Internship Report

On

Value Chain Analysis of J&Z Group BD

Nadia Rahman Othoy

This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Internship Report

On

Value Chain Analysis of J&Z Group BD

Submitted to:

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Major: Supply Chain Management

Registration Trimester: Spring 2025

School of Business and Economics

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Letter of Transmittal

Date: 26.07.2025

Dr. Saad Hasan

Associate Professor

School of Business & Economic

United International University

Subject: Submission of Internship Report

Dear Sir,

It is my great pleasure to submit my internship report titled “Value Chain Analysis of J&Z Group BD”, which has been prepared as part of the internship program under the School of Business & Economics, United International University.

I had the opportunity to complete my internship at J&Z Group BD, a prominent industrial conglomerate in Bangladesh known for its diverse business portfolio and emphasis on quality, innovation, and sustainability. The group’s strong presence in the hospitality and food industry, through its sister concerns such as Hotel Kollol, Kasundi Restaurants & Catering, June Foods, and J & Z Holdings, provided me with valuable insights into real-world business operations and strategic practices.

Throughout my internship period, I gathered both primary and secondary data to analyze the group’s value chain activities. I have made a sincere effort to prepare the report as accurately and thoughtfully as possible. I believe the experience and findings outlined in this report reflect a meaningful learning journey and will add value to academic and professional discourse.

If you require any further information or clarification regarding the report, I would be happy to provide it. I sincerely hope that this report meets your expectations and is accepted for evaluation.

Thank you once again for your continuous guidance and support throughout the internship period.

Sincerely yours,

Nadia Rahman Othoy

ID No: 111 193 025

Certification of Similarity Index

This is to certify that this internship report is a result of work carried out under my supervision. I confirm that the report adheres to the necessary quality and academic standards prescribed by United International University (UIU). Additionally, I verify that the report's similarity index, as per the plagiarism detection report, is within the permissible limit set by the university, ensuring the work is free from plagiarism.

Supervisor's Name: Dr. Saad Hasan

Signature:

Date:

Declaration of the Student

I, Nadia Rahman Othoy, a student of the Bachelor of Business Administration program at United International University, hereby declare that this report is entirely my own work. I have not knowingly violated any copyright regulations, and to the best of my knowledge, this report is an original and authentic piece of work.

Furthermore, I confirm that this report has not been submitted, in whole or in part, for the purpose of obtaining any degree or certificate at any other institution.

I have strictly followed all academic rules and guidelines in the preparation of this report.

I followed all academic guidelines throughout the writing of this report.

Regards,

Nadia Rahman Othoy

ID No: 111 193 025

Acknowledgement

I would like to express my heartfelt gratitude to Dr. Saad Hasan, Associate Professor, School of Business & Economics, United International University, for his continuous support and guidance throughout my internship and the preparation of this report. His valuable insights and suggestions were essential in shaping the final version of this report.

I also wish to extend my sincere thanks to Shain Al Berune Shaown and Keya Sheikh, Supervisors at J&Z Group BD, for their constant guidance, valuable advice, and for providing me with the necessary information to complete this report. Their assistance was crucial in helping me understand the company's operations more effectively.

Furthermore, I would like to thank the entire team at J&Z Group BD for their cooperation and for giving me the opportunity to gain hands-on experience during my internship. Their knowledge and experience were invaluable in helping me better understand the company's operations.

Lastly, I thank God for providing me with the opportunity to undertake this internship and learn from such a distinguished group of professionals. This experience has been an essential stepping stone in my professional and academic journey.

Thank you again to everyone who contributed to the success of this project.

Executive Summary

J&Z Group BD is a leading industrial conglomerate headquartered in Bangladesh, known for its dynamic portfolio and unwavering commitment to quality, innovation, and sustainability. Over the years, the group has diversified its operations across various sectors, emerging as a trusted and influential name in the country's business landscape. With a forward-thinking approach and a customer-centric philosophy, J&Z Group continues to make significant contributions to national development and economic progress.

One of the group’s key areas of expansion is in the hospitality and food service industries, where it has built a strong reputation for excellence. Hotel Kollol, a flagship hospitality venture located in the scenic coastal town of Cox’s Bazar, is a prime example of J&Z Group’s dedication to comfort and quality. This beachfront hotel offers world-class amenities, stunning views of the Bay of Bengal, and a relaxing atmosphere for both domestic and international tourists. The group has further extended this brand with Kasundi Catering Services, providing high-quality, professional catering for a range of events including weddings, corporate programs, and private gatherings.

June Foods, another food-based venture under J&Z Group, is a popular fast-food and bakery chain offering an array of delicious and affordable products. Beyond hospitality and food, the group has also ventured into the real estate industry through J&Z Holdings, a company focused on innovative, high-quality development projects. With a commitment to aesthetic design, structural integrity, and sustainable practices, J&Z Holdings is playing a key role in shaping modern urban living in Bangladesh.

J&Z Group’s multifaceted operations are driven by a shared vision of delivering excellence in every endeavor. Through continuous innovation, strategic growth, and a strong focus on customer satisfaction, the group has established itself as a reputable, future-oriented enterprise making a lasting impact across multiple industries in Bangladesh.

