



Work to build the country

Mousumi Network

**INTERNSHIP REPORT ON
MOUSUMI NETWORK'S SALES ACTIVITIES OF
AMAN GROUP OF COMPANIES**

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
“MOUSUMI NETWORK’S SALES ACTIVITIES OF
AMAN GROUP OF COMPANIES”

Submitted to:

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Letter of transmittal

22nd May 2022

Sarker Rafij Ahmed Ratan

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Subject: Submission of Internship Report

Dear Sir,

I am delighted to present my internship report, which shows my experience of three-month internship with the Aman Group of Companies (Moushumi Network Ltd). I have tried my best to use my outmost knowledge to extract useful information within the time limitation. This research helped me apply my educational knowledge as well as marketing knowledge in the real world. I have gathered useful data and am familiar with the Aman Group's core activities. I did my best to accumulate all information to fill this report with figures, data and appropriate suggestions. I have used the parameters that you have provided for preparing this report, and I have also applied similar principles and techniques that I have learnt during my undergraduate studies.

I would like to offer my sincere appreciation for providing me your valuable time and support. I believe to be extremely lucky to get you as my faculty supervisor as without your assistance it would not have been feasible to prepare this internship report. I appreciate the assistance you have provided me. Thank you for giving your time.

Sincerely Yours,

Md. Zahid Hasan Khan

ID: 111 163 125

Declaration of the student

I am Md. Zahid Hasan Khan, and I am writing to inform you that my report "Mousumi Network's Sales Activities of Aman Group" was created for the purpose of my internship, since presenting a temporary employment report is a prerequisite of my BBA program.

In addition, my administrator, Sir "Sarker Rafij Ahmed Ratan" Assistant Professor, School of Business and Economics, United International University, brightened and instructed me.

.....

Md. Zahid Hasan Khan

ID: 111 163 125

Bachelor of Business Administration

Major in Marketing

United International University

Acknowledgement

Near the beginning, I am thankful to Almighty Allah for providing me the knowledge and energy to finish this report within the time frame. Without the blessings of Him it would not be possible for me to finish my internship report effectively.

The respected faculty, Ratan, Sarker Rafij Ahmed, Assistant Professor, School of Business & Economics, United International University, my internship supervisor who advised me and shared format while making up the report. Thus, he deserves special gratitude and praise. Without his major monitoring and headers it would be impossible for me to come to this stage of completion.

My sincere thanks and gratitude to my faculty supervisor, Sarker Rafij Ahmed Ratan, Assistant Professor, School of Business & Economics, United International University, who led me through the process of preparing the report as my internship faculty supervisor.

Moreover, I would to express my appreciation towards my supervisor, Rehnuma Haque (Assistant Manager of Sales), Mousumi Network, Aman Group of Companies, for her unwavering support and helpful recommendations in completing my internship job and preparing my report on time. I am thankful to other executives and employees for their constant help, suggestions and tips, as well as providing me with my important material which was needed for the completion of my internship report. I had a close relationship with them. Ultimately, my internship became enjoyable and practical because of their support.

At the end, I would want to offer my sincere appreciation to the Aman Group of Companies (Mousumi Network) for enabling me to finish my internship under their company, for permitting me to accumulate relevant information, and for assisting me in all manners in producing my internship report.

Abstract/ Executive summary

Internship program is an important aspect of delivering a meaningful work experience. To complete this program greater combination of thesis and application need to be built. The report is the result of a three-month internship with Aman Group of Companies' Mousumi Network.

The primary purpose of this research is to understand more about the sales operations of the Mousumi Network and the Aman Group of Companies. This research included both primary and secondary data.

I handled the most important aspect of the report in the first chapter, and it has since developed to accurately complete the full report. It also emphasizes key factors like the report's objective and importance to assist the reader understand it better.

The second chapter contains a thorough study of the firm as well as a market overview. I discussed the Aman Group of Companies' history, vision, purpose, and mission, as well as important values, strategy, ethical standards, goods and services, and SWOT analysis. In contrast, from an industrial aspect, I evaluated the size, trend, maturity, and number of FMCG in Bangladesh, which demonstrates the rising importance of Bangladesh's commercial sectors.

I discuss sales activities in the third chapter. The most important part of my report, my internship experience at Mousumi Network, Aman Group of Companies, has been fully discussed. Because it includes information on my work title, duties, and contributions to departmental functions, as well as my observations and assessments, skills employed, and new skill development, among other things. The last portion contains the conclusion and recommendations.

Finally, I construct an evaluation that demonstrates Mousumi Network, Aman Group of Companies provides superior service to its clients, which is vital to our country's economy.

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List of Abbreviation

UIU	United International University
BBA	Bachelor of Business Administration
BOD	Board of Directors
CSR	Corporate Social Responsibility
EVP	Executive Vice President
FMCG	Fast Moving Consumer Goods
FDI	Foreign Direct Investments
GDP	Gross Domestic Product
IMC	Integrated Marketing Association
IT	Information Technology
KYC	Know Your Customer
MD	Managing Director
MNC	Multinational Companies
MNL	Moushumi Network Limited
MEL	Moushumi Enterprise Limited
HR	Human Resource

SEO	Search Engine Optimization
SME	Small and Medium Enterprises
VAT	Value Added Tax
CSR	Corporate Sociial Responsibility

CHAPTER I: INTRODUCTION

The Aman Group of Companies Limited is a well-known corporate entity in Bangladesh. It is a rapidly expanding conglomerate. Evolution, modernity, continual learning, and anticipating future developments are what they believe in. The firm believes that great performance is the consequence of a clear vision, effective management, and skilled employees, as well as excellent planning, careful analysis, and opportunity analysis. They place a high value on social progress and effective engagement in economic growth and development. The company has a distinguished history and legacy of bringing high-quality brands and goods to market that meet worldwide standards. They have a strong commitment to their workers in the form of a secure work environment, ethical treatment, reasonable benefits, a dedication to training, and assistance for a work-life balance. They had a goal, an ambition, to develop a network of firms when they launched their business over 40 years ago. With minimal resources, it was their unwavering commitment, devotion, and hard work that allowed their goal to come true and aided our company's growth. Today, the "Aman group of Industries" is one of our country's fastest-growing industrial giants. They are committed to expanding their industrial portfolio in order to help the country's economy grow and create jobs. Starting with consumer product trade, the Group's sector has expanded to include textiles, chemicals, real estate, education, banking, stock brokerage, media, insurance, and fast-moving consumer goods (FMCG) with a wider distribution channel. The journey hasn't always been easy, but by learning from their mistakes, they've become stronger and better in the areas they serve. They are also working hard to expand our company and service portfolio in order to fulfill customer demand and contribute significantly to the national economy.

I.1 Background of the Report:

Students obtaining a B.B.A degree are required to work for a period of time. I worked with the affiliation title "Mousumi Network, Aman Group of Companies" throughout the internship program, and this report was made after the completion of my internship, Under the supervision of my internal assistant and authorized manager, this report was created on my behalf for a regular financial project, academic knowledge

enhancement. The report's title is "Mousumi Network's Sales Activities of the Aman Group of Companies."

I.2 Objectives of the Report

- To create a market development strategy.
- To see how they plan to extend their market.
- To assess the sales department's methods
- To put fresh marketing concepts for new products into action and share them with others.
- To have a better understanding of the impact of consumer sales promotion on a brand.
- To find out how appealing promotional activities and brand image affect consumer sales.
- To have a better understanding of the techniques used by Mousumi Network to increase sales through various distribution channels.
- Management of customer relationships

I.3 Motivation of the Report

It is a prerequisite for graduates to complete an internship program. By allowing hypothetical information to be linked to business settings, it connects an academic understudy to the business world. It is vital for a successful graduating class to gather knowledge and create an internship report that assembles professional boundaries. The situation was manufactured with the intention of providing real-world experience to undergraduate students, and this report is based on information provided by Mousumi Network (Aman Group of Companies).

Finally, this report has influenced my life significantly. This report is a practical experience for me, in addition to my academic studies. I was able to identify my strengths and weaknesses. This will be a chronicle of my adventures. This report will be used as a plan or strategy in the future to help me overcome my deficiencies by encouraging the essential improvement in me. It will aid in my personal development so that I can contribute more to the industry. I learnt a lot about the FMCG sector and

how it works while writing this paper. Furthermore, I am familiar with the evolution of the FMCG business in Bangladesh, particularly Mousumi Network. During my internship, I gained a great deal of knowledge about fast moving consumer goods, culture of company, and the job market. I have prepared this report based on my observations on corporate values during my time at Mousumi Network. It will also benefit students by providing them with a better grasp of the real business world scenario, reducing their misunderstandings. It was tough for me as an intern to fully comprehend FMCG operations. However, during this limited internship time, I tried hard to gain a better understanding of the corporate environment and write my report.

