark was established the following year, in 1882. The largest Swedish cooperative dairy organization, "Lantmännens mjölkförsäljnings" förening, was created by farmers in Stockholm and the surrounding counties to administer dairies and a chain of stores selling dairy products. Arla was the company's name from 1909 until 1965, a period during which it saw steady growth and became Sweden's first major cooperative dairy. Toward the end of the 20th century, Arla had a 66% market share in Sweden. MD Foods of Denmark and Arla of Sweden merged in April 2000 to form Arla Foods Inc., which has its headquarters in Viby, Denmark.



Arla Foods is currently the fourth largest dairy food company in the world, with 12,500 stockholders from Western Europe and Scandinavia. Arla Foods owns 30 brands, including Dano, Lurpak, Castello, and Apetina, which are some of the most well-known.





Arla Foods has a solely owned production facility in Denmark, as well as joint partnerships in Argentina and Germany. The Arla-DMK joint venture ArNoCo GmbH & Co. KG was formed in 2011 as a result of the two companies' merger. In 2018, Arla Foods announced an investment of £70 million in the UK. This year, Arla Foods will spend \$55 million building a cheese factory in Bahrain. There are two Arla Foods subsidiaries: Arla Foods Finland and Arla Foods United Kingdom.

2.1 ABOUT ARLA

Arla Foods is the fourth-biggest dairy product maker in the world and the largest dairy product producer in Denmark. About 130 years after it was founded as a cooperative venture, Arla serves as a common ground for dairy farmers all over the world. Because of Arla Foods' commitment to growth and innovation, the company has grown into one of the largest in the world.

They have the ability to rethink our product and come up with fresh ideas every day at Arla foods. The organization is committed to providing its customers with the greatest possible product. Every day, they use new technology. It also carries out its social duties by offering nutritious and natural foods to the public. Every day, there is a global effort to improve the quality of life for all people.

In its 130-year history, Arla has accomplished a great deal. It has won numerous prizes and accolades, but it still has a long way to go before it is crowned the world's best-known dairy producer.

As stated by Arla's mission statement, "We strive to maximize the value of our farmers' milk while also providing them with growth prospects." (Arla, n.d.)

For the past five decades, Arla's products have had a significant impact on Bangladesh. As a result of their exceptional taste and high standard of craftsmanship. Because of the value the brand has provided thus far, people have come to trust it. Every day, the organization is expanding in accordance with a meticulously planned strategy. There is still much to be done before Arla achieves its ultimate goal.

2.1.1 Objectives





As an intern at Arla Foods Bangladesh Limited, my objective was to contribute to the B2B and industrial sales team. Arla Foods Bangladesh Limited is contributing to different food industries and organization by supplying milk and dairy products in Bangladesh. My objectives are given below:

1. To do well in my future career.
2. To understand the pulse of the sale of the Bangladesh market.
3. To learn the corporate culture and preparing myself for the next level.
4. To gain practical knowledge about sales and business.

2.1.2 Background

2.1.2.1 History

Way back in the 1880's, dairy farmers in Denmark and Sweden formed small cooperatives to invest in common dairy production facilities. By doing this they made efficient use of their milk and higher quality products. The earnings they made from their milk were equally split between the dairy farmers and together they built a good future for themselves and the next generation on their farm.

Over the years, the cooperative idea proved increasingly attractive. Small farmer cooperatives merged and became stronger. They expanded from local to regional to national cooperatives. In 2000, the largest Danish dairy cooperative merged with its Swedish counterpart and Arla Foods, the first cross-border dairy cooperative, was formed. (Arla, Arla's History, n.d.) On 1915, Farmers from Stockholm created the largest cooperative dairy organization which used to sell the dairy product at the chain shops. The merge between Arla and MD foods in 2000 led to the creation of what we know today as ARLA foods. Eventually, it speeded to other countries and made itself as one of the biggest brands in the world. Now Arla foods are operating at 30 countries with over 19000 employees. Now the company is comprised of 13000 farmers who are the actual owner of the company.