Table of Contents

Chapter 1: Introduction

1.1 Purpose of the Report

As a compulsory requirement of the Internship program at United International University, this report has been prepared on the proposed topic of *"Operational and Business Practices of J&Z Group BD."* The main purpose of this report is to provide practical exposure and firsthand experience of the professional work environment. It aims to bridge the gap between academic knowledge and real-life application. The internship was conducted under the guidance of Dr. Saad Hasan, Associate Professor, United International University.

1.2 Objective of the Report

(a) Broad Objective:

To understand the operational, supply chain, and service management activities of J&Z Group BD and explore how they maintain excellence across their various business sectors.

(b) Specific Objectives:

- To observe and analyze the business operations of a multi-sector conglomerate in Bangladesh.
- To explore the hospitality and food service models followed by J&Z Group's sister concerns.
- To learn how inventory and supply chain management functions in real-time business scenarios.
- To understand customer service strategies and brand positioning in competitive industries.
- To gather insights into real estate development processes through J&Z Holdings.

1.3 Research Methodology

This report is based on both primary and secondary data sources:

- Primary Data:
  Primary data was collected through informal interviews and direct discussions with employees and managers of J&Z Group BD. These conversations provided real-time insights into their operational strategies, supply chain processes, and organizational structure.
- Secondary Data:
  Secondary data was collected from the official website of J&Z Group and its sister concerns. Additional information was gathered from brochures, online articles, industry journals, and previous reports to build a broader understanding of the company.

1.4 Limitations of the Study

I. Limited access to internal documents and confidential data due to company policies.
II. Employees were often busy with their regular duties, limiting the depth of available insights.
III. Time constraints affected the ability to study every business unit in detail.
IV. Some interpretations in the report are based on personal observations and may vary from others 'perspectives.
V. As J&Z Group is involved in multiple industries, covering all operations in a single report posed challenges in terms of scope.

Chapter 2: Company profile

2.1 Introduction to the Company

2.1.1 Company Overview

J&Z Group of Bangladesh is one of the leading conglomerates in Bangladesh, established in 2005. The company has significantly expanded its operations across various industries, including hospitality, catering, real estate, trading, and supply services. With its headquarters located in Uttara, Dhaka, the company operates multiple facilities across the country, ensuring its products and services reach a wide customer base.

2.1.2 Core Operations

J&Z Group's core operations are diverse, spanning across multiple sectors. It specializes in providing services such as:

- Hospitality: Operating Hotel Kollol in Cox's Bazar and several other accommodations.
- Catering: Running Kasundi Catering, which provides large-scale meal delivery services across Bangladesh.
- Real Estate: Developing residential and commercial projects under J&Z Holdings.

The company is committed to providing high-quality services, using innovative techniques, and maintaining excellence in all its operations. J&Z Group aims to be a key player in each of the sectors it operates in.

2.1.3 Global Presence

With over 15 years of experience, J&Z Group has expanded its services across Bangladesh and is actively seeking to explore international markets. The company has plans for further expansion in Southeast Asia, aiming to reach a larger customer base and increase its footprint in the global market. The growth of Hotel Kollol and Kasundi Catering reflects its success in the local hospitality and catering markets.

2.2 Mission and Vision and Core Values

Mission:

The mission of J&Z Group is to deliver the highest quality service in the fields of hospitality, catering, and real estate. The company's objective is to provide exceptional value to its customers, ensuring satisfaction through innovative solutions, dedication, and quality in every service offered. The mission also emphasizes the company's role in promoting sustainable business practices and environmental responsibility.

Vision:

J&Z Group's vision is to become a leading conglomerate in Bangladesh, with a presence across multiple sectors such as hospitality, real estate, and catering. By constantly innovating and maintaining a customer-centric approach, J&Z Group seeks to establish itself as an industry leader not just locally but also in international markets. The company aspires to diversify its portfolio and achieve sustainable growth.

Core Values:

- Innovation: Keeping up with technological advancements to meet the evolving demands of the market.
- Integrity: Conducting all business activities with honesty, transparency, and high ethical standards.
- Customer-Centricity: Focusing on providing value and exceeding customer expectations in every interaction.
- Sustainability: Prioritizing eco-friendly solutions and contributing to a sustainable future in every aspect of business operations.

2.3. Products and Services

2.3.1 Overview of Products and Services

J&Z Group operates in a variety of industries, offering high-quality products and services across hospitality, catering, real estate, and more.

- Hotel Kollol: A luxurious 3-star hotel located in Cox's Bazar, a famous tourist destination in Bangladesh. The hotel offers 155 rooms and has a capacity to host over 550 guests. It provides top-notch facilities like a business center, conference hall, and swimming pool.
- Kasundi Catering: A highly successful catering service that provides quality meals to offices, hospitals, events, and more. With the capacity to deliver over 65,000 meals daily, it is one of the largest catering services in Bangladesh.
- J&Z Holdings: Specializing in real estate, J&Z Holdings develops residential and commercial properties such as Crown Palace and River Valley, ensuring high-quality living standards and eco-friendly designs.

2.3.2 Flagship Products

One of the flagship products of J&Z Group is its Hotel Kollol, which is a significant part of its hospitality portfolio. The hotel continues to expand its offerings with packages catering to corporate clients and tourists. Additionally, Kasundi Catering plays a significant role in the company's catering service portfolio, offering tailored food delivery for various needs.

2.3.3 Service Offerings

In addition to the primary products, J&Z Group offers a variety of services, including:

- Event Hosting: Hosting corporate meetings, conferences, weddings, and other events at Hotel Kollol.
- Meal Plans and Bulk Catering: Customized catering services for large-scale events and corporate organizations.