I.4 Scope and limitations of the Report

Scope of learning:

It was an incredible experience to learn about and work for the Mousumi Network (Aman Group of Companies) for the whole temporary employment time frame. Learning and executing the entire process of sales activities is a great achievement for me. I did my hardest to examine overall consumer product activities as well as marketing activities and client attraction strategies. I also study about consumer sales and how they keep their brand image up to date. I also get knowledge of company culture. These opportunities had presented themselves to me in that respectable sector, as well as the opportunity to expand information and knowledge.

I worked as an intern at Mousumi Network (Aman Group of Companies) on a number of projects, including verifying daily sales. I had to look at number of goods that had been sold or expected items sold on the same day. Every day I used to verify the sales report. Lastly, I had report to my supervisor regarding the sales report. Assisting in the development of the edible Lucy Oliva Olive Oil HORECA channel. Also assisting with the pitching of new E Commerce acquisitions for Lucy Oliva Olive Oil, Ambassador, Sesa, Vasmol, and Rohto items. Although it was challenging for me as an intern to acquire thorough understanding of all strategies in this small period of time, I tried my hardest to include the corporate sector in both my starting level job report and my real-world work experience.

Limitations of the report:

- The organization maintains confidentiality and is unwilling to share data with the public. As a result, the report lacks a substantial amount of data and information
- This company did not publish any annual reports from the last two years. So, it was tough for me to give any graphical representation.
- Due to peak office hours, the concerned employees may not be able to devote enough time.
- Since the company did not have any have any constructive modality for their digital marketing of their products.
- The company did not any theoretical analysis regarding their digital marketing.
- It was inconvenient to get to and summarize all kinds of information since it was not possible to obtain it. Even though I got assistance from several executives, it was insufficient for me owing to their heavy work demands at the workplace.
- In fact, three months internship program is far too short, therefore I made every effort to increase my learning potential.

1.5 Definition of Key terms

Marketing- Marketing is the activity, collection of organizations, and procedures for generating, conveying, delivering, and exchanging valuable offers for consumers, clients, partners, and society as a whole.

Customer Relationship Management- Company needs to maintain a good relationship with their customer by taking their feedback and giving updates about their products and services. This provides a company to stand out from their competitors because of having good external communication.

Brand Development- The process of generating and distinguishing your company's image, goods, and services from those of your rivals is known as brand development.

Integrated Marketing Communication- IMC is the process of combining marketing communication aspects such as public relations, social media, audience analytics, business development concepts, and advertising into a brand identity that is consistent across many media channels.

SEO- The method of arranging your website to rank higher on a search engine results page so that you obtain more visitors is known as search engine optimization. The goal is to appear on the top page of Google results for the search phrases that are most important to your target audience.

CHAPTER II: COMPANY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history:

Under the name of Aman Trading Corporation, the enterprises grew a bit after Bangladesh's independence. However, it wasn't until the late 1980s that enterprises involved in importing and marketing various consumer goods began to see a consistent increase in sales. In the mid-1980s, the Group think tank came to the conclusion that just trading company and gaining riches via such activity would only offer success to family members. However, as a well-positioned family in society, the social commitment to help the destitute rural masses improve their economic situation was pricking their conscience. This had a big impact on how people thought about businesses where they could invest and create jobs for the rural masses, regardless of how big the jobs were. Initially, certain agricultural-based enterprises were considered. As a result, cold storage facilities were built in northern Bangladesh. This was followed by the development of a cement grinding industry. The construction of a Group with trading houses, contractual enterprises functioning separately under the banner of Aman Trading Corporation, and a few industries such as cold storages and one cement-grinding mill with a corporate character was accomplished at the dawn of the twenty-first century. With the dramatic changes in the socio-economic scenario of the nation the Group committed to harness the prevalent opportunities for construction of enterprises. At the same time, the Group realized that moving the Corporate Office from Rajshahi to Dhaka was unavoidable in order to expedite the work of establishing medium and large-scale industries, taking advantage of government facilities, and for easier correspondence with their agencies as well as quick banking facilities. As a result, the Group has opted to participate in the industrialization process in areas where marketing, transportation, and the production of money and employment would be obvious, as well as paying taxes to the government. With this goal in mind, the

Group established a small Registered Office in the Motijheel Commercial Area in 2004, leaving a strong Regional Office in Rajshahi to handle the current enterprises' activities. The Group established its Corporate Office in Uttara Model Town in 2007 to oversee all commercial and industrial activities, including the Registered Office in Motijheel and the Regional Office in Dhaka.

Aman Group of Company has two concerns in their sales department known as Mousumi Enterprise Limited and Mousumi Network Limited. Mousumi Enterprise Limited consists of the product portfolio of which they have the ownership of Lucy Oliva and Ambassador Olive Oil. MEL employs 248 full-time workers and has 167 distributors around the country. Mousumi Network first came to being in the year 2020. This concern was specifically created to facilitate the distribution channel of a number of foreign companies they are affiliated with. Their key objective was to drive the sales of imported products in the domestic market. They are a trade and distribution company in Bangladesh that acts as a sole agent for FMCG items. It represents world-class companies like Rohto (Japan) and HRI (India), as well as world-class Spanish brands. MEL has its own huge sales and distribution network that covers the whole country. To monitor and regulate sales and distribution processes, the sales crew is provided with cutting-edge IT gadgets.

Vision: The vision of the Aman Group is to "be a pioneer in meeting the country's fundamental necessities via overall quality industrialization." The mission of Mousumi Network was to drive the sales of the company while also establishing themselves as the market leader in the domestic market.

Mission: The mission of the Aman group is to create labor-intensive sectors that combine cutting-edge technology with employee ownership, environmental conservation, and a clear commitment to society, all while contributing significantly to GDP through sustainable growth. Aman Group is a recently formed conglomerate of industry and trade in Bangladesh's horizon. As part of its corporate social responsibility to society, it has been involved in social and humanitarian initiatives from its foundation.

Motto: The slogan of Aman group is "Work to build the country". These words are representing the organization which will work for the better economic future of the country.

Core Values:

- To be truthful and devoted in all business relationships with all stakeholders.
- Emphasize client pleasure while offering updated products and services.
- They may be able to add value to their partners by attaining excellence in business operations.
- Keep a high moral standard and be honest in your transactions.
- Become a respectable organization by following all administrative guidelines.
- Contribute significantly to community advancement
- Dedicated to environmental protection and environmental education.

2.1.2 Trend and growth:

Aman Group had the biggest number of associates in Bangladesh as of December 31, 2015. They are among the top ten private employers in Bangladesh, together with their bottling partners. They are the business industry's leader in Bangladesh, having a portfolio that includes some of the country's most well-known companies. They now have over 1,000 zero and low-calorie goods available across the world, with over 100 zero and low-calorie items released in 2014. The Group is one of Bangladesh's major corporations. They operate in over 200 countries in six operating regions: Eurasia & Africa, Europe, Latin America, North America, and Pacific. No other organization compares to them. Aman Group is one of the most well-known firms in the world because to these channels and their direct focus on commitment and connections. They're continuing to develop in new and interesting ways, and they're eager to partner with people that share their goals.

Trends adopted by Mousumi Network Limited

The pandemic in 2020 had created an opportunity for a lot of companies to gain potential customers by enlisting their products in different E-Commerce platforms or by opening their own website, Mousumi Network Limited, who were more dependent on their general sales failed to catch up with such trends leading their sales to take a turn for the worse. Hence MNL tried their best to enlist their products in renowned E Commerce platforms. They had also used their dedicated Facebook page of their products to sale their product to the customers.

MNL had also used different promotional tools such as price reduction offer and combo offers to advertise their olive oil and hair care products during the winter season when they are most in demand.

Growth of Mousumi Network

MNL had always found their growth in General Trade sales. With their sales force work tirelessly to push the sale of their products.

MNL had achieved exponential growth through their E Commerce affiliations such as Agami, Alesha Mart, Banglashoppers, Carnesia, Chaldal, Daraz, Doyalbaba, Drobboo, Ekshop, Fairmart, Fish & Co, Ghorebazar, Jadroo, Let's Go Mart, Mascobazar, Othoba, Panda shop, Panda Mart, Priyoshop, Shajgoj, Shobuy, Sindabad, The Mall and Waodi to name a few.

2.1.3 Customer mix:

Aman group is one of the fastest growing private organizations in Bangladesh with wide picture and limitless dependability including high obligations for clients, qualified and experience staff and some more. The Aman Group is committed to the country's social and economic growth. Starting with consumer products trade, the business has expanded its distribution network to include textiles, chemicals, real estate, education, banking, stock brokerage, media, insurance, and FMCG. They are working hard to expand our company and service portfolio in order to fulfill the diverse needs of consumers and contribute significantly to the national economy. A trade and distribution company (Mousumi Network) that acts as a sole agent in the Bangladesh market for FMCG items. It represents world-class companies like Rohto (Japan) and HRI (India), as well as world-class Spanish brands. MEL has its own sales and distribution network that reaches across the country. MEL employs 248 full-time workers and has 167 distributors around the country. To monitor and oversee sales and distribution processes, the sales crew is outfitted with cutting-edge IT gadgets. Because of the nature of the FMCG business, which is defined by poor margins and huge sales volumes, it is most likely to gain from expanding its client base, which will result in increased sales. Aman group of companies provides a treasure in this regard.