2.1.2.2 Establishment in Bangladesh





Arla's presence in Bangladesh has been around for quite some time now. From the 1920's, Dano was a popular powdered milk brand and up until 2014. In 1989, liaison office of MD Foods (before becoming Arla) was set up in Bangladesh. MD foods monitored the market through sales promotion (Both for Consumers & Traders) and print advertisement. Arla Foods Bangladesh Ltd has been operating in Bangladesh since 2014 along with its FSSC 22000 (V5) certified packaging facility located in Konabari, Gazipur. Its portfolio currently includes Dano Power, Dano Growth Shakti and Dano Daily Pushti, providing dairy nourishment and nutrition to almost 1.2 crore homes in Bangladesh. (Digital, 2021)

2.1.2.3 Company Overview

In 1844, Rochdale, England, became home to the world's first cooperative. In the 1860s, the cooperative movement spread to Sweden. The Swedish dairy sector began to consolidate in earnest in the early 1970s. Arla invented a method in 1974 for combining fat and water to create a silky emulsion. By the end of the 1990s, MD Foods was expected to be Denmark's leading dairy products firm, with a 95 percent market share. (Enterprise, undated)

Since its inception, exports have been a key portion of the company's revenue. When the cooperative changed its name to MD Foods in 1988, it expanded by acquiring and merging with additional Danish dairy cooperatives.

Throughout the Danish dairy business, Lurpak butter had to maintain a high degree of uniformity in flavor and quality. Over 130,000 tons of Danish butter were imported annually by the UK alone by the early 1930s. The Nazi occupation of Denmark during World War II and the Great Depression both took a toll on the country's dairy industry. Agreements between Denmark and the United Kingdom in the 1950s prohibited the importation of Danish butter into the United Kingdom. To better serve the UK, nine of the country's top export dairy cooperatives banded together in 1955 to form a new sales and marketing company. A pricing war was avoided thanks to the new group, which ensured high butter export prices for Denmark. Furthermore, the Danish butter business was reshaped by technological advancements such as continuous butter producing machines.





There were no plans to expand MD Foods' business outside of the United Kingdom. A decade later, the company started producing food in the country. Dairy producers in the United Kingdom have continued to find new markets for the company's products. Spreadable Lurpak was introduced in 1997 and has been a huge hit for the company ever then! International sales for Arla reached 12 percent of overall revenue by the decade's end. Sweden's admission into the European Union had prompted Arla to pick up its efforts to expand abroad by that point. In addition to powdered milk products, Arla's innovative goods provided it an advantage in this category. Europe's leading dairy products firm, Arla Foods, is one of the world's largest. For the Persian Gulf region, the firm created a subsidiary in the United Arab Emirates. Arla disclosed in February 2002 that it had begun discussions with Express Dairies about a possible acquisition. They walked away from negotiations when it became clear that a tie-up would be scuppered by monopoly concerns (Enterprise, undated)

The Dano product line was produced and distributed by Arla Foods Bangladesh Ltd., which was created in 2011 following Arla's separation from Mutual Foods. Currently, Arla Foods Bangladesh Ltd. is producing six Dano products. Six years in a row, from 2011 to 2021, Dano won Bangladesh's "Best Brand Award."





This is why Arla Foods Bangladesh Ltd., a Danish corporation, is subject to worldwide regulation and governance. Additionally, Arla is rapidly expanding its product line to ensure that every dairy item is available. Arla Foods Bangladesh Ltd.'s managing director is Mr. Peter Hallberg, while the country manager is Mr. Ahmed Kabir. More than 70 sub-distributors are also part of Arla Foods Bangladesh's 115 distributors. Approximately 350 people are currently employed by the company, which also employs over 600 sales representatives. Located in Dhaka in Gulshan-2, Arla Foods Bangladesh Ltd.

2.2 MISSION

2.2.1 Global Mission:

“Arlas’ mission is to secure the highest value for our farmers’ milk while creating opportunities for their growth”.

2.2.2 Mission in Accordance To Bangladesh:

“Arla’s mission is to encourage the people of Bangladesh to consume milk and dairy products”. (Report, 2021)

2.2.3 Vision

“Creating the future of dairy to bring health and inspiration to the world, naturally”





2.3 FUNCTIONS OF THE COMPANY

Due to its status as an independent subsidiary of Arla Foods Inc., Arla Foods Bangladesh Limited has complete control over its entire business operations, from manufacturing to sales and marketing. It is also responsible for all administrative decisions, such as finance, accounts and human resources. Arla Foods Bangladesh Limited has a number of functional departments, including the following:

2.3.1 Manufacturing.

Managing production operations and making diverse products in compliance with standard guidelines set by the parent firm is the responsibility of the production department. Arla's Gazipur plant produces all of the DANO products now available in Bangladesh. Bangladesh receives semi-finished powdered milk from Denmark. Finally, the finished products are manufactured in-house at Arla's own factory.

2.3.2 Finance.

It is the responsibility of Arla's finance department to keep track of all of the company's financial activities, including payroll, accounts payable, receivable, as well as all of the company's financial statements.