2.4 Technology and Innovation

Technological Advancements

As part of its commitment to providing high-quality services, J&Z Group has integrated several technological advancements into its operations:

- Cloud Kitchens for Catering: The company has modernized its catering service by introducing cloud kitchens, making the food preparation process more efficient and scalable.
- AI-Powered Property Matching: In real estate, J&Z Holdings has incorporated AI-based tools to help customers find their ideal properties quickly and efficiently.

Automation in Operations

Automation has been a key factor in the company's operational success. From automated food ordering systems at Kasundi Catering to property management software for real estate, J&Z Group ensures its operations are efficient and smooth, minimizing human errors and maximizing output.

Sustainability Through Technology

The company also emphasizes sustainability by adopting green technologies:

- Solar Panels: Installed in their hotels and office buildings to reduce energy costs and carbon emissions.
- Waste Management Systems: In the catering service, waste is minimized through the use of eco-friendly packaging and recycling systems.

2.5 Strategic Partnerships

Key Partnerships

Over the years, J&Z Group has established several strategic partnerships to improve its services and expand its market presence:

- Partnership with Local Farmers: To ensure fresh and high-quality ingredients for its catering services, J&Z Group collaborates with local farmers and suppliers.
- Hotel Chains: The company has formed partnerships with international hotel chains to provide services to their customers in Bangladesh.

Impact of Partnerships

These partnerships have allowed J&Z Group to expand its offerings and provide more comprehensive services to its customers. By collaborating with trusted suppliers and international brands, the company ensures the highest standards of service across all its operations.

2.6 Achievements and Recognition

Awards and Recognition

J&Z Group has won numerous awards and accolades for its exceptional services and products:

- Best Catering Service of the Year: Recognized for excellence in catering services in Bangladesh.
- Excellence in Hospitality: Awarded for maintaining high standards in hotel management and customer service.

Industry Leadership

J&Z Group is recognized as a leader in the hospitality and catering industries. Its innovations and commitment to quality have earned it a solid reputation both locally and internationally.

2.7 Future Outlook and Plans

Growth Strategy

Looking to the future, J&Z Group plans to expand its operations into new geographical regions. The company is exploring international markets in Southeast Asia, with an aim to establish Hotel Kollol branches in other tourist destinations across the region.

Sustainability Goals

The company aims to be fully carbon-neutral by [Year]. It plans to further reduce its environmental footprint by adopting eco-friendly technologies in all of its operations, including the expansion of its solar energy infrastructure and sustainable building designs for its real estate projects.

Innovation and R&D

Continuing its tradition of innovation, J&Z Group will invest heavily in research and development to stay ahead of market trends. New product launches and services will focus on sustainability, customer satisfaction, and technological integration.

Chapter 3: Industry Analysis – Hospitality & Catering Sector in Bangladesh

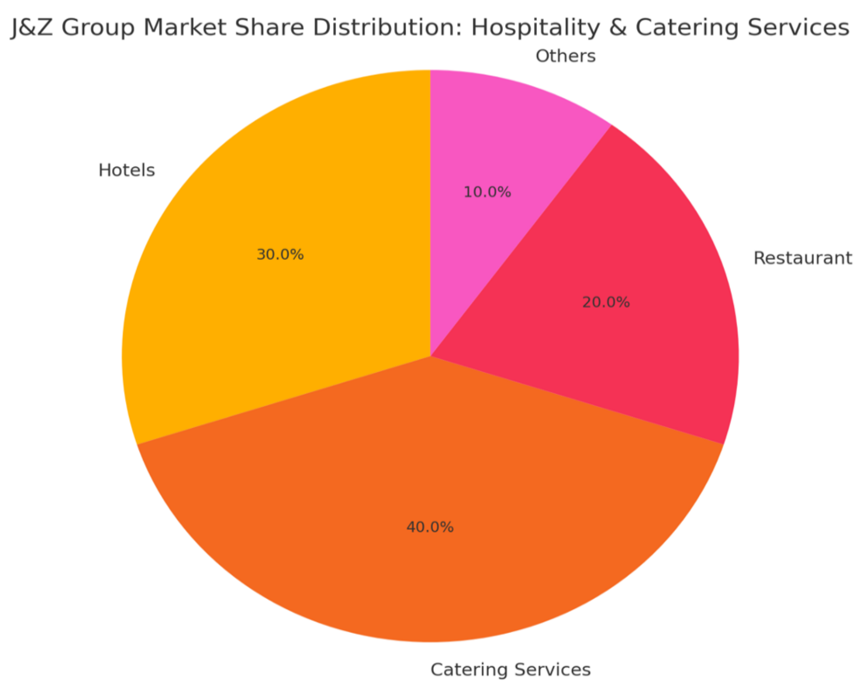
3.1 Introduction to the Industry

The hospitality and catering industry in Bangladesh is experiencing significant growth, driven by increasing tourism, corporate events, and a rising middle class. The industry consists of various segments such as hotels, restaurants, and catering services. Key players in this market include J&Z Group, The Westin Dhaka, Pearl Beach Resort, Foodpanda Catering, and Khan's Kitchen. These companies serve different segments of the market and employ distinct strategies, making them formidable competitors.