2.1.4 Product/service mix:

Aman group of companies has determined to provide its clients with a variety of support options in order to maximize their benefit and satisfaction. The company is steadily expanding its item list for its important clientele. Aman group of companies acquired stunning prevalence as well as the organization has been fruitful in empowering store and many advance administrations. Aman group of companies is doing essential advancement inside an exceptionally less period through its dynamic and enormous administration system and the presentation of the client cordial credit and store administrations. They have prevailed to support their standing for top caliber of their item and the ideal variety of their administrations. They are presenting many products mentioned below-

Product Description:



HRI Bangladesh Pvt. Ltd: HRI Bangladesh Pvt. Ltd has a wide range of FMCG personal care products that are sold and distributed through Mousumi Network Consumer Brands' channels. HRI has been providing hair care, hair color, and personal care products to the Bangladesh market for over a decade.



Lucy Oliva Olive Oil HORECA channel: There is a shortage of olive oil for consumption in Bangladesh. Lucy Oliva Olive Oil used for food is very different from other olive oils. Virgin olive oil is generally used in our food. Lucy Extra Virgin Olive Oil has always tried to maintain proper nutrition.

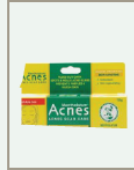


					 Olive Oil				
									
Lucy Oliva 150 gm 315 TK	Lucy Oliva 300 gm 490 TK	Lucy Oliva 100 ml 210 TK	Lucy Oliva 250 ml 380 TK	Lucy Oliva 500 ml 630 TK					
									
Lucy Oliva 1 Ltr 1250 TK	Lucy Oliva 2 Ltr Extra Virgin 2150 TK	Lucy Oliva 2 Ltr Pure 2050 TK	Lucy Oliva 5 Ltr Extra Virgin 4800 TK	Lucy Oliva 5 Ltr Pure 4700 TK					

Rohto-Mentholatum (Bangladesh) Limited: Rotho's OXY-The specialized Menz skin care brand, Acnes-pimple and skin care, and LipIce-lip care line are all monitored and controlled by MEL.



NEVER SAY NEVER
ROHTO

					
Acnes Creamy Wash 50 gm 240 Tk	Acnes Creamy Wash 100 gm 380 Tk	Oxy Total Anti Acne 100 gm 395 Tk	Oxy White Complete 100 gm 395 Tk	Oxy Perfect Wash 50 gm 240 Tk	Oxy Perfect Wash 100 gm 380 Tk
					
Acnes Vitamin Cleanser 50 gm 240 Tk	Acnes Vitamin Cleanser 100 gm 380 Tk	Oxy Deep Wash 50 gm 240 Tk	Oxy Deep Wash 100 gm 380 Tk	Acnes Scar Care 12 gm 370 Tk	Acnes Sealing Gel 9 gm 240 Tk

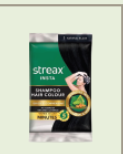
Ambassador Olive Oil: Mousumi Network is the exclusive distributor of Ambassador Spanish olive oil in Bangladesh. As an emollient, Ambassador olive oil provides hydration, additional layer protection, anti-aging, and smoother, younger-looking skin.



			
			
Ambassador 150 gm 330 TK	Ambassador 300 gm 520 TK	Ambassador 250 ml 410 TK	Ambassador 500 ml 660 TK

Vasmol: Vasmol is a 100% natural or herbal hair color or hair dye. Because it is a natural product, it is absolutely safe for our hair. It includes a little quantity of chemical that can be overlooked.



Vasmol					
					
Vasmol Kesh Kala 25 ml 30 Tk	Vasmol Kesh Kala 50 ml 60 Tk	Vasmol Kesh Kala 100 ml 100 Tk	Vasmol Kali Mehendi 4 gm 10 Tk	Streak Insta Cream 30 gm 40 Tk	Vasmol Henna 10 gm 15 Tk
					
Streak Insta Shampoo 30 gm 40 Tk	Vasmol Black Hair Oil 100 ml 90 Tk	Vasmol Black Hair Oil 200 ml 170 Tk	Vasmol Belyful 100 ml 65 Tk	Vasmol Belyful 200 ml 130 Tk	Vasmol Belyful 300 ml 190 Tk

Streax Professional: Streax is a brand that is synonymous with elegance and glitz. The brand was founded to invoke the style and enthusiasm at a period when hair coloring was only an activity to cover greys.



With an installed capacity of 35088 spindles and the ability to produce 6900 MT yarn per year, Aman Spinning Mills makes 100% export quality cotton, rayon, and lyocell yarn, acting as a backward connection to the textile sector. The foreign market is well-served by ASML. Aman spinning is an ISO 9001:2008 accredited firm with a Quality Management System (QMS) and an ISO 14001:2004 certified Environmental Management System (EMS). This award marks a turning point in ASML's quest for quality and perfection, and it illustrates the company's expertise and dedication to a process that ensures total customer satisfaction.

Sustainable Fancy Yarn: Glitter/Lurex yarn, Neppy yarn, Flatter yarn, Space colored yarn, Shimmer yarn, Fancy tops, Mosaic yarn, Eco-friendly yarn, and a variety of other yarn types are also available.



Upcycled Yarn: To make sustainable fancy yarn, we use pre- and post-consumer textile waste as well as recycled plastic.



Ayat's mission is to help businesses and organizations build growth strategies through programs, initiatives, and business innovation projects. We believe in the importance of innovation in all aspects of life. We specialize in contact center services, including voice, non-voice, and call center software suites, as well as interactive and user-friendly features and social media marketing assistance.



AYAT Packaging Solutions Ltd. (APACK) is Bangladesh's largest manufacturer of precise safety plastic packaging materials, servicing the health-care sector both domestically and internationally. To assist save and improve the quality of life, we believe in the best possible cost combined with the highest degree of export quality standards. APACK is one of Bangladesh's top manufacturers of rigid and flexible packaging, with some of the world's most modern printing technologies and equipment for producing high-quality and safe packaging.

APACK Japanese Technology: APACK uses industry-leading Japanese technology for bi-axially oriented stretch blown PET containers. Pharmaceutical and cosmetic bottles are made using high-quality machinery for the safe and easy administration of medications and sensitive ingredients.



Oil Free Compressed Air System: It is decided to employ an oil-free compressed air system since it is best suited for the manufacture of pharmaceutical packaging. Our quality control system ensures that the items are packaged in a sanitary atmosphere.



Arena Securities

ARENA SECURITIES LTD has been registered as a corporate house in order to participate in the country's capital market. Under the supervision of Bangladesh's Securities and Exchange Commission (SEC), the business provides full-fledged brokerage services to foreign institutions, domestic institutions, and retail consumers.



DeViDane is an indoor and outdoor furniture manufacturing joint venture between the Aman Group of Companies and a well-known Danish designer. The investors chose

Mongla EPZ in Bangladesh as the perfect location for the joint venture plant because of the worldwide market difficulties of growing costs, tariff competitiveness, and consumer desire for creative designs and solutions.



The Aman Foundation is a nonprofit organization whose mission is to empower underprivileged communities by reducing illness burdens and raising awareness of community health concerns and solutions. The Aman Foundation is constantly engaged in its commitments to the wellbeing of its workers, healthcare in particular, and society in general. It includes:

- Health Care Services
- Charitable Kidney Dialysis
- Community Health Program
- Eye Treatment



Under the supervision of Bangladesh's Securities and Exchange Commission (SEC), Dayton Holdings Ltd provides full-fledged brokerage services to foreign institutions, domestic institutions, and retail consumers. It includes:

- Brokerage Services
- Safe Keeping of Securities
- Margin Trade Facility



A contact manufacturer for FMCG with its own cosmetics manufacturing factory creating world-class hair care and hair color goods for both domestic and international use in Bangladesh. STERN manufactures well-known products such as Super Vasmol 33 Kesh Kala, Vasmol Kali Mehendi, Vasmol Yogiraj Thanda Tel, and Vasmol Natural Henna, to mention a few. It now employs around 256 people.



The Ayat Skill Development Center (ASDC) was established in December 2013 and operates with a highly experienced Board of Directors who provide insights into many areas of Bangladesh's economy. The Centre was established as a long-term solution to unemployment and as a Youth Skills Training Program. ASDC focuses on instilling in persons the required attitudes, skills, and knowledge for job success in this new era of work. Specialized Technical Training, certified by the Bangladesh Technical Education Board (BTEB), Basic English Language Training, Office Etiquette Courses, Industry-based Practical Training, Apprenticeship Program, Job Training and Placement are among the services provided by the organization. School dropouts, teens, and brilliant but unemployed youngsters are among the target population.

Beside these Aman Group of Companies have more products or services like:



2.1.5 Operations:

Mousumi Network Limited and Mousumi Enterprise both have the same distinct departments such as Accounts and Finance, Human Resource, Operations, Sales and Information Technology.