2.3.3 Human Resource Management.

Recruiting, training and development of employees, payroll, record keeping and managing employee relations are all responsibilities of the HR department. As one of the most employee-centric firms in the world today, Arla has a worldwide HR policy culture that is both unified and powerful.





2.3.4 Promotion.

The department is in charge of branding and promotion, trade marketing, trade promotion, retail marketing, digital marketing, business growth, and community involvement in both B2B and B2C marketing.

2.3.5 Distribution and sales.

The sales and distribution department manages and implements sales and distribution networks throughout the United States. It also does market research and sales volume estimations and communicates with wholesale and retail suppliers as well as promoting products on the market through the sales staff. Arla is one of the few companies that separates outside marketing and sales.

2.3.6 Supply Chain Management.

Logistics and procurement are handled by the supply chain department. The department is responsible for selecting and managing suppliers effectively to support manufacturing processes, ensuring efficient transportation and distribution for marketing campaigns, communicating with customers on a regular basis, monitoring product flow, and collaboratively responding to delivery problems. When it comes to manufacturing and distribution, Arla's supply chain management (SCM) system is critical to the entire operation.

2.3.7 Corporate Governance.

Company communications and public relations are all dealt with by the corporate affairs department. This division also deals with stakeholder communication and management and contacts with governmental agencies, investors, analysts, and so on. Many of Arla's corporate attorneys and legal advisers are dedicated to combating the counterfeit goods and patent issues plaguing Bangladesh.

2.3.8 IT.

The IT department provides a wide range of technical services to the company, including the management of the intranet and extranet networks and internal communications between divisions.





3. ARLA'S STRATEGIC APPROACH

2.2 LEAD SUSTAINABLE DAIRY

We face some of the greatest challenges of our day, such as climate change and starvation. There must be a drastic shift in the global food system in order to meet the needs of a rapidly expanding population. We are confident in our ability to lead the market because we have some of the most climate-efficient dairy producers in the world, and because our products are centered around health.

2.3 SCALE TO GROW.

With the goal of producing more value for our customers, our customers, and our owners, the dairy farmers, Arla has announced a major management shake-up. Providing more nutrient-dense, natural, and cost-effective foods and encouraging healthy eating habits are two of our top priorities at Arla. Arla Foods Ingredients' leading whey business continues to grow with cutting-edge innovation and strong customer and supplier partnerships.

2.4 BUILD GROWTH PLATFORMS.

Large-scale restructuring of Arla's business includes aims to increase its footprint in the China, Southeast Asia, and West African markets. New platforms for growth will be developed by the company, which will use relevant brands and low-cost dairy nutrition to attract new customers and build the business. Customers in restaurants and bakeries will be able to purchase Arla Pro products through a partnership with the finest e-commerce platforms.

2.5 COLLABORATE FOR EFFICIENCIES.

We've already made significant progress in terms of operational effectiveness, and now it's time to move forward. With an end-to-end focus on both efficiency and effectiveness, we'll be able to pay for our future. In Supply Chain, we will continue to optimize our manufacturing and delivery processes.





4. PRODUCTS AND SKU'S

The brand portfolio of Arla currently consists of DANO Power, DANO Daily Pushti, Deelac(Infant Formula), ARLA UHT, DANO Mom, DANO Sterilized Cream and DANO Captain. The list is not conclusive, company reserves the right to change and modify its brand and SKU portfolio as it deems fit.