3.2 J&Z Group: Market Position and Service Offerings

J&Z Group of Bangladesh has made significant strides in the hospitality and catering industries. With its flagship properties like Hotel Kollol in Cox's Bazar and its expansive Kasundi Catering services, J&Z Group has built a strong reputation in the market.

- Hotel Kollol: A mid-range hotel offering affordable accommodations, with 155 rooms and modern amenities, catering to domestic and international tourists.
- Kasundi Catering: A leading catering service that provides over 65,000 meals daily, catering to corporate events, hospitals, and social gatherings.



3.3 Competitor Analysis

3.3.1 The Westin Dhaka

- Market Segment: Luxury
- Services: High-end hotel with luxurious accommodations, restaurants, event spaces, and premium services.
- Market Position: Positioned as a premium brand, attracting high-net-worth individuals and international visitors.

Comparison with J&Z Group:

- Target Market: The Westin Dhaka targets luxury clients, while J&Z Group caters to both mid-range tourists (through Hotel Kollol) and corporate clients (through Kasundi Catering).

3.3.2 Pearl Beach Resort

- Market Segment: Luxury & Exclusive Tourism
- Services: Exclusive resort-style accommodations in Cox's Bazar, premium services for tourists.
- Market Position: Offers an exclusive resort experience targeting high-end leisure tourists.

Comparison with J&Z Group:

- Market Focus: While Pearl Beach Resort serves the luxury tourism segment, Hotel Kollol targets the mid-range market and affordable tourists.
- Experience: Pearl Beach Resort offers an exclusive, high-end experience, whereas J&Z Group focuses on accessibility and quality service for a broader audience.

3.3.3 Foodpanda Catering

- Market Segment: Tech-driven Catering & Delivery
- Services: Online food delivery services for corporate events, weddings, and other large-scale events.
- Market Position: Leading the digital catering service industry with a focus on convenience and large-scale meal delivery.

Comparison with J&Z Group:

- Operational Model: Foodpanda Catering specializes in delivery-only services, while J&Z Group provides both on-site dining and catering services.
- Technology: Foodpanda Catering is a tech-first company and operates with an online platform, whereas J&Z Group integrates cloud kitchens and ERP systems to improve operations.

3.3.4 Khan's Kitchen

- Market Segment: Mid-range Catering
- Services: Catering services for corporate events, weddings, and parties.
- Market Position: Established player in the mid-range catering market.

Comparison with J&Z Group:

- Service Scale: J&Z Group has a larger scale of operations, especially in Kasundi Catering, which delivers meals to thousands of customers daily.
- Technology: J&Z Group utilizes advanced cloud kitchen technology and real-time inventory management, giving it an edge over Khan's Kitchen in terms of scalability.

3.3.5 Key Comparisons

Company	Target Market	Services	Technology	Market Position	Strengths
J&Z Group	Mid-range to affordable	Hotels, Catering, Real Estate	Cloud Kitchens, ERP Systems	Affordable, Diverse Services	Catering scale, Real Estate, Affordable hotels
The Westin Dhaka	Luxury market	Hotel, Restaurants, Events	Limited tech integration	Premium, High-end Luxury	Luxury branding and service
Pearl Beach Resort	Luxury and exclusive tourism	Resort, Event Services	Exclusive experience	Exclusive, Luxury Experience	Exclusive resort experience
Foodpanda Catering	Tech-savvy, delivery clients	Catering, Food Delivery	Delivery Platforms, Cloud Kitchens	Online Catering, Delivery Only	Tech-driven convenience
Khan's Kitchen	Mid-range event catering	Catering for Events	Traditional catering		

3.5 Challenges and Opportunities for J&Z Group

Challenges

- Seasonal Variations: Cox's Bazar experiences seasonal fluctuations in tourism, which makes demand for both hotels and catering inconsistent.
- Competition: Rising competition from both luxury resorts (e.g., Pearl Beach Resort) and tech-driven services (e.g., Foodpanda Catering).

Opportunities

- Market Expansion: Growing middle-class demand offers an opportunity for J&Z Group to expand its services, especially in Southeast Asia.
- Sustainability: Sustainability efforts, such as eco-friendly hotels and green catering, can differentiate J&Z Group in the market.