1. Accounts and Finance: Financial statement creation, general ledger management, bill payment, client bill generation, payroll, and other obligations are all handled by the accounting department of a company. In other words, they are in control of the organization's whole financial management. Accounting is in charge of keeping track of a company's inbound and outbound financial transactions and reporting them. Five basic responsibilities or functions exist within the department:

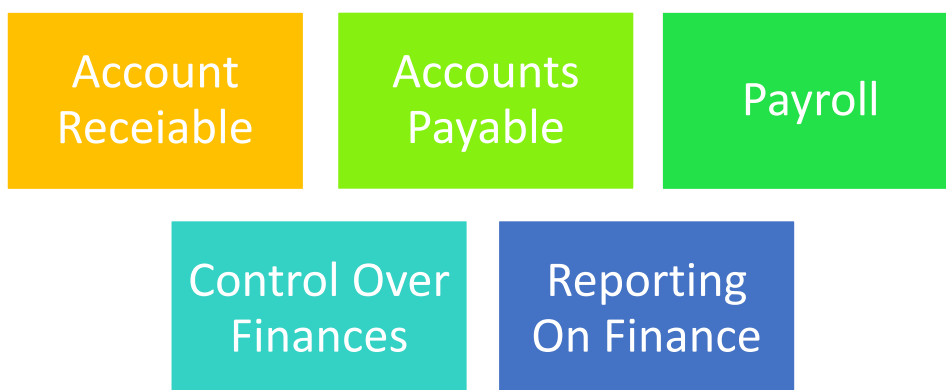


Figure 1: Functions of Accounting Department

Tally software and the Payroll sheet are used to direct the functional processes of managing books of accounts at MNL. The Finance & Accounts department's main responsibilities include uploading various generating monthly paychecks, transferring transactions to software, and keeping the record of company's compensation and benefits information.

2. Human Resource Department: MNL's HR department is overseen by a professional group of experts who are responsible for every human resources concerns. They are able to locate suitable people for reasonable roles as a result of their hard work. A company's HR job description encompasses a wide range of functions and duty. It entails recruiting, choosing, training, and developing talent, as well as evaluating their progress, keeping personnel information in the database, and establishing pay and bonuses.

According to MNL, employee selection is the process of placing the right workers to the right jobs. It's the process of aligning organizational needs with people's skills and qualifications. HR employs current approaches while selecting and recruiting candidates for positions.

Steps of recruitment of Moushumi Network Limited:

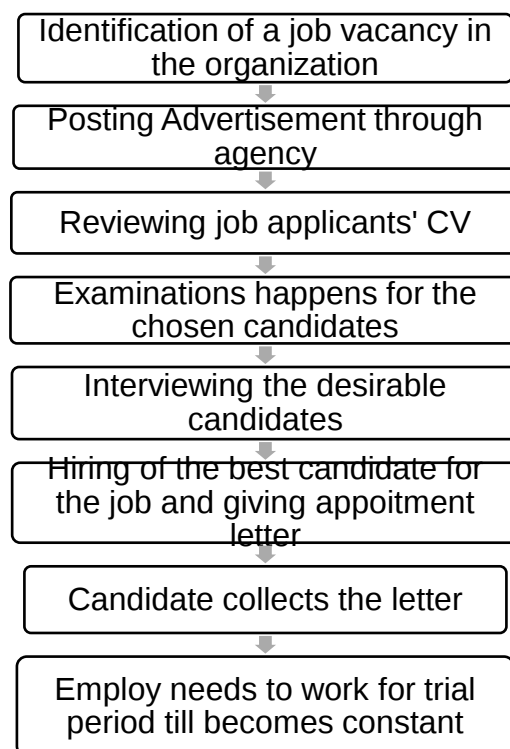


Figure 2: Steps of Recruitment of MNL

3. Sales Department:

The sales department is the main attraction of this business, and it would be impossible to attain the organization's intended goals without their continued assistance. The sales department devotes its whole effort to ensuring the success of the company by maintaining client relationships, and the following is a summary of some of the department's primary functions:

- a) Customers in search.
- b) Customer consultation.
- C) Establishing positive customer relationships in order to increase revenue.
- d) Price Negotiations
- e) Taking the required selling steps.

The system of selling has been offered to describe how the sales department operates or how they sell.

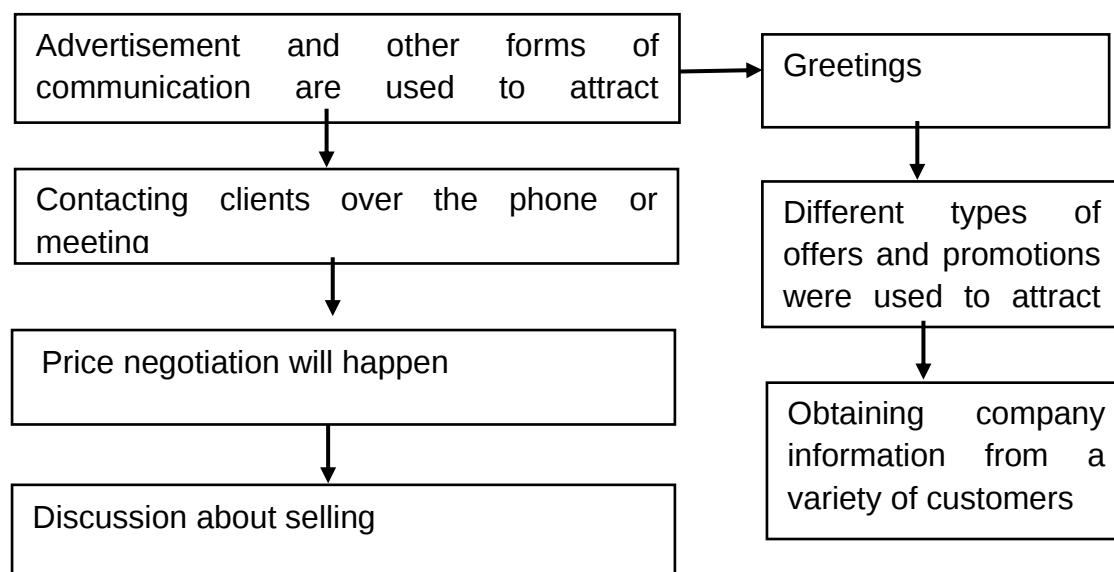


Figure 3: Steps of Selling

4. Information Technology (IT):

In Moushumi Network Limited, the IT department's key tasks or functions include providing support of hardware, software, network assistance and, most importantly, the procurement of IT-related assets. IT may assist in the development of sales team solutions that link clients and suppliers. Some of the characteristics of a sales

management system include order capture and tracking, setting objectives, tracking field salespeople, real-time data analysis, stock management, and so on.

2.1.6 SWOT analysis

Some important Strengths, Weaknesses, Opportunities, and Threats for Moushumi Network are listed below:

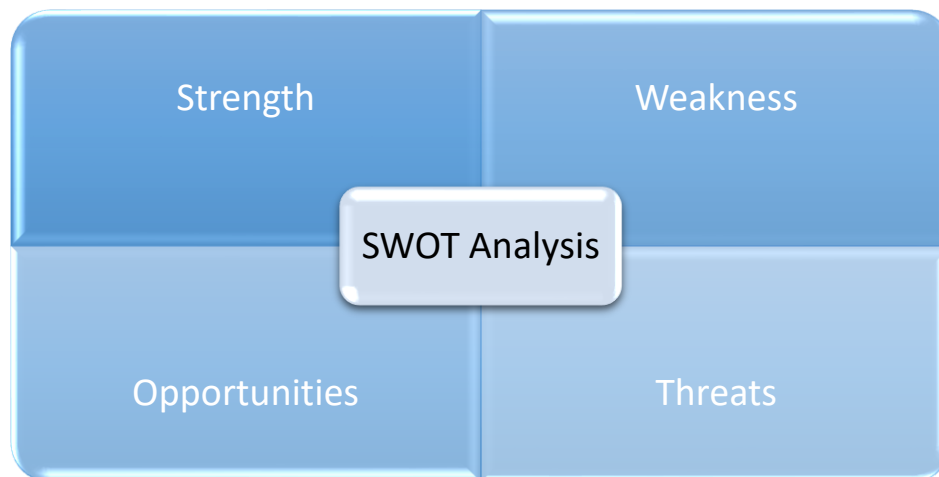


Figure 4: SWOT Analysis of Moushumi Network Limited

Strength

- **High Quality Product:** Moushumi Network Limited is one of the owners of Lucy olive oil. Their olive oil is directly imported from Spain and packaged locally in order to provide the best quality for their customers at best price.
- **Strong Customer Management:** Every firm that wishes to create a pleasant client experience needs a customer-focused workforce. Moushimi Network focuses on the company's customers' demands. That's why they have strong customer management. They are always working to deliver the best service to its consumers, eventually resulted increasing sales. MNL also features a customer-centric management team, and they are handling everything efficiently that results in client loyalty. The essential goal of MNL is to satisfy the demands of consumers, which is a significant strength for this company to sustain in the FMCG industry for long time.
- **Expert Workforce:** MNL's management team has the ability of coping with any form of challenges and circumstances, and they are always

prepared to for it. They like to use their expertise and talents to overcome any problems. They are also aware of their employees. Customers come into direct touch with employees. As a consequence, they believe that the most important component in becoming the best service firm is boosting customer pleasure as well as enhancing employee satisfaction. As a result, the professional management team works effectively, achieving the organization's purpose while also providing a competitive advantage over its competitors.