SKU Name

1.0 Dano Power - 2.5 Kg

2.0 Dano Power - 1.5 Kg

3.0 Dano Power - 1 Kg

4.0 Dano Power 1 Kg Pillow Pack

5.0 Dano Power - 500 Gm [®]

6.0 Dano Power Classic - 400 Gm

7.0 Dano Power - 400 Gm

8.0 Dano Power - 200 Gm

9.0 Dano Power - 100 Gm

10.0 Dano Power - 20 Gm

11.0 Dano Daily Pushti - 2 Kg

12.0 Dano Daily Pushti - 1 Kg

13.0 Dano Daily Pushti - 500 Gm

14.0 Dano Daily Pushti - 400 Gm

15.0 Dano Daily Pushti - 325 Gm

16.0 Dano Daily Pushti - 250 Gm

17.0 Dano Daily Pushti - 200 Gm Pouch





18.0 Dano Daily Pushti - 200 Gm BIB

19.0 Dano Daily Pushti - 100 Gm

20.0 Dano Daily Pushti - 20 Gm

21.0 Dano Daily Pushti - 8 Gm

22.0 Dano Captain Choco 150gm

23.0 Dano Captain Choco 30gm

24.0 DanoCaptain Choco 12gm

25.0 Dano Fit 350 Gm

26.0 Dano Mom 360 Gm

27.0 Deelac 1 BIB - 180 Gm

28.0 Deelac 1- 400 Gm

29.0 Deelac 2- 400 Gm

30.0 Full Cream UHT Milk 3.5%

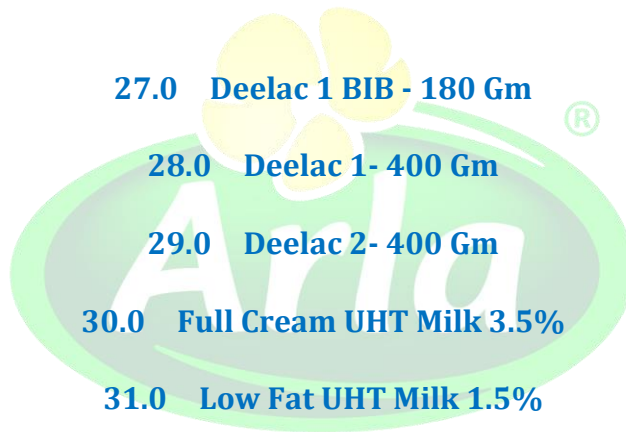
31.0 Low Fat UHT Milk 1.5%

32.0 Skimmed UHT Milk 0.3%

33.0 Lacto free UHT Milk 3.5%

34.0 Organic UHT Milk 3.5%

35.0 Dano Sterelised Cream 170 gm





- **DANO Daily Pushti-** DANO Daily Pushti is an affordable nutritious solution for your whole family. Produced from high quality milk ingredients, it contains Calcium, Protein and important Vitamins and minerals that are necessary for your family's everyday wellness. It is also suitable for tea & other milk based foods. It is another best seller of Arla because of the great taste, quality and affordable price.
- **Deelac-** Deelac is specially produced for infants and is available in two versions Deelac 1 and 2. Mothers who want their little ones have formula, Deelac is the perfect choice of infant formula in the market.
- **DANO Captain-** DANO Captain chocolate milk powder which is a ready mix of milk, sugar and chocolate which can be consumed by directly mixed with cold or warm water. Children who do not like the real taste of milk, DANO Captain is for them to enjoy every drop of milk in chocolate flavor with all the nutrition.
- **DANO Sterilized Cream-** DANO Sterilized cream directly imported from Europe best for your sweet desert items. Its rich texture and quality adds spectacular flavor to any sweet and savory dishes.
- **DANO Mom-** DANO Mom is a milk-based nutritional supplement with essential vitamins and minerals for those women who are planning to get pregnant, women who are pregnant and for women who breastfeed their babies to support the quality of breast milk. It meets the stringent international and government standards of hygiene and nutritional quality. Daily 2 glasses of DANO Mom fulfills the daily requirement of 100% Vitamin D, Folic Acid, Iron, 94% Calcium, 70% Zinc and other important nutrients.







3 SWOT ANALYSIS

1. Strength	2. Weakness
• Farmer-owned company • Maintains the promised quality. • Reliable suppliers. • Highly skilled employees. • Highly successful at Go To Market strategies for its products.	• A limited number of products categories. • High operating cost. • Less Industrial Customers.
3.	
4. Threats	5. Opportunities
• Lack of Local supplier • Price instability in the market • Fluctuating demand in the market.	• Market expansion • Increasing market demand.
6.	

3.3 STRENGTH

3.3.1 Farmer-owned company

One of the core strengths of Arla is the fact that it is a farmer owned company. This allows Arla to gain the trust of farmers around the globe and in the local fields. Treating farmers rightly and sufficiently allows them to main that hard earned trust and keeping it about farmers makes the farmers happy and content.

3.3.2 Maintains the promised Quality

Arla not only promises a quality, but also delivers. From the early 1920's since Dano's introduction into Bangladesh, it has been the longest operating brand in the history of Bangladesh. This can only happen when there is no drop in quality.





3.3.3 Highly Skilled Employees

Arla has a force highly trained professionals who are constantly at giving their best. The marketing and sales team is constantly working to set up new and out of the box strategies to keep the brand active as much as possible.

3.3.4 Highly successful at Go to Market strategies for its products.

When it comes to utilizing the external resources to keep it grinding. Not only are Arla's strategies out of the box but also effective, hence they excel in dominating the market.