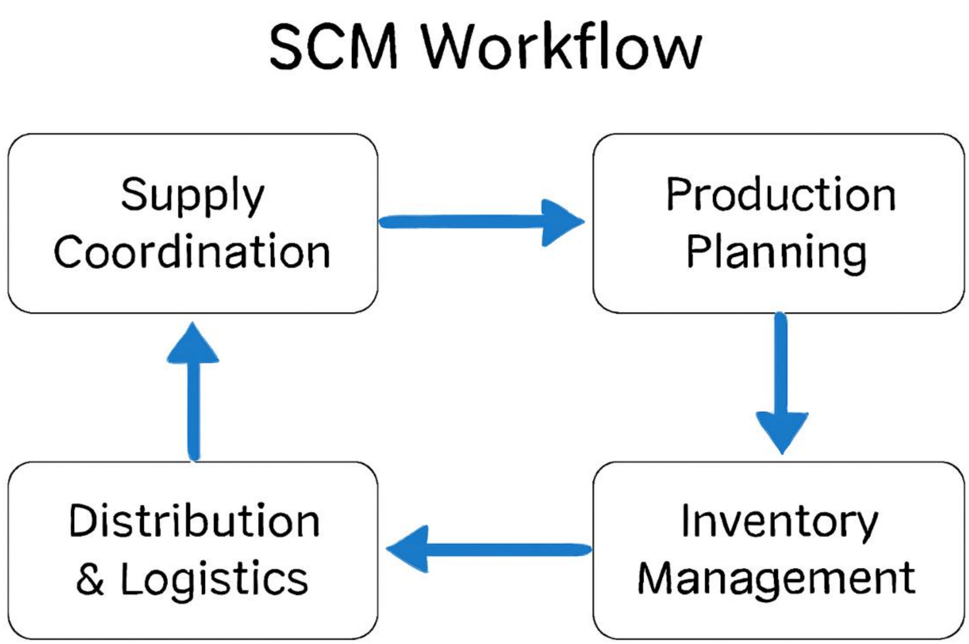
Chapter 4: Supply Chain Management

4.1 Introduction to Supply Chain Management (SCM) at J&Z Group

Supply Chain Management (SCM) is the backbone of J&Z Group's operations, enabling the company to deliver high-quality products and services efficiently across various sectors. As J&Z Group operates in diverse industries including hospitality, catering, real estate, and trading, having an integrated and effective supply chain is vital for maintaining competitiveness and ensuring customer satisfaction.

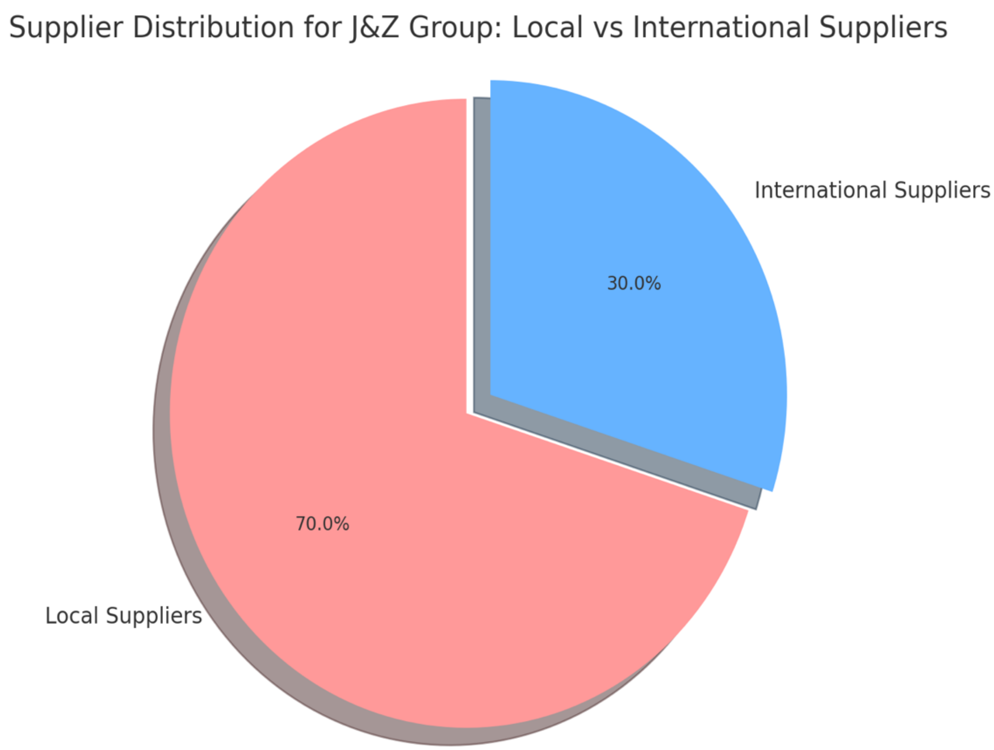
SCM in J&Z Group encompasses the procurement of raw materials, inventory management, logistics, and the delivery of services. By managing these operations efficiently, the company ensures that resources are used optimally, and products/services reach customers in a timely manner, maintaining high standards of quality.

4.2 Key Functions of Supply Chain Management



The SCM at J&Z Group involves various functions, each critical to ensuring seamless operations. These functions include:

Procurement



- J&Z Group sources its materials from both local suppliers and international distributors. In the catering sector, procurement involves sourcing fresh ingredients for daily meal preparation, which are sourced locally from trusted suppliers and farmers.
- In the real estate sector, J&Z Holdings ensures that all construction materials are available on time to meet the deadlines for its residential and commercial projects.

Inventory Management

- For Kasundi Catering, which provides large-scale meal delivery services across Bangladesh, inventory management is key. The company maintains a real-time tracking system using ERP software, which helps manage inventory levels, forecast demand, and minimize waste.
- Hotel Kollol and J&Z Holdings also utilize inventory management systems to ensure timely restocking of supplies for operations, whether it's for hotel rooms, restaurant services, or construction materials.

Logistics and Distribution

- J&Z Group operates a fleet of vehicles dedicated to distributing food to corporate clients, hospitals, and events. This logistics arm is also responsible for transporting construction materials to real estate sites and hotel supplies to Hotel Kollol.
- The logistics team ensures on-time delivery, efficiency, and quality control, including temperature monitoring for food delivery.

4.3 Integration of Technology in Supply Chain Operations

J&Z Group has embraced technology to streamline its supply chain processes and improve operational efficiency. The integration of modern tools helps the company achieve scalability, reduce operational costs, and deliver services in a timelier and reliable manner.