Weakness:

- **Lack of innovation tools:** MNL is currently far behind in terms of technological progress. Nowadays, there is a steady flow of innovation, but MNL refuses to keep up. As a result it irritates consumers and reduces employee productivity. They may suffer in the near future when other companies embrace modern technology as a result of their reluctance to technological innovation. This could be a stumbling block to MNL's success.
- **Lack of a marketing strategy:** Advertising is critical in any sector. MNL makes less effort to promote itself in compared to other companies. MNL does not have much media, billboard, or broadcast exposure to sell their products. They just focus on social media such as Facebook, which is not enough to reach a broad audience. Today, marketing is in charge of all sales. Some customers may be unfamiliar with their products. So, marketing is used to reach mass number of people by targeting. Effective marketing or advertising helps to develop a brand.
- **Insufficient personnel:** MNL employs a tiny number of workers compared to the size of its business. They are unable to give good service to their clients due to a staffing deficit. As a result, offering services to clients is delayed. Before obtaining services, clients must wait their turn. It upsets the customer and distorts MNL images at times. Most FMCG companies nowadays provide superior customer service and have appropriate workers, thus MNL's growth in this competitive market would be hampered by this deficiency.

- **Lack of a marketing department:** A marketing department is not a waste of money! Indeed, it is the most effective way to create a lot of money, and effective marketing can propel a company to new heights. However, there is no marketing department at Asian Petroleum Limited to handle the company's promotional operations. It's not only about a single brand's recognition; it's about the capacities and cycles of cross-disciplinary collaboration to achieve higher returns and more financial benefits, as well as the importance of brand image growth. However, the lack of a marketing team will hampered Moushumi Network Limited in the long run; it also indicates a lack of focus on regional and regionalization, item and brand executives, and the market-section board.
- **Limited sales resource:** Sales can vary greatly depending on what a firm sells and to whom it sells. Despite the fact that Moushumi Network Limited is expanding its product line, its resources are limited. Business people in this company who sell successfully and achieve their goals in a specific region, such as those dealing with new business agreements, may not be as successful when selling to long-term clients and consumers. Again, rather than improving sales, salespeople are more focused on customer assistance, which wastes resources and should not be done in the first place.

Opportunities

- **Product Variations:** They plan to come up with newer variation of their products while also update the packaging to attract the new generation. This might be a competitive advantage for MNL.
- **Efficient Services:** Companies must employ technological improvements to better match and execute their customers' demands in order to keep up with the competition. This may aid their long-term survival. Companies will be able to undertake the transition to digitalization after Covid-19 in order to satisfy their clients' legitimate requests. Thus, this might be opportunity for MNL to provide faster and efficient services to its customers.

- **Increasing Income size:** As Bangladesh has been a developing country. So, day by day income of the population is increasing. Therefore, it will lead to increase the purchasing power of consumers. This acts as an opportunity for FMCG to gain a good position.

Threats

- **Industry competition:** The FMCG market in Bangladesh is quite competitive right now since there are a number of large fish in the market moving at a fast pace. There are several FMCG brands that already have a solid market position, and when compared to them, Bangladesh's Moushumi Network Limited is still learning the ropes. Given the market rivalry, it is also difficult for them to establish a strong market position. This competitive market is currently posing a direct threat to MNL.
- **Interest rate and tax rate fluctuations:** Interest rate and tax rate fluctuations have an impact on prime rates. This is the lowest rate at which banks will lend money. If the loan costs increase, the interest rate will increase as well. While interest rates vary, banks will increase charge card and credit rates, making it more expensive for businesses to obtain the assets they want. This will have a direct impact on MNL's situation from a variety of angles, and it will impede the company's expansion. To consider MNL, it will cost considerably more to meet obligations, and they will have to pay more money as loan costs rise. Furthermore, an increase in the tax will affect the cost of importing goods, raising product prices in Bangladesh's market. As a result, it is regarded as a significant business threat to Moushumi Network Limited.
- **Government Regulations and Policies:** Government regulations and policies may drastically raise expenses and influence how businesses operate. In Bangladesh, corruption exists in every area of the metropolis when anything from another nation is imported, creating a real barrier to getting things into the country. Government may impose tariff and tax on specific products. While the government has enacted legislation to combat payment, theft, and other forms of defilement, authorization is

inconsistent. As a result, this poses a serious danger to Mousumi Network Limited's operations.

- **Sell of Fake Products:** As Bangladesh has a low costing production market where low quality products are being produced. So, local market producing replica of the products where name and packaging will be exactly same to the imported one. So, often it is hard for the consumers to differentiate. Thus, they fall in the trap and buy those products at cheap rate. So, this is a threat for MNL as most of the products are being copied.

2.2 Industry analysis

2.2.1 Specification of the Industry

Starting with consumer product trade, the Aman Group's sector has expanded to include Textiles, Chemicals, Real Estate, Education, Banking, Stock Brokerage, Media, Insurance, and Fast-Moving Consumer Goods (FMCG) with a wider distribution channel.

As I did my internship at Mousumi Network (Aman Group of Companies), Mousumi Network basically deals with Fast-Moving Consumer Goods.

The fast-moving consumer goods (FMCG) industry is one of Bangladesh's most important industries. The FMCG business in Bangladesh has grown dramatically in recent years, with significant qualitative and quantitative advances in the consumer durables category. Bangladesh had a population of 164.67 million people at the end of 2017. Because of the country's large population, the FMCG business has a bright future. With the significant expansion of GDP, private consumption growth has also increased over time. GDP growth was 7.28 percent in FY 2016-17, compared to 7.11 percent in FY 2015-16, while personal consumption growth was 10.3 percent in FY 2016-17, compared to 9.1 percent in FY 2015-16.

Types of FMCG Industry:

In Bangladesh, the FMCG business is divided into three categories: food and beverage, personal care, and household care.

All sorts of food items, such as bread, dairy, infant foods, soft drinks, cigarettes, and others, are included in the food and beverage care sector.

Toiletries, cosmetics, and other personal care tools are all part of the personal care sector.

Cleaning products, plastic things, decoration products, crockery items, and other items are all part of the household business.

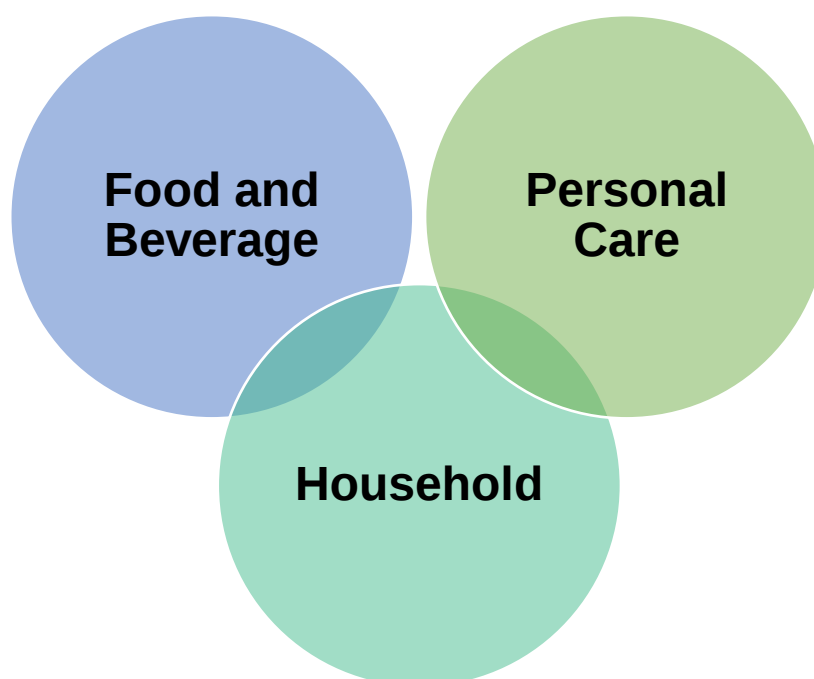


Figure 5: Types of FMCG Business

Food and Beverage: Bangladesh's most well-known food and beverage enterprises include: Acme, ACI Food and Beverage Limited, Bashundhara Food and Beverage Limited, Akij Food and Beverage Limited, BD Food and Beverage Limited, Sajeeb group, Aarong, Bombay sweets and company, Cocola food and company, Golden Harvest, Ifad Foods, Globe, Partex, Haque Food Industries, New Zealand Dairy in Bangladesh, Pran RFL Group.