3.4 WEAKNESS

3.4.1 A limited number of brand categories

Arla's base for products is not diversified enough. Sku's alone can't make up for the loss of diversity.

3.4.2 High Operating cost

Now, maintaining quality of product, efficient employees, and the trust between suppliers and farmers make overall pricing skyrocket.

3.4.3 Less industrial customers

From the Bangladesh perspective Arla's customer base are not buying in bulk, rather small scale retailers who only buy a months' worth of products.

3.5 Threats

3.5.1 Lack of local suppliers

Arla has yet to dominate over the supplier's field in the local context. With other brands in the market Arla is losing connection to their suppliers

3.5.2 Price Instability in market

Fluctuations in the market prices have become a regular thing right now. Trying to keep up with those is making Arla's product prices less constant

3.5.3 Fluctuating Demand in the market

With fluctuation of prices, there is also fluctuation of demand. When the market prices rise up due to lack of resources or any other external issue people are very quick to switch up brands and look for inexpensive alternatives.





3.6 OPPORTUNITIES

3.6.1 Market Expansion

Now, Arla can go diversify the brand and start a market expansion. Due to some lacking in the brands diversity they have a brilliant scope in expanding the market.

3.6.2 Increase in Market Demand

Arla trying to keep prices constant brings them the opportunity to grab the demand increment when there other brands increase their prices and customers start to switch.





4 ACTIVITIES UNDERTAKEN

Week 1

The first day of my internship program started with the introduction with Sales Operation team where I was assigned to work. Got introduced with my line manager, Senior Sales Operations Manager along with the co-workers in the same team. Along with that got introduced with all the departments in the Corporate Head Office. I was also briefed on a sales orientation where I was presented with a PowerPoint slide with all the basic information of the sales department and its operations. It was an important part as the Sales Operations team takes and provides support with the other cross functional departments followed by an induction by the IT department. All the necessary information and guidelines were provided by the IT team and was handed over a desk. As the Sales Operations team, we enable the business to run effectively from the front line along with undertaking the Route to Market activities. After the IT induction, got to learn and use the app used to record secondary sales by the Sales Representatives every day in the market called COMPASS. It is a personalized app used by Arla Foods Bangladesh Ltd. Later on, was on boarded with the day to day tasks and reports I was responsible to circulate. Followed by that, got to learn the use of BI tool Qlikview to extract data and prepare secondary sales report. These were the first two tasks assigned to me after my joining as a part of my daily reporting nationally to all the Territory Officers, Area and Regional Managers along with the Head of Sales and my Sales Operations Team.

Week 2

The second week of my internship started with a market attachment with one of the best Senior Territory Officers of Arla Foods Bangladesh Ltd. The purpose of a 3 day long market attachment was solely to experience, understand and learn how the field force operates. The direct interaction and involvement with distributor, sales representatives and the entire field force helped me to understand the real scenario of how Arla generates revenue by selling products. Closely monitoring the early morning briefings to the field force, tracking of monthly targets, reporting to the area





or regional manager, delivering products and the other activities gave me the in depth understanding of how a territory works in a nutshell. Also had a great experience visiting retail stores and receiving orders with one of the finest sales representatives of Arla who has been working for 11 years. Roaming in the markets gave me the exposure to real life challenges that are faced by the sales person in daily basis. Those 3 days were full of learning and new experiences staying in the distribution point at Basila and later on visiting the market at Mohammadpur. The rest of the two days of the week, I went back to work my regular routine at the Corporate Head Office. Along with my regular reporting, worked with RTM evaluation report and compilation as instructed by the coworkers.

Week 3

Third week started with also something new where my line manager called a meeting and introduced me with an agency who works in producing SR Handbooks for Arla Foods Bangladesh Ltd. My line manager assigned me with the entire work of managing the production and distribution of the handbooks. Since then I have overlooked and managed the entire procedure of the design, updates, production and distribution of the handbooks coordinating with the agency named Step Media Ltd. Along with regular reporting, had to keep regular communication regarding the work on handbook with the agency. Prepared the memo and work order and took approval from the Head of Sales, CFO and the managing director.

Week 4

Fourth week started with another meeting and new responsibility. Like every year, Arla Foods Bangladesh Ltd. has provided aid such as bags and raincoats to the field force team for convenient and smooth sales operations in the market. And this year, I looked over the selection of materials, design and making of the bags and rain coats which started over with a meeting with the vendor ABC International. They brought in several samples of fabrics for the bags and raincoats along with sample design models for the bags. Chose the designs and fabrics with the help and suggestions of my co-workers. Later that week, prepared internal memo and work order for the





official approval from the Head of Sales, CFO and the Managing Director. Preparing memos and work orders were also task from my part from the sales department.