Cloud Kitchens for Catering

- Kasundi Catering has revolutionized its operations by adopting cloud kitchens, a technology-driven solution that allows food preparation to be centralized, reducing operational costs and improving efficiency.
- This system has allowed J&Z Group to scale Kasundi Catering's operations rapidly without needing large physical kitchens at multiple locations.

Real-Time Inventory Tracking

- J&Z Group uses ERP software to track inventory across all sectors. This software provides real-time data on food ingredients in catering, hotel supplies, and construction materials in real estate, allowing for efficient stock management and reduced waste.
- This integration aids in demand forecasting for all operations, helping the company better manage procurement and avoid overstocking.

AI in Real Estate

- In the real estate sector, J&Z Holdings employs AI-powered property matching tools, which help customers quickly find properties that match their preferences, thereby streamlining the property-buying process.

4.4 Coordination Across Sectors

J&Z Group operates across multiple sectors, making cross-departmental coordination a crucial component of supply chain management. Coordination ensures that different departments work together smoothly to meet the company's business objectives and deliver services on time.

Hospitality and Catering Coordination

- Hotel Kollol works closely with Kasundi Catering to ensure seamless meal services for events hosted at the hotel. The catering department manages the meal planning, food preparation, and delivery, while the hotel's operations team ensures timely service to guests.
- Coordination between these departments is vital for the success of large corporate events and weddings hosted at the hotel.

Real Estate and Hospitality Integration

- J&Z Holdings ensures that Hotel Kollol has the required infrastructure and property supplies for operations, such as construction materials, furniture, and hotel amenities. Coordination between the real estate and hotel sectors helps maintain operational standards.

4.5 Challenges in Supply Chain Management

Despite having an efficient supply chain, J&Z Group faces several challenges:

Demand Fluctuations

- Hotel Kollol faces seasonal demand fluctuations. This poses a challenge for procurement and inventory management, as low-season periods lead to overstocking, while high-season periods demand rapid inventory scaling.

Scaling Catering Operations

- As Kasundi Catering grows, ensuring that the company can maintain its quality standards across larger orders and scale efficiently while managing delivery logistics becomes increasingly complex.

Coordination Between Diverse Sectors

- J&Z Group must continuously maintain coordination between its hospitality, catering, real estate, and trading sectors. Each has its own set of challenges, and ensuring smooth communication and synchronization remains a constant challenge.

4.6 Opportunities for SCM Improvement

To overcome these challenges and further enhance its supply chain efficiency, J&Z Group has several opportunities:

AI and Machine Learning for Demand Forecasting

- The company can implement AI and machine learning algorithms to predict demand more accurately across all sectors, ensuring better stock management, more accurate procurement, and reduced wastage.

Green and Sustainable Supply Chain

- Sustainability is a growing concern in today's business environment. J&Z Group can further improve its supply chain by adopting green practices, such as solar-powered vehicles for delivery and sustainable packaging for catering services.

Automation in Logistics and Delivery

- By implementing automated delivery tracking systems and exploring the use of drones for delivery, J&Z Group can improve delivery efficiency and reduce human error.

Chapter 5: Inventory ABC Analysis

5.1 Introduction to Inventory ABC Analysis

Inventory ABC Analysis is a method used to classify inventory into three categories based on their value and usage frequency. This helps companies like J&Z Group manage inventory efficiently, ensuring that high-value items are prioritized, and low-value items are managed with fewer resources.

ABC Classification

- A Items: High-value, low-frequency items that contribute the most to the overall cost.
- B Items: Moderate-value, moderate-frequency items that account for a moderate portion of the total value.
- C Items: Low-value, high-frequency items that have a low overall cost but make up a large portion of the total items.

For J&Z Group, ABC analysis helps ensure that the most valuable resources are managed effectively while lower-cost items are stocked in larger quantities and restocked less frequently.

5.2 Calculation of ABC Analysis for J&Z Group

Step 1: List Inventory Items with Annual Usage and Unit Cost

Let's assume J&Z Group has the following items for Kasundi Catering and Hotel Kollol:

Item	Annual Usage (Units)	Unit Cost (BDT)	ACV Calculation (BDT)
A Item (Luxury Hotel Items)	500 units	2000 BDT	500 × 2000 = 1,000,000 BDT
B Item (Catering Equipment)	2000 units	500 BDT	2000 × 500 = 1,000,000 BDT
C Item (Catering Ingredients)	5000 units	50 BDT	5000 × 50 = 250,000 BDT
D Item (Hotel Toiletries)	10,000 units	10 BDT	10,000 × 10 = 100,000 BDT
E Item (Miscellaneous Items)	15,000 units	5 BDT	15,000 × 5 = 75,000 BDT

Step 2: Calculate Annual Consumption Value (ACV) for Each Item

For each item, the ACV is calculated by multiplying the annual usage by the unit cost.

- A Item (Luxury Hotel Items):

  ACV = 500 × 2000 = 1,000,000 BDT

- B Item (Catering Equipment):

  ACV = 2000 × 500 = 1,000,000 BDT

- C Item (Catering Ingredients):

  ACV = 5000 × 50 = 250,000 BDT

- D Item (Hotel Toiletries):

  ACV = 10,000 × 10 = 100,000 BDT

- E Item (Miscellaneous Items):

  ACV = 15,000 × 5 = 75,000 BDT

Step 3: Total ACV Calculation

Total ACV = 1,000,000 + 1,000,000 + 250,000 + 100,000 + 75,000 = 2,425,000 BDT

Step 4: Cumulative ACV and Percentage

Now, we calculate the cumulative ACV and the percentage of total ACV for each item.