- Atta, Maida, Suzi

In this sector, Fresh is the market leader. Fresh (Meghna Group), Teer (City Group), Pusti (TK Group), ACI Pure (ACI), Sajeeb (Sajeeb Group), Ifad (Ifad Group), Fouzi (Sena Kalyan Sangstha), and other local brands are among the other important market competitors.

- Salt

Bangladesh's salt business is the country's most labor-intensive cottage sector. In 2017, Bangladesh produced 1.4 million tonnes of salt, compared to an annual need of 1.6 million tonnes²⁰. Molla salt, ACI Pure salt, and Fresh salt are the major players in the salt sector.

- Spice

Radhuni, BD, and Arku are popular spice brands. The market for packaged spices is projected to be worth between BDT 9 and 12 billion. Bangladeshi spices are currently being exported to a number of nations, including the Middle East and Malaysia. Radhuni has a market share of around 66 percent, Pran has a market share of 19 percent, BD Food has a market share of 7%, Arku has a market share of 3%, and other brands have a market share of 5%.

- **Bottled Water**

In the bottled water area, Mum is the market leader. MUM, Fresh, Aquafina, Kinley, Acme, Shanti, and Jibon are some of the most popular brands.

- **Carbonated Soft Drinks**

Soft drinks are produced in Bangladesh by Partex Beverages, Globe Beverage Company, International Beverages Private, Pran RFL, Akij Food & Beverages, Transcom Beverages, and Globe Soft Drinks Limited.

Personal Care:

The multinational brands dominate the cosmetics and toiletry market, where the quality of the product takes precedence over the assessment of the product among the criteria affecting shopping or selection. Unilever, Keya Cosmetics, Lily Cosmetics, Marks & Allys, Aromatic Cosmetics, Square Toiletries, and Kohinoor Chemical Company manufacture lower priced toiletries and perfumes under their own brands, focusing on the middle to low price market niche. Unilever, Keya Cosmetics, Lily Cosmetics, Marks & Allys, Aromatic Cosmetics, Square Toiletries, and Kohinoor Chemical Company control around 95 percent of the total market.

- **Toilet Soap**

Unilever, which has a 43 percent market share throughout this time, is a prominent participant. In addition, Keya Cosmetics and Kohinoor Chemical Company each have a 10% market share. Lux, Meril, Keya, Sendalina, Cosco, Tibbet, Dove, Savlon, and Lifeboy are the most popular brands.

- **Oral Care**

In Bangladesh, there are a variety of toothpaste brands to choose from. Pepsodant, close up, oral B, Colgate, Dubur, Magic, White plus, Sensodyne, Mediplus, and others are some of the most popular toothpaste brands.

- **Shampoo**

Sunsilk, All Clear, Revive, Dove, Kumarika, Loreal, tresemme and Garnier are some of the most popular shampoo brands in Bangladesh.

Household:

In FY 2016-17, the Asia Pacific region's home care sector grew by 5.70 percent year on year. Tissue & Hygiene items grew at a rate of 205 percent, while Home Care products grew at a rate of 142 percent from 2012 to 2016, according to data from online retailing.

- **Laundry Detergent**

Wheel, Surf Excel, Ghari, Tide, Rin power white, Chaka, Smart, and Jet are the most popular laundry detergent brands in Bangladesh.

- **Toilet Cleaner**

Harpic, Vanish, Clean Master, Rock, Ozol, and Lysol are some of the most popular toilet cleaner brands in Bangladesh.

- **Mosquito Aerosol**

Mortein, Xpel, ACI Aerosol, and Hit are the most well-known mosquito aerosol brands.

- **Liquid Antiseptic**

Savlon is the most popular liquid antiseptic brand, while Dettol is the second most popular.

2.2.2 Size, trend, and maturity of the industry

Bangladesh's Fast Moving Consumer Goods (FMCG) business is one of the country's largest, catering to local consumer demands. The country's growing middle-class population, paired with increased per capita income, has fueled the industry's expansion. According to a BCG report, Bangladesh's middle and affluent class (MAC) population is predicted to grow to 34 million people in the next five years.

The FMCG business has been relatively steady in comparison to luxury goods and other commodities, with food and drinks, personal care, and household care underpinning the industry's development trajectory. Similarly, with increased government investment in road and highway infrastructure, the sector has been able to rapidly expand its last mile logistics and develop sophisticated distribution networks across the country that serve small businesses and mom-and-pop stores. This

industry's global market size is anticipated to reach \$1.54 trillion by 2025. As a result, Bangladesh's FMCG sector increased by 9% to \$3.4 billion in 2017. With the introduction of e-commerce and a rapidly rising contemporary trade business, the industry now has some new growth opportunities. Unilever, PRAN, and Square are currently among the major FMCG businesses, with BATB topping the tobacco market.

Demand is fueled by rapid rural-to-urban migration. Because work prospects are often concentrated in metropolitan areas, 35.70 percent of FMCG expenditure comes from these areas. Bangladesh's tremendous economic growth, according to the Boston Consulting Group, has resulted in a population of 34 million individuals belonging to the MAC. The year 2025 will be a watershed moment in history. The FMCG business should be able to benefit on the potential as the process unfolds. EPZ has produced several employments for women, hence assisting in poverty reduction and increasing demand for FMCG items. Bangladesh is a rich mine of raw materials and cheap labor for firms in the FMCG sector due to its climate and geographic location. Bangladeshi shoppers are enthusiastic about a wide range of products. More over 60% anticipate that salaries will rise year after year. Living circumstances, according to 79 percent of respondents, have improved. As time goes on, consumers will want higher-quality items.

2.2.3 External Economic Factors

FMCGs are often regarded as the quintessential example of a low-margin, high-volume industry, so there should be the factor of economic which impacts are straightforwardly. A wide range of economic factors affect the FMCG industry. Such as: Inflation-Deflation: for the value of money can affects the economic.

- ❖ GDP: India had the largest GDP from manufacturing operations in FY 2016-17, with USD 80.96 billion, followed by Indonesia with USD 38.66 billion. In 2017, Nepal had the lowest food inflation rate of -0.90 percent, while Bangladesh had the highest (7.13 percent). India had the greatest level of consumer spending in the South Asian area, at USD 296 billion. The Maldives has the lowest Consumer Price Index (CPI), at 112 points at the end of 2017. At the same time, Bangladesh's CPI was 245 points.
- ❖ Income-Expense: Consumption spending accounted for 96 percent of average monthly household income (national) in 2010, up from 83 percent in 2005 and 78 percent in 2000, according to the Bangladesh Bureau of Statistics (BBS). In

2010, consumption spending accounted for 93 percent of average monthly family income (Urban), up from 79 percent in 2005 and 74% in 2000. We can observe from this historical pattern that consumer expenditure as a percentage of total income has climbed dramatically in both urban and rural regions throughout time.

- ❖ **Export-Import:** Based on export and import the economic additionally be influenced. Bangladesh's climate is ideal for cattle, milk, rice, wheat, maize, sugarcane, fruits, and vegetables cultivation, providing a substantial raw material basis for numerous FMCG firms. Furthermore, because to Bangladesh's geographical position, importing essential raw materials is highly cost effective. Aside from the availability of raw materials, Bangladesh's cheap labor costs are another factor driving the expansion of the FMCG business. Bangladesh is a good investment location for the FMCG business because of its low labor costs and low manufacturing costs.
- ❖ **Government rules-regulation:** Govt. makes rules dependent on industry. For FMCG industry govt. has likewise rules and guideline like VAT, TAX. These likewise influences the outer manufacturer.

2.2.4 Technological Factors

Companies in the FMCG industry in Bangladesh already using cutting-edge technologies like blockchain, artificial intelligence, digital assistants, and robots in order to optimize operations and increase consumer experience and happiness. Digital transformation is much more than just taking use of new technical possibilities to boost productivity. It's a movement in culture and a shift toward putting digital at the center of the organization. Many established FMCG firms in Bangladesh are embarking on this road to compete in a market dominated by more nimble direct-to-consumer start-ups. Smartphone usage has grown in tandem with rising wages and living standards in the country. As of 2017, smartphone use was at 31% (45 million users) and is expected to reach 75% (138 million users) by 2025. Consumer-centric digitalization is steadily being adopted into the FMCG business to capitalize on the scenario. Smartphone apps that eliminate the need to visit stores provide a more customized purchasing experience, making it simpler for industry participants to engage with their end customers.

Chaldal is a major e-commerce business in the region. It just secured \$5.5 million to develop nano-warehouse technology, making it a significant e-grocery business. Its rise to prominence reflects Bangladesh's rising reliance on e-commerce. Chaldal not only saves time, but it also offers lower costs than the local market in an effort to encourage more people to purchase online. Other e-grocers, such as Khaasfood and Meena Click, joined the list after Chaldal. Consumers can buy anything from mobile phones to apparel to fragrances from the comfort of their own homes, thanks to e-retailers like Daraz and Pickaboo. Furthermore, during the last ten years, the secular decline in average travel speed has encouraged and attracted more individuals to buy from home.