A new modality for quarterly incentives for Territory Officers were also set by the Head s Sales and the Regional Leads. Hence, prepared a new internal memo for the incentive which was activated from January 2020 onwards. During the end of that week, a price change took place in the products which lead to change in the handbook that was under process. Had to change the prices and few other comparisons related to it in order to avoid any mishaps.

Week 5

Week five started with another new responsibility along with the regular reporting I circulate. The yearly distributor manual book for the year 2020 needed updates and changes. It was a huge book with around one hundred pages. The book needed total reorganization, formatting along with grammatical and spelling corrections which was done by me. Also, the beautification of the book as the final version was done as instructed by my line manager.

Preparation of Distributor Quarterly incentive memo and some revision of few old memos were also done the same week as slabs and modalities keep on changing over time due to various situations and performance. Later on the memo was finalized with the signature of the respective head of departments and the Managing Director. During the end of the week, I was called for a meeting with Step Media Ltd. the agency responsible for preparing the handbook for the current year. They had several confusions and queries regarding some information and design which needed hands on supervision from Arla Foods Bangladesh Ltd. Therefore my line manager instructed me to visit the office of Step Media Ltd. and guide them properly in designing and preparing the book. I had to visit twice that week their office at Gulshan-1 and sit for hours which instructing and guiding them towards perfection of the handbook. The designers from the agency were also very cooperative and well behaved. From this experience, I got to take new challenges and responsibilities every week being entrusted by my team and line manager





Week 6

Sixth week of the internship program at Arla Foods Bangladesh Ltd. was one of the busiest week as had to work on one of the major monthly reports required by the Head of Sales at the end of every month. It was the historical sales report. It was a huge report with tons of data on which I had to work on almost more than half of the week. The report consisted of all the categories and SKUs sold by Arla Foods Bangladesh Ltd. nationwide. It required calculations of primary and secondary sales, order versus sales, target versus achievement, yearly comparison and many more from category wise to SKU wise. As a result it was a huge report that needed calculations and update. It was completed successfully and circulated nationally along with the Head of Sales for further evaluations.

During the end of that week, some reports were migrated from Qlikview to POWER BI for convenience and better understanding of the business practices within Arla Foods Bangladesh Ltd. Hence, prepared an instruction slide on MS PowerPoint with proper guidelines on how the reports were supposed to be viewed, downloaded and used for further queries and works. Later it was circulated nationally to the entire sales team of Arla.

Re-launch of chocolate milk powder DANO Captain via ten biggest distribution points of Arla took place at the end of February. And to support the brand manager of DANO Captain, I started circulating the secondary sales report of DANO Captain from those ten distribution points in order for further evaluation. Later on it also added to the tally of my daily report circulation. This helped me to carry on cross functional tasks maintaining liaison with Marketing department. Like every year, Arla Foods Bangladesh Ltd. organized the family picnic day where everyone participated. I was a sub-committee member in organizing the picnic along with a colleague of mine. I designed a pre-picnic wallpaper which was used in all the laptops and computers in Arla Foods Bangladesh. I was assigned to this task by the Assistant Manager of Talent Acquisitions and Recruitment from the Human Resource department.

Week 7

Every year the Sales Operations Team are assigned with different types of projects. It is also a part of the yearly dialogue agenda set by the respective Head of Sales and





managing director. To achieve in timely manner i.e. quarterly, a Gantt chart is prepared by the team. As per the instruction of my line manager, I collected and compiled all the projects from my co-workers for the year of 2020 and redesigned and modified in order to print and hang on the wall. This was done in order to clearly track and trace the progress of the projects in order to achieve the timely and successfully. The Gantt chart consisted of many projects needed to be undertaken this year as a part of the sales operations team in order to upgrade and facilitate the entire sales department with top performance. It was challenging to compile and create it in an organized form but successfully accomplished the task with minor supports from my co-workers.

Retail outlets keep on changing over time and are required to remove from the app, COMPASS for accurate information generation for running the business. Also learnt and successfully removed inactive outlets from the COMPASS app that were highly required for accurate data generation for the organization. It also helped me to learn about the more by using it practically more while completing the task.