Item	ACV (BDT)	Cumulative ACV (BDT)	Cumulative Percentage
A Item (Luxury Hotel Items)	1,000,000	1,000,000	(1,000,000 / 2,425,000) × 100 = 41.3%
B Item (Catering Equipment)	1,000,000	2,000,000	(2,000,000 / 2,425,000) × 100 = 82.5%
C Item (Catering Ingredients)	250,000	2,250,000	(2,250,000 / 2,425,000) × 100 = 92.3%
D Item (Hotel Toiletries)	100,000	2,350,000	(2,350,000 / 2,425,000) × 100 = 96.9%
E Item (Miscellaneous Items)	75,000	2,425,000	(2,425,000 / 2,425,000) × 100 = 100%

Step 5: Categorize Items

- A Items: These items make up about 70-80% of the total value. They are high-value items, requiring careful management.
  - A Items: Luxury Hotel Items
- B Items: These items make up 15-25% of the total value. They are moderately important.
  - B Items: Catering Equipment
- C Items: These items make up about 5-10% of the total value but have a high frequency of use.
  - C Items: Catering Ingredients, Hotel Toiletries, Miscellaneous Items

5.3 Benefits of ABC Analysis for J&Z Group

- Efficient Resource Allocation: Focus resources on A items, ensuring high-value goods are well-stocked and monitored.
- Cost Reduction: By focusing on A and B items, the company can optimize its inventory and minimize storage costs for C items.
- Improved Cash Flow: By reducing overstocking of C items, J&Z Group can maintain better cash flow and invest in higher-value goods.

5.4. Challenges in ABC Analysis for J&Z Group

- Inaccurate Classification: Misclassifying items can lead to stockouts or overstocking, which may affect operational efficiency.
- Demand Variations: Seasonal demand fluctuations in sectors like hospitality and catering could affect the accuracy of ABC classification.
- Frequent Reclassification: Due to the dynamic nature of inventory needs, regular reclassification is required.

Chapter 6: Internship Experience at J&Z Group

6.1 Introduction to My Internship Role

During my internship at J&Z Group, I was assigned to the Supply Chain Management (SCM) department, where I played an active role in supporting daily operational tasks. The main focus of my tasks was to assist in the daily requisition process, which involved managing supplies from multiple outlets and branches of the company. My responsibilities were designed to give me a holistic view of how supply chain operations function in a large organization like J&Z Group.

6.2 Daily Tasks and Responsibilities

A. Daily Requisition Handling

Each day, I was tasked with managing the requisitions that came in from various branches and outlets. The requisition process involved reviewing the items requested by different branches and ensuring that they were properly recorded.

- Step 1: Collect the requisition lists from each branch.
- Step 2: Input this information into Excel for further analysis and processing.

I made sure all the items requested were accounted for and correctly logged, ensuring no discrepancies in the inventory and requisition process.

B. Bill and Budget Management

Once the requisition lists were processed, the next step was to review the bills associated with the requisitions. I was responsible for checking if the amounts billed matched the budgetary constraints for each branch:

- Step 1: Verify if the amount billed aligns with the branch's budget for that particular requisition.
- Step 2: Cross-check each item with the approved budget to ensure consistency.

The process of managing budgets and bills also involved me preparing a detailed report on expenditure and presenting it to the Supply Chain Manager. The report also went to the MD

(Managing Director) for final approval. This task helped me understand how supply chain budgets are created and how costs are controlled across a large organization.

6.3 Team Collaboration and Meeting

One of the most rewarding aspects of my internship was being involved in team collaboration. I participated in weekly meetings with the supply chain team, where we discussed:

- Current requisition trends and any challenges with procurement.
- Budget management and how to better align expenditure with the company's goals.
- Operational improvements, including ways to reduce costs or improve efficiency.

In these meetings, I had the opportunity to actively contribute by sharing insights from the reports I had worked on. This collaboration gave me an in-depth understanding of how J&Z Group manages its supply chain operations across various sectors.

6.4 Personal Reflection and Career Development

This internship has provided me with an excellent learning platform that has shaped my career trajectory in supply chain management. Working with such a dynamic team allowed me to experience the real-time challenges and solutions that businesses face in the logistics, procurement, and budgeting sectors.

The knowledge I gained here gave me a deeper appreciation for SCM processes, and I now feel more confident in managing complex supply chains. This internship has strengthened my skills in budgeting, inventory management, and team collaboration, all of which will be invaluable as I move forward in my career.

Key Learning Points:

1. Real-World Application: Applying theoretical knowledge to real-life supply chain operations.
2. Problem Solving: Learning how to address challenges like seasonal demand fluctuations and inventory shortages.
3. Cross-Department Collaboration: Gaining insights into how different departments interact within the supply chain ecosystem.

6.5 Personal Challenges Faced During the Internship

During my time at J&Z Group, I encountered several challenges that helped me grow both professionally and personally.

Challenge 1: Preparing for the Annual Meeting

One of the most demanding tasks I faced was preparing for the annual meeting held at Kollol Hotel, Cox's Bazar. I was assigned the responsibility of preparing presentation slides for the meeting, which involved compiling supply chain reports and creating visual aids that accurately represented the company's SCM performance over the year.