The convenience of purchasing from home against the backdrop of Dhaka City's horrendous traffic perhaps partially explain the phenomenal growth of F-commerce in recent years. The relevance of e-commerce and digitalization will be a crucial component in deciding the pay-offs of operating in the FMCG business, with a modest but ever-increasing internet penetration rate. As the MAC develops in size, this tendency will become increasingly important in defining the FMCG industry's future.

While e-commerce has the potential to be the next big thing for Bangladesh's FMCG business, the elephant in the room must be addressed: customer trust. There is still a lot of skepticism about e-commerce in the country. Mishandled payments, late deliveries, and a lack of quality assurance have all contributed to a widespread apprehension about online purchasing.

2.2.5 Barriers to Entry

In Bangladesh, when new players enter a market, the degree of competition rises, lowering the business's appeal. The threat of new entrants is primarily determined by the entrance barriers. Some businesses have high entry barriers, whilst others, such as FMCG, are very easy to enter.

The following are some of the most significant entrance barriers:

Economies of Scale: For any firm, economies of scale are the most important factors of market structure and entrance. Because the units produced of items are extremely huge scale and the costs paid on them are very low in the Bangladeshi FMCG sector, economies of scale are particularly appealing.

Product differentiation: Difference aims to make a product more appealing by contrasting its distinctive traits with those of competitors. In the Bangladeshi FMCG industry, differentiation has been achieved through color, size, form, and quantity, among other things. In Bangladesh's FMCG business, product differentiation is quite appealing.

Brand Identity: Colors, design, logotype, name, symbol, and other visual characteristics of a brand are the most visible. A well-crafted brand identity will successfully express a company's personality as well as the value of its products to potential customers, assisting in the development of brand awareness, association, and loyalty. As a result, the Bangladeshi FMCG industry has a strong brand identification, and consumer switching costs are cheap due to the large number of companies in the market.

2.2.6 Supplier Power

Most Bangladeshi FMCG firms are price takers, since suppliers to the sector want to capture as much profit as possible throughout the value chain. Prices are largely driven by international commodities markets. Bangladeshi FMCG firms negotiate better prices at periods of high input cost inflation due to long-term ties with suppliers and other factors. Suppliers will raise prices to take a larger portion of the profit if a middleman is making excessive profits.

Suppliers have the following bargaining power:

Number of suppliers: Because there are so many replacement suppliers accessible, the negotiating strength of raw material and intermediate goods providers is limited in this industry.

Availability of substitute: All businesses must acknowledge that they compete with companies that produce replacement products, which are items that can meet comparable client demands but are produced outside of the industry and hence have distinct features. As a result, the availability of substitutes in the Bangladeshi FMCG industry is quite high.

Contribution to cost: Low-margin, high-volume business of fast-moving consumer products Because of the participation of advertising, production, and packaging, the cost contribution is moderate, and the relevance to the provider is likewise moderate.

2.2.7 Buyer Power

Bargaining power of buyers depends on:

The number of Buyers:

Customers seek the greatest value on a product, while firms want to maximize their return on investment. Customers negotiate for better quality or higher levels of service at the lowest possible price in order to reduce costs or maximize value by encouraging industry participants to compete. This industry has a large number of buyers.

Switching Cost:

Customers that have a high level of brand loyalty for a product are less likely to switch brands. Low switching costs and aggressive marketing methods, along with high rivalry among FMCG businesses, encourage consumers to move between goods, resulting in better value for money.

Contribution to quality and cost:

Good quality and high pricing were aided by brand loyalty for a product.

2.2.8 Threat of Substitutes

The availability of replacement items in the FMCG business increases the industry's appeal and profitability by limiting price levels. The threat of alternative products is determined by the following factors:

Availability of close substitute: Consumer goods are in high demand since they are a necessary commodity. Several brands are differentiated by their product offerings. Companies that are new to a category or attempting to gain market share compete on price, which leads to increased product substitution. As a result, the FMCG industry faces a significant risk of substitutability. E.g., Alternatives to Milk Vita on the market

Switching cost: The cost of moving from one supplier's product to another supplier's product is simple if the switching cost is low, but it is difficult for buyers if the switching cost is high. The switching cost in the FMCG industry is low since items are readily available.

Profitability of the producers of substitutes: In this industry, the relative price and performance of replacements are inextricably linked, and the profitability of manufacturers is dependent on the substitute's performance.

2.2.9 Industry Rivalry

Bangladeshi FMCG companies are fiercely competitive. The sector has grown more fragmented as more MNCs join the nation.

Advertisement spending is continuing to rise, and marketing budgets and methods are growing more aggressive.

Number of competitors: The number of market participants in FMCG is quite high, resulting in increased market rivalry.

Industry growth: During the economic downturn, investors looking for reliable margins and consistent returns turned to FMCG. As a result, we may conclude that the FMCG sector is seeing rapid expansion.

Differentiation: In the Bangladeshi FMCG industry, product diversification is modest, which means that competitor difference is similarly moderate, and switching costs from one business to another are minimal.

Excess capacity: When a large number of companies are competing in the same industry, the intensity of fierce rivalry rises. For example, the efficacy of a diversified business in other sectors may be influenced by its performance in other industries, especially if the firm is in interdependent or related industries. The high strategic stakes have an influence on an organization's long-term profit potential in this industry, where there are a large number of rivals, so we can conclude that surplus capacity is high and investor and stakeholder contributions are also substantial.

CHAPTER III: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

I interned at the Mousumi Network, part of the Aman Group of Companies, for three months. It was a whole new experience in my life to gain real-world experience in the business world. During my internship, I did lot of activities to help me gain varied ideas that I cannot receive from any text books. It is difficult for an intern to keep track of all of the sales activities in such a short time. However, in order to complete my internship program on schedule, I did my best to manage and complete these responsibilities. My primary responsibility was to support Mrs. Rehnuma Haque, the Department's Assistant Manager of Sales, as well as other Mousumi Network officials.

My primary obligations of the work as follows:

- ❖ Assisting in developing HORECA channel of the edible Lucy Oliva Olive Oil.
- ❖ Assisting in pitching for new E Commerce acquisitions for the placement of Lucy Oliva Olive Oil, Ambassador, Sesa, Vasmol and Rohto products.
- ❖ I was given the responsibility of monitoring daily sales. How many items have been sold, how many will be sold on that day, and where the product has been sold (stores or corporate headquarters). Every day, I needed to look over the sales report. Then I'll let my supervisor know about it.
- ❖ One of my main responsibilities was to keep track of corporate sales. Every day, I had to review product orders and delivery lists from companies like SHWAPNO, AGORA, DAILY SHOPPING, and others.
- ❖ I've also been tasked with keeping track of corporate salespeople. I also looked into their performance.
- ❖ Marketing sales activities was one of the most difficult jobs I've ever had. I needed to travel to the market to learn about the present state of Mousumi Network's goods as well as client demand.

4.2 Training

Although the internship program is intended to be a 'task learning program,' the business does not allow traditional training for entry-level positions, yet all of the organization's officials were gracious enough to quickly instruct me on how to complete the dispersed tasks. Mousumi Network has been one of the most straightforward organizations. I am quite fortunate enough to have a temporary employment there. I

was provided a few instructions and brochures to study the key functions of the business right from the start of my three-month entry-level work. They typically responded to all of my questions and clarified any of confusion I had. Actually, whole divisions were beneficial. Throughout my whole entry-level work time, I have had the opportunity to meet a large number of individuals and learn how to communicate with them as well as the best way to adjust to varied situations. As a result, I might conclude that the three-month program was an educational experience for me.

Activities of sales & marketing department:

- Look for a possible client.
- Maintaining a relationship with a current client.
- Technically persuade the target client to sell the products.
- Making appealing advertisements and arranging for them to be published in newspapers and internet media.
- Attend each and every trade show in Bangladesh.
- Give the client the information he or she needs.
- Attempt to keep the client's pledge.
- Increasing the quantity of clients.
- Identifying a trustworthy customer.
- Every customer desire a high-quality product so in this section guarantees that their clients' needs are met.
- The marketing department maintains a positive relationship with competitors so that they may simply analyze their strategies. This firm gives gifts to its distinguished competitors on certain occasions.
- The pricing strategy is also determined by the sales department based on the current market position.
- Marketing & sales department arrange makes events so that the client can know more about the products.