A new system was introduced from the month of March regarding the salary payment of SRs nationally. For better accountability and clarification, salary notification SMS was introduced nationally for all the SRs pertaining the amount they are getting both fixed and variable added with any sort of allowances and incentives. Worked on this small assignment with one of my co-worker in arranging and organizing SR contact number and the composition of SMS. This is now a regular circulation to all the SRs nationwide.

Week 8

Eighth week started with the finalization and confirmation of the SR Handbook, bags and raincoats as it went for print and production. Next started the challenging part, disbursement nationally. As I was assigned to this, I took few suggestions from one of my co-workers who relentlessly supported me with all the works. He and I managed all the delivery details, accurate number of the field force from each distribution point throughout the country. It took time to manage all the necessary information and organize but successfully completed it with the help of my co-worker who is an amazing colleague and an elder brother to me.





Another very important and valuable experience was the Standard Operating Procedures (SOP) creation meetings that I took part in. For complex routine processes, organizations prepare standard operating procedures (SOPs) in order to make it easier for their employees. Using SOPs, companies can increase productivity, improve output quality, and maintain performance consistency, all while decreasing errors in communication and noncompliance with industry standards. I was completely new to the concept and gradually learned over time while attending the meetings about why and how SOPs are created. The entire sales operations team worked on creating SOPs as it was also a dialogue target for the current year. Some of the SOPs created and will be operated very soon are TO way of life, SR way of life, DM way of life, Distributor Termination, acquisition and few more.

Lastly the week ended with preparing guidelines and communication for the field force informing about COVID-19. To ensure safety of the field force, the guidelines were prepared by my in Bengali and were circulated nationally to all the distribution houses where they were printed and stuck on walls. This was a special requirement by the Head of Sales Mahe-E-Khoda assigned to me which I completed successfully

Week 9

The past 8 weeks of my internship experience at Arla Foods Bangladesh Ltd. has been enthralling. Every week I had new learning experiences and all the real life experiences has been unparalleled. The ninth week started with another new responsibility, another report on my daily reporting tally. The Distribution House (DBH) System Day End report was handed over to me for daily circulation nationally. The data for the report has to be downloaded from the Online Sales and Distribution System (OSDS) COMPASS website and later on formatted with necessary changes and circulated nationally. Sometimes I also had to support the Territory Officers with necessary details regarding various reports that I have been circulating on a regular basis.

The production and printing of the bags, raincoats and the handbooks along with some logistics for the SRs as safety gears during COVID-29 had been accumulated together for delivery. All delivery details had been sorted with the help of one of my co-worker. Proper packaging and delivery was ensured from the factory to all the distribution points over the country.





During the end of the week, a new SKU got added in the collection of Arla Foods Bangladesh Ltd. The product is widely sold globally, Arla UHT milk. Hence, the new SKU needed to be added on data files for the Qlikview. There were more than 800 files that needed to be manually entered in the database for the generation of new data in order to prepare sales reports. The rest of the week were covered by working on the new SKU. It was very challenging given huge workload and short time but the great time management skill I possess helped me to accomplish the job successfully.

Week 10

The last week of my internship started with something on which I was briefed on the very first day, the sales orientation PowerPoint slides. This time I had to update in for the last quarter of 2021 since I joined with all the information known this time. Therefore, edited and updated will all the necessary changes, plans and projects.

Also, worked on a new report to assist one of my co-worker. It was a special report prepared due to the COVID-19 situation. Plotting data and on the sales weekly due to the current situation. The report was used to analyze further to improve business activities and operations.

Due to COVID-19, the front line soldiers of Arla Foods Bangladesh Ltd. took various efforts and measures to operate the business smoothly. Risk taking and managing people effectively in this situation was challenging but overcoming all the hurdles the Territory Officer did a brilliant job. And in order to acknowledge their efforts a video was made to present the efforts in front of the Arla global panel. I took part in writing up the stories backed up by the experiences from the officers from different territories all around the country. Also, as asked by the Head of Sales, I also developed a general story format where all the officers from different stories can write up their short and inspiring stories in order to motivate the field force and the entire sales team. The best one was selected for the video. Along with the story, also participated in preparing all the contents for the video in order to assist my coworker.

And lastly, I also prepared a Sales Newsletter for the last quarter of 2021 incorporating the achievements, notable incidents and works, successful implementation of projects and many more. Used all the information I gather and experience in order to prepare the newsletter as a highlight and the success stories of Arla Foods Bangladesh Ltd. sales team.





5 CONSTRAINTS AND CHALLENGES

5.1 WORKPLACE CHALLENGES

While my time at there were minor Workplace challenges.

- Communication Delay: From the delivery end and the receiving end they would some time delay in conveying the confirmation and product updates. This would cause backlog
- The unwillingness of the customer: Customers, from time to time need a rigorous amount of convincing to get them to sign the agreed contract even after verbal agreement they feel reluctant.
- Checking false data on the sales report: Sometimes the IT department ends up giving wrong input in the sales data, cross matching and fixing those are a tedious job
- Payment delay: Sometimes customers delay the payment. This breaks the liquidity of the cash in-flow

5.2 UNIVERSITY LACKING

Now, this internship has been a hands on experience for me in terms of how sales work. One major lacking I faced was

- Lack of in field knowledge: University should have provided simulation sessions to further help with the hands on experience, a dedicated personnel who is adept in sales showing around how things work and convincing skill would help out a lot.

5.3 LESSON LEARNT FROM INTERNSHIP

The hands on experience from Arla helped learn a lot of things, primarily

- Preparing Sales report: As I had to maintain the sales report continuously which in turn helped me gain the knowledge on preparing an effective and presentable sales report
- Maintaining vat and tax-related documents: Vat and tax-related activities are very critical. But I had to maintain the documents regularly.





- Customer dealings: I had to deal with the customers on a regular basis with different issues. This allowed me to gain confidence in problem solving
- Business process: An understanding business process is very important for an employee. During my internship, I have acquired knowledge about the business process and models.
- Market analysis: Market analysis is very important for those in the field of marketing. My supervisor continuously helped me to understand the market condition and market trends. Thus allowing me to analyse the market situation.





6 CONCLUDING STATEMENT

All in all my time at Arla was simply amazing. For the extended 4 months of internship I learned hands on how to do sales. The processes involved in corporate marketing. With all the senior employees being helpful and showing me way on how to do things. Not, only did I get the opportunity to work in one of the globally renowned dairy industries, but also learned how B2B properly works. This helped me develop customer handling, get over nervousness. This helped me explore the areas in which I lack.

Here, in the corporate marketing field and dealing with the corporate customer base I was able to figure their needs and wants. I was also able to understand Customer psychology. I would like to recommend the followings for the company:

1. Arla should create a customer profile database to maintain good customer relationship.
2. Arla should prepare a fixed format for everyone to submit their sales report so that every report format matches
3. Use GPS tracking system.
4. Reduce third-party the product shipment.
5. Arla should improve its relationship with the government to make the process easy and less time consuming.
6. Arla should add some condition for the distributor in their contract paper for strict monitoring.
7. Arla should focus on credit less business to reduce credit risk.

Besides, I have some recommendations for my academic insitutions:

1. University should focus on more practical teaching method. So, the students can relate their learning in the corporate sector easily.
2. University should provide more technical knowledge like “Power BI” or Microsoft Excel in advance level.





3. University should increase the number of factory visit and corporate visit.
4. University should create a strong database of its alumni and varsity should create a strong network with a different organization.
5. University should arrange a different corporate discussion between corporate leaders and students.
6. University should arrange different activities which give more practical experience to the students.





7 REFERENCES

Arla. (n.d.). *Arla's History*. Retrieved from <https://www.arlafoods.com.bd/company/unser-unternehmen/history/>

Arla. (n.d.). *Arla's Mission*. Retrieved from Arla: <https://www.arla.com/company/strategy/mission/>

Arla. (n.d.). *Arla's Strategy*. Retrieved from Arla: <https://www.arlafoods.com.bd/company/strategy/#:~:text=To%20make%20the%20journey%20financially,and%20inspire%20good%20food%20habits.>

Business, R. F. (n.d.). *Arla Foods amba - Company Profile, Information, Business Description, History, Background Information on Arla Foods amba*. Retrieved from Reference For Business: <https://www.referenceforbusiness.com/history2/44/Arla-Foods-amba.html>

Digital, B. (2021, November 2). *Arla foods reaching out to over a million people with the goodness of milk and nutrition*. Retrieved from BFF Digital: <https://bbf.digital/arla-foods-reaching-out-to-over-a-million-people-with-the-goodness-of-milk-and-nutrition#:~:text=Arla%20Foods%20Bangladesh%20Ltd%20has,and%20nutrition%20to%20almost%201.>

Report, T. (2021, November 2). *Arla food raises awareness of milk nutrition among 13L people*. Retrieved from Dhaka Tribune: <https://www.dhakatribune.com/business/2021/11/02/arla-food-raises-awareness-of-milk-nutrition-among-13l-people>