Challenge 2: Managing High-Volume Requisitions

Managing large volumes of requisition data during peak seasons posed a challenge. There were times when the volume was overwhelming, but I learned to remain calm and methodical, ensuring accuracy in data entry and analysis.

These challenges tested my time management and attention to detail, but I was able to rise to the occasion with guidance from my team.

Chapter 7: Conclusion

7.1 Summary

The internship experience at J&Z Group BD has provided invaluable insights into the multifaceted operations of a leading industrial conglomerate in Bangladesh. Over the course of the internship, I had the privilege of working closely with the Supply Chain Management (SCM) department, where I gained firsthand experience of how the company manages its various operations, ranging from procurement to inventory management, logistics, and distribution. Through my involvement, I was able to bridge the gap between theoretical knowledge gained in university and its real-world application.

J&Z Group BD is a highly diversified company, operating across multiple sectors such as hospitality, catering, real estate, and trading. The company's core values of quality, innovation, and sustainability are embedded in every aspect of its business. The operations of Hotel Kollol in the hospitality sector, Kasundi Catering in the food services sector, and J&Z Holdings in real estate all contribute to the company's broad market presence.

One of the standout aspects of the group's operations is its commitment to maintaining high-quality service standards across all sectors. For instance, Hotel Kollol, situated in Cox's Bazar, has emerged as a flagship hospitality business with world-class amenities. Similarly, Kasundi Catering has successfully positioned itself as one of the largest catering services in Bangladesh, providing meals to thousands of clients daily. These services are enhanced by the company's focus on customer-centricity and innovation.

The company's strong reliance on technology—such as cloud kitchens for catering services, AI-powered tools for real estate, and real-time inventory tracking—has allowed it to streamline its supply chain and business processes effectively. The adoption of these technologies not only increases operational efficiency but also contributes to cost savings and improved service delivery.

However, despite the many successes, J&Z Group faces several challenges that need to be addressed for continued growth. One of the primary challenges the group faces is seasonal demand fluctuations, particularly in the hospitality sector. In locations like Cox's Bazar, where tourism is seasonal, demand for both hotel accommodations and catering services varies, posing challenges in inventory management and resource allocation. Furthermore, the increasing competition from both luxury resorts and tech-driven services such as Foodpanda Catering requires J&Z Group to continuously innovate and maintain a competitive edge. The need to stay relevant in a rapidly evolving market landscape calls for ongoing investment in both technological advancements and human capital.

Through the internship, I was able to observe and understand how the company's supply chain management (SCM) operates as the backbone of its diverse business sectors. I had the opportunity to engage in various aspects of SCM, including procurement, inventory management, and logistics, learning about the processes and tools that drive operational efficiency. For example, Kasundi Catering's use of cloud kitchens has revolutionized its operations by centralizing food preparation, reducing overhead costs, and improving scalability. This innovation reflects the company's forward-thinking approach to overcoming challenges in the catering industry.

Moreover, the experience provided me with an opportunity to contribute to the preparation of key reports, manage requisitions, and analyze data, which were integral to the company's supply chain operations. The task of working with inventory management systems, especially for tracking the flow of goods across multiple sectors, was both challenging and rewarding. One of the key takeaways from this experience is how cross-department coordination plays a crucial role in ensuring the smooth functioning of business operations. Whether it was coordinating between the hospitality and catering sectors or between real estate and hotel operations, efficient communication and alignment were critical to delivering consistent quality.

Furthermore, one of the significant opportunities for improvement that I observed was the need for more advanced demand forecasting. While the company uses ERP software to track inventory in real time, integrating more advanced technologies such as AI and machine learning could provide better insights into demand fluctuations, thereby improving inventory management and minimizing waste.

The challenges faced during the internship, such as managing high-volume requisitions and preparing presentations for annual meetings, tested my organizational and time-management skills. These challenges provided a steep learning curve but ultimately contributed to my personal growth, allowing me to hone critical professional skills. Engaging with the team during regular meetings on procurement trends and operational challenges also helped me better understand how a large organization aligns its supply chain with broader strategic objectives.

Additionally, the exposure to different sectors of the business, from hospitality to real estate, gave me a holistic understanding of how the company operates across diverse markets and how its operations are interdependent. This experience has broadened my perspective on how large corporations maintain such wide-ranging operations while ensuring that each business unit aligns with the company’s overarching goals of quality, sustainability, and innovation.

In conclusion, the internship at J&Z Group BD was not just a learning experience but an opportunity to develop the skills and knowledge needed to succeed in the field of supply chain management. The exposure to real-time operations, the challenges encountered, and the continuous process improvements made throughout the internship period have been instrumental in shaping my understanding of the complexities involved in managing supply chains. The experience has equipped me with the tools to contribute effectively in a professional setting, and it has reaffirmed my career aspirations in the field of logistics and operations management.

This internship also helped me recognize the dynamic nature of business environments and the necessity for continuous innovation and adaptation. As J&Z Group BD continues to expand its reach in both the local and international markets, it is crucial for the company to remain agile, leveraging technology and strategic partnerships to enhance its value proposition. By doing so, the company will be able to overcome existing challenges, seize new opportunities, and continue to thrive in an increasingly competitive and fast-paced market.

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