4.3 Contribution to Departmental Functions

My activities as an intern employee in the Mousumi Network department, where I completed my internship term:

- The most of the time, I was receiving calls from current workers who wanted me to document their complaint. Which I need to show my supervisor, Rehnuma Haque.
- I keep track of other FMCG companies' stock market performance on a daily basis, as well as gather and record their updated profiles. This was also seen by my supervisor, Rehnuma Haque.
- I also handle new customer phone calls and strive to provide accurate information about this firm based on my study of its profile.
- Negotiated with customers over difficult product prices, but for the most part, my supervisors were quite helpful.
- During my internship, I also gathered information on the activities of other departments, which helped me learn more about the activities of an FMCG firm.
- I also attend certain training meetings with my supervisor.
- I also consider the product's quality, as clients expect a high-grade produc

4.4 Evaluation

Working at MNL was a fantastic experience. Everyone was really friendly and accommodating to me. During my three-month internship at Mousumi Network Limited, I learned a lot. My supervisor was always attempting to teach me how to do jobs. She was always there to advise me and provide me with necessary information. She also used to provide me with additional information about other departments. Learning new things from them was enjoyable. She was kind, and if I made a mistake, she would gently correct me. She attempted to be as accommodating as possible because this was my learning session. MNL workers were pleasant, and they never made a big deal out of my error. Rather, they attempted to provide clear, thorough information, which enabled me to do my job more precisely. They were blown away by my performance. They were my seniors because I was the sole intern working there, and I carefully followed all of their orders. As a result, my total performance was satisfactory in my opinion, and I believe they were pleased as well. Regardless, the Mousumi Network, Aman Group of Companies, and branch specialists have all

praised me for my honesty, fundamental knowledge of FMCG and the board, and my quick learning capacity. I would say that these three months have helped me to establish a bridge between my educational base and the lucrative corporate world.

Performance Evaluation	Poor	Fair	Good	Excellent
Attendance (punctuality)				
Productivity (volume, promptness)				
Quality of Work (accuracy, completeness, neatness)				
Initiative (self-starter, resourceful)				
Dependability (thorough, organized)				
Attitude (enthusiasm, curiosity, desire to learn)				
Interpersonal Relations (cooperative, courteous, friendly)				

Table 1: Performance Evaluation of Moushumi Network, Aman Group of Companies

Following the table, my supervisor praised my involvement, Quality of Work, desire, and relational skills in the table, and I was also praised for my outstanding usefulness, manner, and constancy. I'm quite pleased with my evaluation and am looking for a way to get rid of my flaws.

4.5 Skills applied

The skills applied in my internship experience in the Mousumi Network, Aman Group of Companies.

- **Communication-** I have good communication skills. During my university, I was a part of club so I knew how to communicate with people.. This capacity allowed me to express accurate messages to and from people without misunderstandings. It let me immediately connect with everyone in the office and get to know them. I was in continuous contact with both staff and consumers. However, dealing with consumers and keeping my superiors up to date has improved my communication abilities. As a result, my communication skills have improved.

- **Teamwork-** I had excellent teamwork abilities because I was part of group in my university. So, I have experience both the roles of leader and team member. It was beneficial to utilize these talents since I was able to collaborate with other colleagues. I had to help them by following several directions when there was a heavy workload.
- **Technical Skills-** I had the knowledge of Microsoft office such as MS-word, Power point, and Excel. So, it was easier for me to enter data in the excel sheets as well as write any meeting minute in Ms-word.
- **Problem Solving Skills-** During my university I did attempt a lot of case solving. If any problem arises I tried my best to use that skills to solve that. As I had to deal with many corporate customers so this skills was needed to wrap up any uncertain circumstances.

4.6 New skills developed

Throughout my internship period, I have acquired several new skills that will serve as building blocks for my future. Prior to joining the Mousumi Network, Aman Group of Companies, I knew very little about the company, but now I have a good deal of information about it, which will help me make better decisions in the future. My top officials and supervisors were quite helpful, and they constantly engaged me, assisting me in developing countless new capabilities.

I have acquired a respectable quantity of skills. To give an example, consider how the managers efficiently and properly perform work. The following is a list of some of the new skills I developed while working at Mousumi Network, Aman Group of Companies:

- I have promoted the practice of working eight hours a day, which is the norm in every company culture. As a result, I gained knowledge about how a partnership operates on time.
- I also learnt how to maintain long-term relationships with managers as well as consumers. This is an important aspect of any company life and must be adjusted accordingly.
- This temporary employment experience has taught me how to think more clearly. Because I had a deadline to meet, I needed to devote 100% of my attention to it.

- . I discovered how separate departments within a firm contribute significantly to the broader FMCG sector.
- During my time as an intern at Mousumi Network, Aman Group of Companies, I developed the capacity to assist my coworkers.
- Working as an intern at Mousumi Network, Aman Group of Companies has given me the confidence to complete any task on time.
- However working as an intern at MNL helped to enrich my computer proficiency. I made a conscious effort to improve my skills, such as Microsoft office skills (MS Word, PowerPoint, and Excel), web-based media knowledge skills, interpersonal, writing skills, and strong communication skills, to do every job even more effectively.

4.7 Application of academic knowledge

Because the majority of my employment obligations were sales-related, I didn't have the chance to apply as much academic knowledge to my work. However, I have attempted to demonstrate my academic understanding in a few instances. During my BBA program, I had achieved knowledge of marketing, management, sales activities, human resources etc. sector, which helped me work practically during my internship period. The best I learned was that it was Presentation skills are an academic talent that I used throughout my internship at Mousumi Network. The conclusion of each trimester and the presentation of what I've learnt. My ability to provide information is really beneficial to me. The most crucial talent in the marketing and sales departments is presentation. Mousumi Network Marketing is all about getting their products and services in front of as many people as possible. This academic knowledge that I have successfully used.

CHAPTER IV: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

In our country, the Aman group of companies is one of the renowned and well established company. So it is quite difficult for giving recommendations or suggestions to this organization. But, based on my internship experience, I have come up with some tips that Mousumi Network can use to improve themselves and help them become a top performance at this firm, which I believe they will. Following are a few

recommendations for resolving Mousumi Network's shortcomings based on my observations and perceptions (Aman group of companies):

- Information technology should be utilized to do business: New technologies must be employed to sustain firm activities in order to obtain high levels of performance from employees and to fulfill client requirements.
- Leaving the Manual System: Because the revolutionary tech service is faster than the old system, the electronic system must be used instead of the existing method.
- The Mousumi Network office should be tastefully decorated: It has been found that developed private offices are better equipped. A well-decorated workplace is necessary to attract new consumers.
- In order to fulfill the goal, Mousumi Network must build up and implement acceptable techniques, upgrades, and strategies for measuring quality.
- In order to improve the company's image and demonstrate responsibility to society, Mousumi Network must engage in a variety of social initiatives and boost their marketing efforts.
- Implementing Training Plans: It is necessary to construct recurrent training facilities, notably in the computer and information technology industry, as well as a variety of skill development programs.
- I feel they should be more concerned with corporate social responsibility, since this will boost public perception of their brand.

I believe this suggestions would be helpful for Mousumi Network (Aman group of companies).

5.2 Key understanding

During my three months internship in the Mousumi Network, Aman Group of Companies following positive and negative things are found from my observation:

- A long time ago, a business entered into competition with others.
- The manager puts in a lot of effort to meet the major objectives and understands how to encourage people and represent the company well in the community.
- We didn't get any precise structure. We went for everyone in the ecom sector such as Alesha, Evaly, Chaldal, kshop, f-mart, Fairmart, Drobboo, shajgoj, shobuy, Pandamart, Pandashop, Daraz, letsgo, Mart, Waodi, Priyoshop, Ajkerdeal,

Othoba, carnesia, Belasea, Banglashoppers, The Mall. No segmentation was done according to business value (based on small pocket e-com and large pocket ecom) to engage customers, instead we engaged in mass. Would've been better if segmented. No out of the box marketing done due to lack of core content (hence of the message was vague to the general public regarding the target customers of the brands in question, what is the vision of the brand and its goals, no constructive concept of branding in this management, it could've been better/helpful for us to enrich the content if everything was more precise). Everything was placed in one large basket, unbalanced. Thus the management could've come up with a sustainable 360 DEGREE marketing view. By this time with the demand of the season, brands could have outdone themselves. Demand could have been regenerated, but nothing was done by management to ensure such prospects. (IMC, marketing, customer engagement, brand's personality, lack of tools in marketing department)

5.3 Conclusion

Based on the analysis, it can be claimed with certainty that if the Aman group of firms can retain its energy ownership in Bangladesh, they would be able to keep their market leadership position. Every part of the financial statement for the Aman group of companies is exhibiting an upward trend. Furthermore, the firm has a Moderate amount of bank borrowing, giving its investors a high level of trust in the organization. Their after-tax profit is a strong indicator of their financial sustainability.

So, Aman group of companies (Mousumi Network) financial trend and firm value is increasing day by day and their brand image making declares and customers loyal to their product through provide quality multiple types of products and services than the overall FMCG industry in Bangladesh. To become a market leader and accomplished the difficult task ahead it always looks forward to dynamic participation from the people associated with them.

So, the financial trend and firm value of the Aman group of firms (Mousumi Network) is expanding day by day, and their brand image is declaring and consumers loyal to their product by providing quality numerous sorts of products and services than the total FMCG sector in Bangladesh. It looks forward to dynamic engagement from the individuals linked with them in order to become a market leader and complete the challenging work ahead.

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Appendix-A: