



**UNITED
INTERNATIONAL
UNIVERSITY**

**INTERNSHIP REPORT
ON**

**"Supply Chain Management of Perishable
Goods of ACI Logistics Ltd. (Shwapno)"**

SUBMITTED TO

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Letter of Transmittal

16th October, 2023

Mimnun Sultana

Assistant Professor,

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United International University.

Subject: Submission of Report on “Supply Chain Management of Perishable goods at ACI Logistics Ltd. (Shwapno)”

Dear Mam,

I'm submitting this letter to formally share my in-depth assessment of the perishable commodities supply chain practices used by ACI Logistics Ltd. (Shwapno). Due to the fact that it satisfies a need for my BBA program, this paper is very significant.

I actively participated in the day-to-day operations of the company throughout my three-month apprenticeship at the Shwapno Corporate Head Office. I really appreciate all of your advice and steadfast support, which have been of incomparable benefit in advancing our project.

I want to say how grateful I am for the chance to learn new things and develop my abilities. I look forward to hearing from you and learning more about your thoughts on the report's analysis.

Sincerely yours

Sujoya Ghosh

Sujoya Ghosh

ID_11119110

School of Business and Economics

United International University

Enrolled Trimester: Summer 2023

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Declaration of the Student

By signing below, I, the undersigned, certify that the project report described above was created by me independently as part of meeting the course's criteria while collaborating with Assistant Professor Mimmun Sultana. I, the study's author, attest that all assertions stated and information provided here are the outcomes of my own independent research.

I also certify that everything in this report is my original work, having worked with my academic adviser to develop the concepts and write the draughts. I further attest that I have not submitted this report to another university in order to obtain any other degree, diploma, or certificate.

I adhered to all academic guidelines while I wrote this report.

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Acknowledgment

I had like to begin by expressing my sincere gratitude to the Almighty for giving me the strength and composure I needed to do the assignment in the allocated time. Because ACI Logistics Ltd. (Shwapno) gave me the opportunity to gain practical experience by observing and participating in a company's daily activities, internships are a crucial component of the BBA curriculum. An excellent organization to intern for was ACI Logistics Ltd. in Shwapno.

I would want to take this opportunity to thank Mimnun Sultana, who served as my excellent internship supervisor and serves as an assistant professor in United International University's School of Business and Economics (SOBE). The accomplishment of this endeavor would not have been conceivable without her crucial counsel, which served as its foundation.

Also deserving of praise is Mr. Morsalin Rashid, my superior at Shwapno, for his steadfast advice and perceptive comments during the course of this project. I want to express my appreciation to all of the officers and employees at Shwapno for their unflinching support throughout this trying period. Their confidence in my competence was essential to my achievement.

Last but not least, I want to thank you for giving me such a wonderful environment to work in. As a result, it was a pleasure to manage .and watch operations throughout my internship.



Executive Summary

The objective of this paper is to study ACI Logistics Ltd.'s (Shwapno) Supply Chain Management of Protein and Perishable Goods, highlighting its advantages, difficulties, and prospective improvement areas. Within the company, study time lasted for three months.

A thorough summary of Shwapno's database, various activities, and wastage status are provided in the report. This gives context for the products of the organization, which are categorized, and lays the foundation for the analysis that follows.

The study's main component is a project that looks into how Shwapno conducts its retail company and how they are developing. The study primarily examines how cost-effective supply chain integration is. How they handle inventory, distribution, logistics, and these other things. The outcomes shed light on the potential benefits of this shift. The three-month project timeframe may have constrained the scope of data collection,

and analysis, which the paper notes as one of its shortcomings. Additionally, the widespread use of sensitive data was constrained by worries about confidentiality.

The next section gives a thorough rundown of the internship experience. The tasks, responsibilities, outcomes, and any challenges faced during the internship are all described in this section. It sets the stage for the discussion of the Shwapno's preservation and wastage analysis that follows.

The project advises Shwapno to keep implementing wastage reduction practices, particularly platform, based on the study's findings. It emphasizes how this contemporary method has the potential to be more cost-effective and significantly reduce waste. The paper emphasizes how this updated methodology could boost the organization's ordering and inventory management procedures, resulting in greater effectiveness.



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Chapter 1

INTRODUCTION



1.1 Introduction of the Report

In a world striving for sustainability and responsible business practices, efficient supply chain management plays a pivotal role. ACI Logistics Ltd., widely known by its retail brand name Shwapno, has recognized the significance of reducing protein and perishable wastage within its supply chain. Addressing this concern not only aligns with the organization's commitment to sustainable practices but also contributes to cost-efficiency and environmental responsibility.

This report sheds light on ACI Logistics Ltd.'s initiatives aimed at minimizing protein and perishable wastage in its supply chain. The objective is to provide an in-depth understanding of the strategies and actions implemented by the organization, emphasizing the benefits, challenges, and outcomes of these efforts. By presenting a thorough analysis of ACI Logistics Ltd.'s endeavors towards reducing protein and perishable wastage, this report aims to highlight the organization's dedication to sustainable growth and its contribution to building a more eco-conscious and efficient supply chain within the retail industry.

1.2 Background of the Report

As a final year student, after completing all the academic credit a student needs to do an internship program for the purpose of getting practical knowledge or corporate knowledge and to utilize her subjective knowledge that she learnt from her academic session. So for completing that formality I was appointed at ACI Logistics (Shwapno), Head Office. The internship program was started from 13th June 2023 and ended by 13th September 2023.

In this 3-month internship period I was working under Shwapno's Supply Chain Protein and Perishable (P&P) wastage reduction. It was a great experience that helped me to utilize my academic knowledge in the practical field and get an essence of the corporate world. So as an integral part of my internship program I have to submit an internship report to get the certification of my BBA degree. So the report is recommended by my honorable supervisor.

By studying this report, the audience will get to know all the activities of inventory management,



reduction of wastage, and customer relationship management of ACI Logistics (Shwapno). Moreover I have also discussed some its establishment, all other department available, their products & services. So audience will get a complete idea of ACI Logistics (Shwapno).

1.3 Objective of the Report

The objective of the report can be classified into 2 forms. Those are the primary objective and Secondary objective. All of those objectives are discussing here.

1.3.1 Primary Objective

So as I discussed earlier the primary objective of this report is to complete my academic requirement of submitting internship report. So for that purpose I am preparing this report which includes retailer shop Protein and perishable items wastage contribution against sales and solution. These following are the primary objective:

- Gaining hands-on experience with job duties.
- Getting to know oneself with the actual corporate scene.
- Academic lessons are juxtaposed with real-world situations.
- Fulfilling the prerequisites for the BBA program.

1.3.2 Secondary Objective

The secondary objective is to let people know about inside of Shwapno (products, maintenance, strategies). My experience to work with the Shwapno specially analyzing, wastage reduction, and sales data organizing such as different kinds of product category has subcategory, there's a lot of variation in one product. Shwapno utilize every product by making is combo's. Besides to improve the lackness that I face in working with Shwapno I provide some recommendation so that they are able to overcome that problem.

1.4 Methodology of the Study

The study is carried out in a planned manner, beginning with the topic selection and concluding with the creation of the final report. Data discovery and gathering was an important stage. The data were then



methodically organized, examined, examined, analyzed, and presented to draw out important findings. The report will help the audience to know the different product category and their subcategory. In short by reading this report they will get the knowledge of how Shwapno regulates their activities due to wastage. Below is a more thorough explanation of the entire methodology for this study.

1.4.1 Sources of Data:

Using both primary and secondary channels, data has been collected:

1.4.2 Primary Sources:

- Observing the insight of Shwapno.
- Talking to my supervisor
- Contacted with different field expert and officials

1.4.3 Secondary Sources:

- The ACI Logistics LTD. (Shwapno) Monthly Report Textbooks,
- Articles both online and offline, and other relevant materials
- The ACI Logistics LTD. (Shwapno) website

1.5 Scope and Limitation of the Study

Scope of the Study

I have gained extensive practical knowledge of the retail industry sector and how it conducts its everyday operations through my internship at ACI Logistics (Shwapno). Additionally, I have the opportunity to work outside of my department's supply chain. It broadens my understanding in the real world so I may include it in my experience. Most significantly, through collaborating with individuals from many departments, I was able to build a network that may be useful to me in the near future. I was able to put my supply chain major into practice while working in the Protein and Perishable supply chain planning team at ACI Logistics LTD. (Shwapno). I am able to explain how things actually operate in daily activity. From procurement to end consumer the whole supply chain.



1.6 Limitation of the study

I have to admit that I have gotten full support and cooperation from all the employees, stakeholders and officials of ACI Logistics (Shwapno). But in spite of that there were some limitation that I face to do this internship program and the report.

As I worked with all the busy people, so it was tough for me to manage them to collect data for my report form their busy schedule.

- There are many information that are confidential for Shwapno. So they couldn't share those information for company's well-being.
- In collecting secondary data I didn't get all the information that I was needed form their websites, annual reports and many other sites.

1.7 Internship Experience:

1.7.1 Position, Duties, and Responsibilities

1.7.1.1 Position:

One of the leading retailers in Bangladesh and one of the most successful overall is ACI Logistics LTD. (Shwapno), which is well-known. Being a part of this distinguished organization is a positive step towards achieving many of my objectives. Working closely with Mr. Morsalin Rashid, a Manager of Supply Chain Planning, is a requirement of my current role in supply chain planning. I must work along with him to complete this part of my job. I am currently employed as an intern here at Shwapno.

1.7.1.2 Duties and Responsibilities at Shwapno

An intern at ACI Logistics Ltd. (Shwapno) under Morsalin Rashid, the Manager of Supply Chain Planning, would typically have a vital role within the supply chain team. The intern would work closely with Mr. Rashid and the team to support various aspects of supply chain planning and execution. Here's a description of the position:

- **Assisting in Data Analysis and Reporting:** As an intern I tried to support supply chain



operations data collection, analysis, and interpretation. Analyzing inventory levels, demand projections, supplier performance, and other pertinent information may be required. The intern would assist in the creation of reports and presentations that would support decision-making.

- **Participating in Planning Meetings:** Participate fully in Mr. Rashid's planning sessions by contributing his views, observations, and analysis. They would get the chance to learn about decision-making procedures and supply chain tactics, and they would be able to provide ideas based on their research.
- **Inventory Management and Optimization:** I worked as an intern to reduce waste and increase supply chain efficiency by helping with stock ordering, tracking stock turnover rates, and optimizing inventory levels.
- **Collaborating with Cross-Functional Teams:** In order to develop a thorough grasp of the entire supply chain process, I also made an effort to collaborate closely with other departments, including sales, logistics, and procurement. Exposure to how many functions work together to achieve overall business objectives would result from this partnership.
- **Learning Supply Chain Software and Tools:** Trained in the use of tools and software for supply chain management, which are essential for efficient planning. They would become more skilled and knowledgeable about current supply chain technologies as a result of this practical experience.
- **Process Improvement Initiatives:** Participated in supply chain continuous improvement programs, finding opportunities for improvement, putting forth changes, and supporting the implementation of streamlined procedures.
- **Professional Development and Mentorship:** The intern would get mentoring and chances for professional development under Mr. Rashid's direction. They would gain knowledge of the market, discover best practices, and hone crucial abilities for a future in supply chain management.



1.8 Professional Development:

My professional development as an intern at ACI Logistics Ltd. (Shwapno) would be a valuable and enriching experience, offering opportunities for growth, learning, and skill enhancement. Here's a roadmap that can guided me for professional development during my internship:

- ❑ **Understand the Organization and Industry:** Learned about the procedures, principles, and objectives of ACI Logistics Ltd. Discover the market trends, the retail and supply chain industry, and the competitive positioning of Shwapno.
- ❑ **Establish Clear Goals:** Set achievable objectives for the internship period and match them to your professional aspirations and the opportunities the company has to offer. For clarification and direction, I discussed these objectives with my supervisor.
- ❑ **Learned from Supervisor and Team:** With the help of the supply chain planning team and my boss, Morsalin Rashid, I was actively involved. Asked questions, sought advice, and learned from their experiences. Took note of their communication tactics, problem-solving techniques, and management philosophies.
- ❑ **Participate Actively in Projects:** I actively participated in the initiatives that were given to me and, whenever feasible, sought out new tasks. It strengthens my capacity for data analysis, planning input, and productive teamwork.
- ❑ **Develop Technical Skills:** Improve technical abilities with a focus on platforms for project management, data analysis, and supply chain management software. Prove your expertise with Excel, inventory management programs, and any other specialized software.
- ❑ **Improve Communication and Presentation Skills:** Work on improving your written and vocal communication abilities. In any professional situation, effective communication is essential, therefore I got better at sharing my results and thoughts with the team.
- ❑ **Network and Build Relationships:** I networked with experts from other departments, participated in business events, and sought out informational interviews to deepen my expertise of the field and create valuable relationships.
- ❑ **Participate in Training and Workshops:** Attended workshops, seminars, or training



sessions that the company organized. These experiences provide priceless insights and chances to hone one's skills.

- **Enthusiasm and Proactivity:** It required me to be proactive in recommending changes, volunteering for work, and contributing to the success of the team. I had to show that I had a positive attitude, a drive to learn, and a readiness to take on new challenges.

By following this roadmap and actively engaging with the team and the organization, you'll maximize the value of your internship and set a strong foundation for your professional growth within the field of supply chain management.

1.9 Evaluation:

I don't have a lot of experience yet, so it's difficult for me to evaluate the organization where I am an intern. Some of the best security methods in the industry are employed by Shwapno. Data security and privacy are maintained at a very high degree because each employee completes their task on a private server provided by the business.

My manager is considerate and nice when he instructs me in new material. This is done in the vein of a mentorship arrangement. Because instructions are given in a well-considered manner, my educational experience has been overall positive and beneficial. Additionally, it improved my communication skills. I've learned how to carefully extract information from a variety of sources. My instructor expertly demonstrates to me how to identify and evaluate significant information, which aids in my comprehension of the material. My boss makes sure that all I do as an intern complies with the professional standards of the company. The strategic alignment ensures that I will be working on issues that are significant and practical in the field in which I will be employed.

It's really hard for me to do an in-depth analysis of the company because I don't have a lot of knowledge about it. The organization's stringent security measures, my supervisor's mentoring style, the emphasis on enhancing communication skills, the capacity to obtain helpful information, and the emphasis on matching intern activities with industry professional standards are a few things that stand out, though. These are but a few of the characteristics that set them apart.



1.10 Improvement of Skills:

We are constantly learning up new skills, which can be simple or difficult. Even yet, mastering a new talent is a significant personal achievement. I picked up a lot of new skills while working that will be useful to me in the future. Among these new skills are:

- ☐ Using Microsoft Excel effectively for a variety of tasks.
- ☐ Making effective use of ERP tools and understanding how to do so.
- ☐ Demonstrating that they are good at interacting with and getting along with people.
- ☐ Improving time management and organization to be more productive.
- ☐ Gaining more knowledge of Supply Chain Management.

Because it is so comprehensive and in-depth, this broad collection of abilities offers a lot of value in a variety of employment domains. Each of these abilities enables individuals to succeed in their careers, adjust to shifting circumstances, and contribute to the success of their organizations.



Chapter 2

Company & Industry Overview



2.1 Overview of ACI Logistics LTD (Shwapno):

One of the biggest conglomerates in Bangladesh, the ACI group has assets and interests in many different industries. ACI was formerly known as Imperial Chemical Industries (ICI). After Bangladeshi investors in ICI were able to acquire the bulk of the company's shares in its Bangladeshi operations, ACI was established. ACI group's 2008-founded concern SHWAPNO is an essential component of the organization as a whole. It stands for and demonstrates ACI's dedication to improving Bangladesh and acting as a catalyst for the betterment of millions of people's lives. The largest retail chain in Bangladesh, SHWAPNO, has 315 retail locations strategically placed around the nation. Its market share of the 1500 core Taka retail business, which is rising, exceeds 35%. Considering that only 2% of the country's population is served by the retail sector, Bangladesh's retail industry has enormous potential. The retail division of ACI has made a reputation for itself in the industry. SHWAPNO has been able to establish a strong position in the market thanks to its rigorous and analytical top management and creative marketing methods. Despite having a long-standing presence in the Bangladeshi market, the other retail chains Agora and Meena Bazaar haven't been able to match SHWAPNO's level of brand equity and reach. This study focuses on the many tactics created and used by SHWAPNO to establish its market-dominating position and how they reduce wastage and generate profit. Market factors influenced some of the techniques, while desperation led to the development of others. There has never been a comprehensive examination of retail chains' marketing tactics in Bangladesh. A thorough investigation of this topic is necessary given the growing significance of the retail sector to the Bangladeshi economy and its expanding influence over many facets of people's life.

2.2 Vision of ACI Logistics LTD. (Shwapno)

"To be the most trusted and preferred retail and supply chain partner, providing exceptional value and experiences to our customers, employees, and stakeholders while contributing to the development and sustainability of the communities we serve."



In this vision statement, several key points are emphasized:

1. **Trust and Preference:** Shwapno aspires to be a brand that customers can trust for their retail needs. They aim to become the preferred choice among customers in the retail market.
2. **Exceptional Value and Experiences:** The Company aims to deliver exceptional value to customers through its products and services. This could include high-quality products, efficient supply chains, excellent customer service, and memorable shopping experiences.
3. **Customer-Centric Focus:** ACI Logistics Ltd. (Shwapno) places a strong emphasis on meeting the needs and expectations of their customers. Understanding and fulfilling customer requirements is a core aspect of their vision.
4. **Employee Well-being and Growth:** The vision includes a commitment to the development and growth of employees. Shwapno likely envisions an empowered and motivated workforce, contributing to the success of the organization.
5. **Stakeholder Satisfaction:** The vision extends to the satisfaction of stakeholders, which includes not only customers but also investors, partners, suppliers, and other entities involved in the business ecosystem.
6. **Community Development and Sustainability:** ACI Logistics Ltd. envisions being a socially responsible organization that contributes to the development and sustainability of the communities it operates in. This could involve initiatives related to social and environmental responsibility.

2.3 Mission of ACI Logistics LTD. (Shwapno)

“Enrich the quality of life of the people through responsible application of knowledge, technology and skills.”



In this mission statement, several key points are highlighted:

1. **Customer Focus:** The mission emphasizes the importance of customers by committing to providing them with the best quality products and exceptional service. Customer satisfaction and experience are at the forefront of their operations.
2. **Quality Products and Value:** ACI Logistics Ltd. aims to offer high-quality products that provide value to their customers. They prioritize providing goods that meet or exceed customer expectations.
3. **Continuous Improvement:** The mission underscores a commitment to a culture of continuous improvement. Shwapno aims to consistently enhance its operations, processes, and services to adapt to changing market dynamics and deliver better outcomes.
4. **Social Responsibility:** The mission extends to contributing to the development of the communities in which Shwapno operates. This could involve various initiatives aimed at social responsibility, sustainability, and community welfare.
5. **Organizational Culture:** The mission alludes to fostering a culture that encourages growth, innovation, and excellence. ACI Logistics Ltd. likely seeks to build an organizational culture that values employees, promotes teamwork, and fosters innovation.

2.4 Slogan of ACI Logistics LTD. (Shwapno)

"কষ্টের টাকায় শ্রেষ্ঠ বাজার"

2.5 Core Values:

1. **Customer-Centric Approach:** Shwapno places customers at the heart of its operations, striving to understand their needs and preferences to provide the best shopping experience.
2. **Quality Assurance:** The Company is committed to offering only the highest quality



products, ensuring consumer satisfaction and building lasting trust.

3. Innovation and Adaptability: Shwapno values innovation and is continuously evolving to meet changing market dynamics and customer expectations.

4. Integrity and Transparency: Upholding principles of integrity and transparency in all business dealings, fostering trust with stakeholders, including customers, suppliers, and employees.

5. Employee Empowerment: Encouraging and empowering employees to excel, fostering a culture of teamwork, growth, and development.

2.6 Subsidiaries and Joint Ventures:

ACI Limited is coordinating the Subsidiaries successfully and efficiently while also upholding positive connections with Joint Ventures.

2.6.1 Subsidiaries:

1. ACI Agribusiness:

- Involved in agricultural production, providing solutions to farmers, and dealing with agricultural inputs.

2. ACI Chemicals:

- Engaged in the production and distribution of a wide range of chemicals, including basic chemicals, agrochemicals, and specialty chemicals.

3. ACI Motors:

- Deals with the sales, marketing, and distribution of agricultural machinery, automobiles,



and construction equipment.

4. ACI Formulations:

- Focuses on manufacturing and marketing pharmaceutical formulations, including branded generic products.

5. ACI Consumer Brands:

- Engaged in the production and marketing of fast-moving consumer goods (FMCG), including food, personal care, and home care products.

6. ACI Salt:

- Involved in the production and distribution of edible salt and related products.

7. ACI Foods:

- Specializes in producing and marketing a wide range of processed food and beverage products.

8. ACI Pure Flour:

- Engaged in flour milling and related products.

9. ACI Logistics Limited (Shwapno):

- Operates as a retail chain that offers a diverse range of products, including groceries, household items, electronics, and more.

2.6.2 Joint Ventures:

1. Asian Consumer Care (ACC):

- A joint venture between ACI Limited and Marico Limited, engaged in the business of



personal care and wellness products.

2. Reny Agro Limited:

- A joint venture between ACI Limited and Renata Limited, involved in agribusiness and related activities.

3. Iris Group:

- A joint venture between ACI Limited and various international partners, focused on the development of energy and infrastructure projects.

4. Advanced Chemical Industries (ACI) Ltd., Malaysia:

- A joint venture between ACI Limited and the Malaysian government, focusing on the development of a chemical complex.

2.7 Key Business Segments:

Shwapno operates in various business segments to cater to a wide range of consumer needs:

- 1. Supermarkets and Hypermarkets:** Shwapno operates a chain of supermarkets and hypermarkets across Bangladesh, offering a comprehensive range of products, including groceries, fresh produce, household items, personal care products, and more.
- 2. Online Retailing:** Shwapno has a robust online presence, enabling customers to shop conveniently from their homes and have products delivered to their doorstep.
- 3. Fresh and Organic Foods:** Shwapno emphasizes providing fresh, organic, and locally sourced produce to promote a healthy lifestyle among its customers.
- 4. Private Label Products:** Shwapno offers a range of private label products, maintaining.



2.8 Growth of ACI logistics LTD (Shwapno)

Here are some general factors that have historically contributed to the growth of ACI Logistics Ltd. (Shwapno):

- 1. Retail Expansion:** ACI Logistics Ltd. has been expanding its retail footprint by opening new Shwapno stores across various locations in Bangladesh. Expanding the number of stores allows the company to reach a broader customer base and enhance its market presence.
- 2. Diversification of Product Portfolio:** Shwapno has been diversifying its product range, offering a wide variety of goods beyond groceries. This diversification includes electronics, household items, clothing, and more. Expanding the product portfolio attracts different customer segments and drives sales growth.
- 3. Customer-Centric Approach:** A customer-centric approach, focusing on customer satisfaction and experience, has been a crucial factor in Shwapno's growth. Understanding and meeting the evolving needs and preferences of customers have helped in building a loyal customer base.
- 4. Supply Chain Optimization:** ACI Logistics Ltd. has been investing in optimizing its supply chain processes to ensure efficiency, reduce wastage, and improve inventory management. An efficient supply chain is essential for timely delivery of products to stores and cost-effectiveness.
- 5. Technology Integration:** Integration of advanced technologies for inventory management, point-of-sale systems, and customer relationship management has enhanced operational efficiency and customer service, contributing to the overall growth of the



organization.

6. **Community Engagement and CSR Initiatives:** Shwapno has been actively engaged in corporate social responsibility (CSR) initiatives, supporting the communities in which it operates. Such initiatives resonate with customers and can positively impact brand image and growth.
7. **Strategic Partnerships and Alliances:** Forming strategic partnerships and alliances with suppliers, manufacturers, and other industry players has allowed Shwapno to strengthen its supply chain, negotiate better deals, and expand its product offerings.
8. **Employee Development and Training:** ACI Logistics Ltd. has invested in the training and development of its workforce, ensuring that employees are equipped with the necessary skills and knowledge to provide excellent service to customers, which is vital for sustained growth.

2.9 Achievements and Expansion:

Over the years, Shwapno has achieved significant milestones, solidifying its position in retail market:

- ❑ **Expansion:** Shwapno has expanded its footprint, with a wide network of outlets strategically located across major cities and towns in Bangladesh, enhancing accessibility for customers.
- ❑ **Awards and Recognition:** Shwapno has received numerous awards and accolades for its excellence in retail, customer service, and social responsibility.
- ❑ **Community Engagement:** Shwapno actively engages in various community development initiatives, contributing to social causes and promoting sustainable business practices.



Shwapno continues to innovate, adapt, and expand its operations, guided by its core values and commitment to delivering value to its customers and the community at large.

2.10 Outlets of Shwapno

Shwapno outlets are spread across various cities and towns in Bangladesh, making it easily accessible to a broad customer base. Common locations include Dhaka, Chittagong (now Chattogram), Sylhet, Khulna, Rajshahi, and other major urban centers. Shwapno outlets are known for their convenience, with a one-stop shopping experience for customers. They often have a layout that facilitates easy navigation and shopping. Shwapno has total 315 outlets till now. They classify their outlets according to 3 types.

1. Zone wise
2. Ownership wise
3. Store type wise

➤ Zone wise

Shwapno has outlets all over Bangladesh which are organized within 10 zones.

➤ Ownership wise

Shwapno have 2 types of ownership.

1. Owned
2. Franchise

➤ Store type:

Shwapno has 4 types of store.

1. Express
2. Super
3. Convenience
4. Mega

Number of outlets according zone wise are shown through the table



Zone	Ownership	Store Type	Number of outlets
Dhaka	Franchise	Express Store	129
		Super Store	3
	Own	Convenience Store	6
		Express Store	5
		Mega Store	12
		Super Store	31
Barisal	Franchise	Express Store	11
Cumilla	Franchise	Express Store	15
		Super Store	2
	Own	Express Store	2
		Super Store	2
Faridpur	Franchise	Express Store	3
Khulna	Franchise	Express Store	12
	Own	Super Store	2
Mymensingh	Franchise	Express Store	20
Rajshahi	Franchise	Express Store	13
	Own	Convenience Store	1
		Super Store	1
Rangpur	Franchise	Express Store	12
	Own	Super Store	1
Sylhet	Franchise	Express Store	11
	Own	Mega Store	1
		Super Store	6
Chittagong	Franchise	Express Store	8
	Own	Mega Store	1
		Super Store	5
Grand Total			315



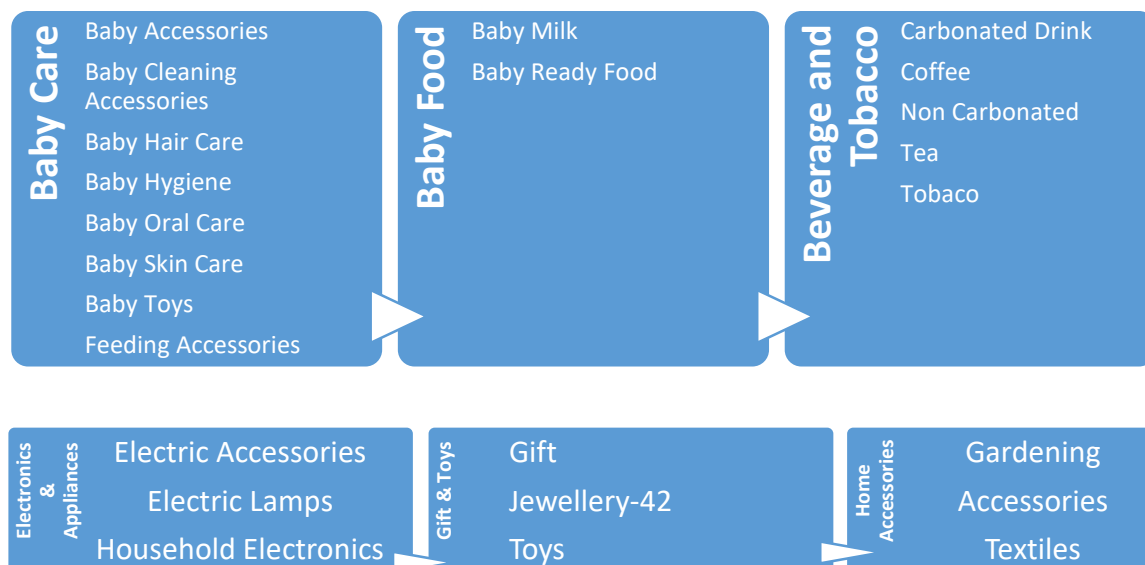
2.11 Distribution Center of Shwapno

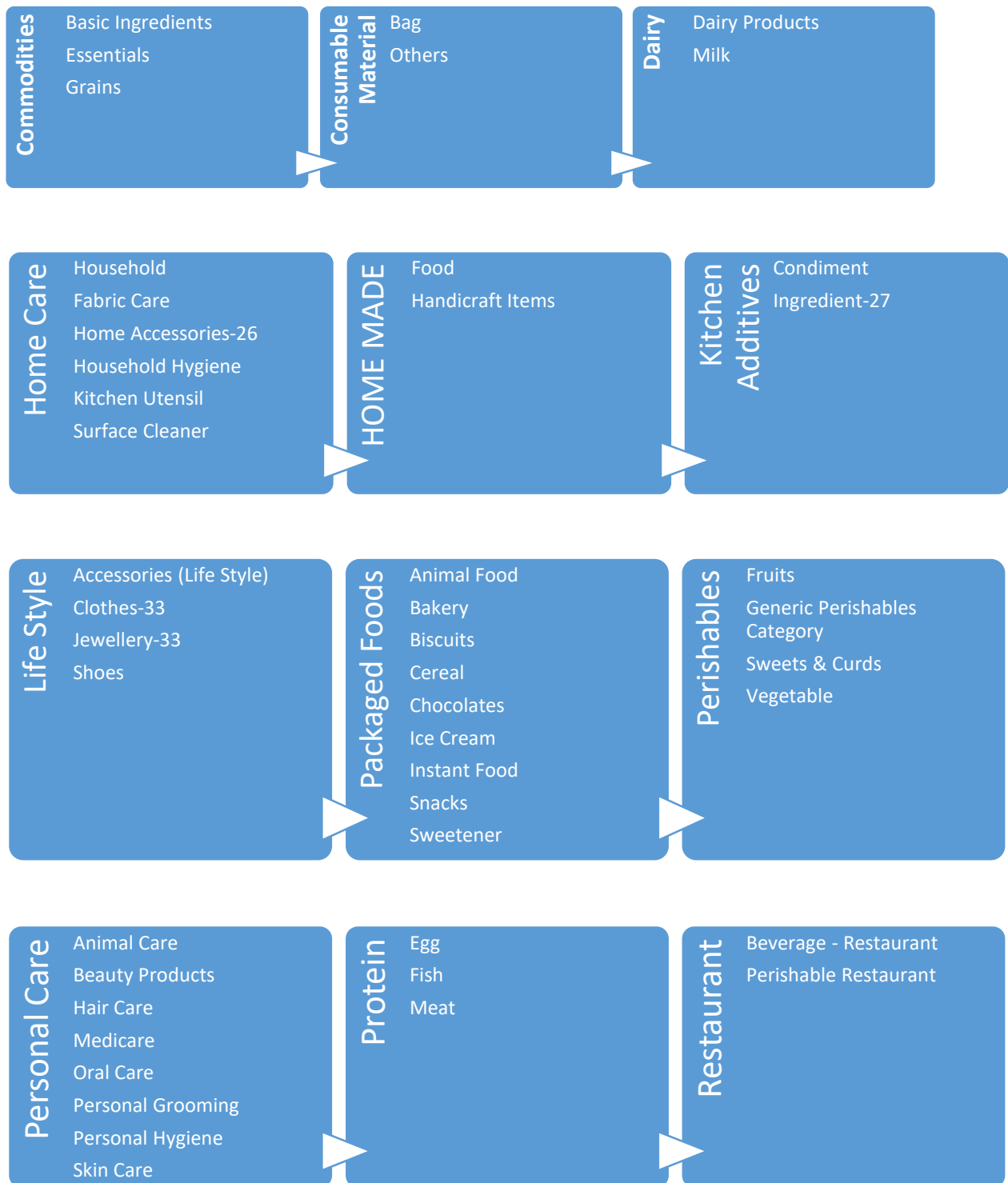
Shwapno has 6 distribution center in whole Bangladesh. From there they distribute products all over Bangladesh.

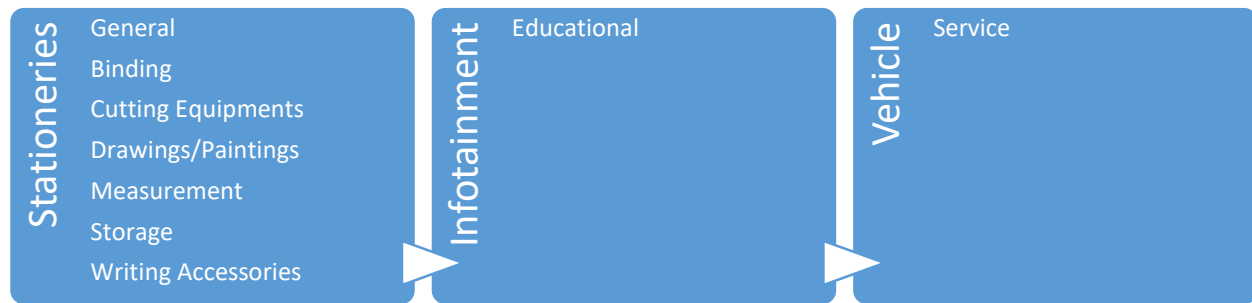
No. of Distribution Center	Location
4	Dhaka
1	Chattogram
1	Sylhet

2.12 Products of Shwapno

All of the products & services of Shwapno can be classified in 21 category. Those are baby care, baby food, beverage and tobacco, commodities, consumable material, dairy, electronics and appliances, gifts and toys, home accessories, home care, homemade, kitchen additives, life style, packaged foods, perishables, personal care, protein, restaurant, stationeries, Infotainment, vehicle. All these products have subcategories. All of their products & services are describing in tabular formation.







2.13 Private Label Branding of Shwapno

Shwapno do private label branding as their one of the marketing strategy. Let's discuss the private label branding of Shwapno:

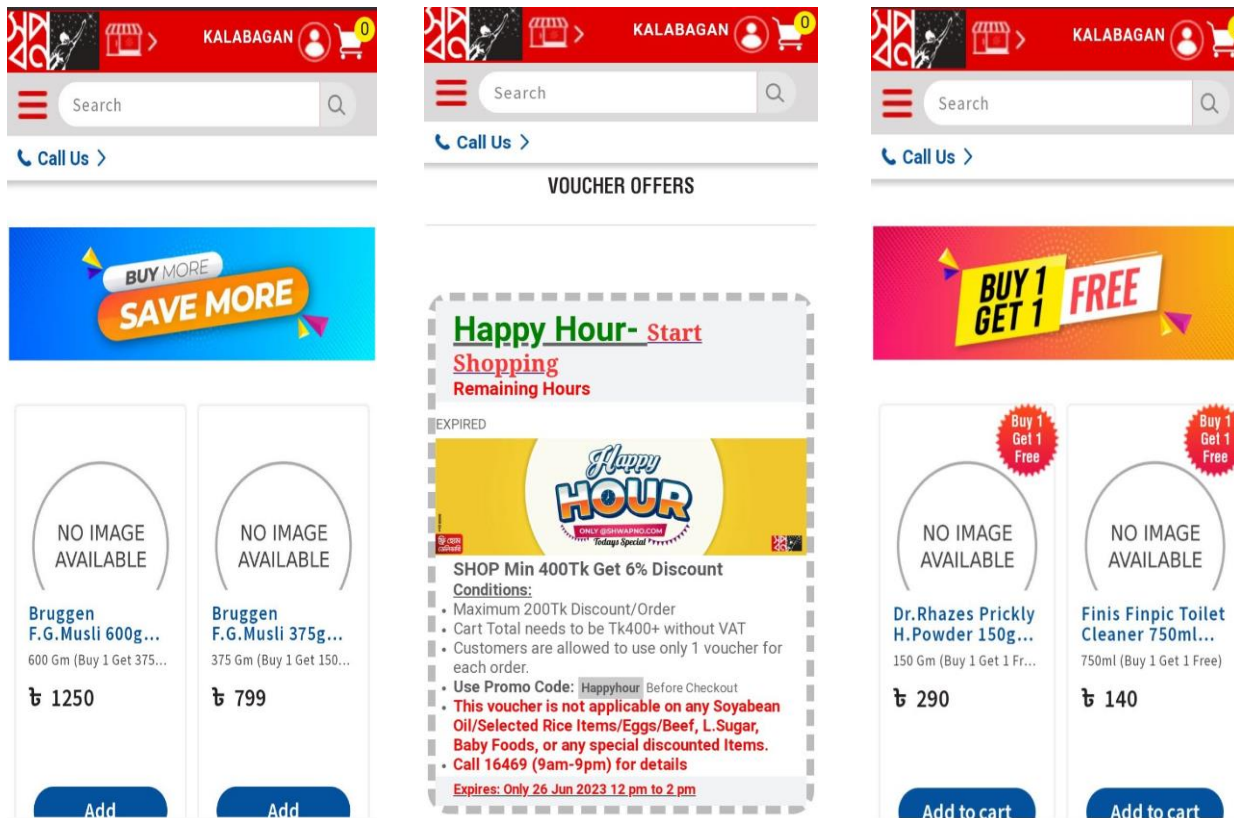
1. **Product Range:** Shwapno may have a range of products under its private label, including grocery items (rice, pulses, oil), household products (cleaning agents), personal care items (shampoos, soaps), and potentially even perishable goods.
2. **Branding and Packaging:** The products under the private label would be branded with Shwapno's own branding and packaging. This branding is aimed at creating brand loyalty and trust among Shwapno's customers.
3. **Quality Control:** Shwapno, like any retailer with private label products, would maintain strict quality control standards to ensure the products meet customer expectations and adhere to regulatory requirements.
4. **Competitive Pricing:** Private label products are often priced competitively compared to national or international brands. This competitive pricing can attract cost-conscious consumers and those loyal to the Shwapno brand.
5. **Consumer Perception:** Shwapno would strive to build a positive perception of its private label products by emphasizing their quality, value for money, and the convenience of finding all these products in one store.



6. **Marketing and Promotion:** Shwapno would likely engage in marketing and promotional activities to highlight its private label products, both in-store and through various marketing channels.

2.14 Services of Shwapno

1. **Electronics and Appliances** Some Shwapno outlets may offer a selection of electronics and household appliances, including small kitchen appliances, electronics, home entertainment and protein & perishable, etc. products. <https://www.shwapno.com/> Through this link customers can order their required products according their need using website, if customers don't want to use Shwapno app.
2. **Convenience and Accessibility:** Shwapno places a strong emphasis on convenience by having multiple outlets in accessible locations. They often focus on well-maintained stores with organized layouts for easy navigation.
3. **Product Variety and Freshness:** Providing a diverse range of products, especially fresh produce and groceries, ensures that customers can find what they need and trust the quality of the offerings.
4. **Online Shopping and Home Delivery:** Shwapno often provides the convenience of online shopping through their website or mobile app, allowing customers to order products online and have them delivered to their doorstep. The home delivery service is free, they charge no service charge. Shwapno also give vouchers, discounts and attractive terms to attract customer. Like:



5. **Customer Service Excellence:** Shwapno emphasizes providing exceptional customer service through well-trained and courteous staff, ready to assist customers, answer their queries, and resolve any issues promptly.
6. **Feedback and Improvement:** Actively seeking feedback from customers and using it to make improvements in their services and product offerings demonstrates a commitment to meeting customer needs and preferences.
7. **Customer Loyalty Programs:** Shwapno typically offers loyalty programs, allowing customers to earn points on purchases that can be redeemed for discounts or other rewards.
8. **Community Engagement and Events:** Shwapno may organize community engagement activities, events, and promotions to engage with customers and provide an enhanced shopping experience.



2.15 SWOT Analysis of ACI Logistics LTD. (Shwapno)

A SWOT analysis examines the strengths, weaknesses, opportunities, and threats of a business. Here's a SWOT analysis of ACI Logistics Ltd. (Shwapno) based on information available.

2.15.1 Strengths

1. **Established Brand and Reputation:** Shwapno is a well-known and trusted brand in Bangladesh's retail and grocery industry, enjoying a strong reputation for providing quality products and excellent customer service.
2. **Extensive Retail Network:** Shwapno has a wide network of retail stores across the country, providing a significant advantage in terms of market reach and accessibility to a broad customer base.
3. **Diverse Product Portfolio:** The company offers a diversified range of products, including groceries, electronics, household items, apparel, and more. This diversification caters to various customer needs and preferences.
4. **Customer-Centric Approach:** Shwapno places a strong emphasis on customer satisfaction and aims to deliver a superior shopping experience by understanding and meeting the expectations of its customers.
5. **Efficient Supply Chain Management:** ACI Logistics Ltd. has invested in an efficient supply chain, which helps in inventory management, timely restocking, and reducing wastage in perishable items.

2.15.2 Weakness

1. **Dependency on Local Market:** ACI Logistics Ltd.'s operations are primarily focused in Bangladesh, making it vulnerable to fluctuations in the local market and economic conditions.



2. **Competitive Market:** The retail industry in Bangladesh is highly competitive with the presence of both local and international retail chains. Maintaining a competitive edge can be challenging.
3. **Operational Challenges:** Managing a large retail network comes with operational complexities, including supply chain logistics, inventory management, and maintaining consistent service quality across all outlets.

2.15.3 Opportunities

1. **E-commerce Integration:** Leveraging the growth of e-commerce could provide an opportunity to expand Shwapno's market reach and offer an additional channel for customer engagement and sales.
2. **Expansion and New Markets:** Opportunities for further expansion into untapped regions within Bangladesh and potentially exploring international markets to grow the brand's footprint.
3. **Focus on Health and Wellness Products:** There's an increasing demand for health and wellness products. Shwapno could seize this opportunity by offering a wider range of such products, aligning with market trends.

2.15.4 Threats:

1. **Market Saturation:** The retail market in Bangladesh may become saturated, making it challenging to grow organically without facing fierce competition and price wars.
2. **Economic Instability:** Economic fluctuations, inflation, and changes in consumer spending patterns due to economic conditions can pose a threat to the purchasing power and preferences of consumers.
3. **Regulatory Changes:** Changes in regulatory policies, trade regulations, or compliance requirements can affect the operations and profitability of ACI Logistics Ltd.



4. **Pandemic and Crisis Impact:** Unforeseen events such as pandemics, natural disasters, or political instability can significantly disrupt operations, supply chains, and consumer behavior, impacting the company's growth and revenue.

In navigating these strengths, weaknesses, opportunities, and threats, ACI Logistics Ltd. can strategically position itself for sustainable growth and adapt to a rapidly evolving market landscape. It's essential to continuously assess and adjust strategies to capitalize on opportunities and mitigate potential threats.



Chapter 3

Supply Chain Management of Retail Business



3.1 Supply Chain Management of Retail Business

Supply chain management in the retail industry globally involves overseeing the entire process of delivering products from manufacturers and suppliers to the end consumers efficiently and cost-effectively. This process encompasses sourcing, production, inventory management, distribution, and retail sales. Below is an overview of how supply chain management works in retail businesses on a global scale:

❑ **Sourcing and Procurement:**

- Retailers identify suppliers and manufacturers to source products. This can be done locally or globally, depending on the type of products and cost considerations.
- Negotiations, contracts, and agreements are established with suppliers to ensure quality, pricing, delivery terms, and other relevant aspects.

❑ **Supply Planning and Demand Forecasting:**

- Retailers analyze market trends, historical data, and consumer behavior to forecast demand accurately. This informs production and inventory decisions.
- Supply planning involves aligning production and procurement with anticipated demand to avoid overstocking or stock outs.

❑ **Inventory Management:**

- Retailers utilize sophisticated inventory management systems to track stock levels, sales patterns, and order replenishments.
- Inventory optimization techniques help minimize holding costs while ensuring products are readily available to meet customer demand.

❑ **Distribution and Logistics:**

- Efficient logistics and distribution networks are essential to move products from distribution centers or warehouses to retail outlets.



- Distribution centers are strategically located to minimize transportation costs and ensure timely delivery.

- ☐ **Transportation and Freight Management:**

- Retailers work with transportation companies or manage their fleet to transport products between various stages of the supply chain.
- Considerations include mode of transportation (air, sea, road, and rail), transit time, costs, and environmental impact.

- ☐ **Warehousing and Fulfillment:**

- Retailers manage warehouses to store and organize products efficiently before distribution.
- Modern warehouses often use automation and advanced technologies to optimize storage and order fulfillment processes.

- ☐ **Retail Operations:**

- In-store operations involve managing the point of sale (POS) systems, customer service, and employee training.
- Retailers use point-of-sale data to understand customer preferences and purchasing patterns, informing future merchandising and inventory decisions.

- ☐ **Omni-channel Strategy:**

- Retailers integrate various sales channels, including physical stores, e-commerce platforms, mobile apps, and social media, to create a seamless shopping experience for customers.
- Inventory and order management systems synchronize across these channels to provide real-time information and fulfill orders efficiently.

- ☐ **Customer Experience and Feedback:**

- Retailers collect customer feedback and use it to enhance products, services, and overall customer experience.



- Leveraging data analytics, retailers gain insights into customer preferences, enabling targeted marketing and personalized offerings.

- **Continuous Improvement and Adaptation:**

- Retailers continually analyze the performance of their supply chain and seek ways to enhance efficiency, reduce costs, and improve sustainability. Adapting to changing market conditions, technological advancements, and consumer expectations is key to long-term success in the retail industry.

Efficient supply chain management in the retail industry is crucial for maintaining competitiveness, meeting customer expectations, and ultimately driving profitability. It involves integrating various functions, technologies, and partners to create a seamless and responsive supply chain ecosystem.

3.2 Recent Scenario of Supply Chain in Retail Business:

The retail industry's supply chain has been undergoing significant transformations and facing various challenges. However, please note that the situation may have evolved since then. Here's a snapshot of the then-current scenario:

- **E-commerce Dominance:** E-commerce continues to gain traction, accelerated by the COVID-19 pandemic. Consumers increasingly prefer online shopping, prompting retailers to optimize their supply chains to meet the demands of the digital retail landscape.
- **Supply Chain Disruptions:** Supply chains have been impacted by various disruptions, including the pandemic, natural disasters, geopolitical tensions, trade restrictions, and cyber security threats. These disruptions have exposed vulnerabilities, highlighting the need for resilience and agility.



- ❑ **Inventory Management Challenges:** Retailers are reevaluating inventory management strategies due to the unpredictability in demand patterns. Balancing inventory levels to meet customer demands while minimizing excess stock remains a critical challenge.
- ❑ **Transportation and Logistics Strain:** Transportation and logistics faced challenges such as capacity constraints, port congestion, container shortages, and freight cost spikes. Retailers have been seeking alternative transportation modes and optimizing logistics networks to mitigate these challenges.
- ❑ **Focus on Sustainability:** Sustainability and eco-friendliness have gained prominence. Retailers are incorporating sustainable practices in supply chains, from reducing waste to optimizing transportation routes for lower environmental impact.
- ❑ **Technology Integration:** Retailers are increasingly adopting advanced technologies like AI, IoT, block chain, and data analytics to enhance supply chain visibility, demand forecasting, inventory optimization, and customer experience.
- ❑ **Collaborative Partnerships:** Collaborations and partnerships among retailers, suppliers, and logistics providers have become essential to ensure the resilience of the supply chain. This involves sharing information, insights, and resources for better risk management and efficiency.
- ❑ **Customer-Centric Supply Chains:** Retailers are increasingly focusing on understanding and meeting individual customer preferences. Personalization and customization are becoming integral parts of supply chain strategies to enhance customer satisfaction.
- ❑ **Regulatory Compliance:** Compliance with evolving regulations related to trade, health, safety, and sustainability remains a priority for retail supply chains. Retailers are adapting to new requirements and ensuring legal and ethical practices.



Given the dynamic nature of the retail industry and global events, it is essential for retailers to remain adaptable, agile, and technology-driven to navigate the current supply chain landscape effectively. For the most up-to-date and specific information, it's recommended to refer to recent industry reports and news updates.

3.3 Impact of Supply Chain Disruption in Retail Business:

When the supply chain is disrupted, it can have far-reaching and profound effects on the global retail industry. The supply chain encompasses the entire process of producing and delivering goods, involving various stages such as sourcing raw materials, manufacturing, transportation, warehousing, distribution, and finally, retail sales. Disruptions at any stage of this process can impact retailers and consumers worldwide. Here are some of the key consequences:

- 1. Inventory Shortages and Stock outs:** Disruptions in the supply chain can lead to delays in obtaining products and materials. Retailers may experience shortages of popular products, which can result in stock outs, reduced customer satisfaction, and potential loss of sales.
- 2. Delayed Deliveries and Longer Lead Times:** Transportation and logistics disruptions can cause delays in the delivery of goods. Retailers may experience longer lead times, affecting their ability to restock and meet customer demand promptly.
- 3. Rising Costs:** Supply chain disruptions often result in increased operational costs. This can be due to higher transportation expenses, expedited shipping to mitigate delays, or the need to source products from alternative suppliers, sometimes at a premium.
- 4. Impact on Profit Margins:** The increased costs associated with supply chain disruptions can directly impact a retailer's profit margins. When operating costs rise due to disruptions, maintaining profitability becomes a challenge.



5. **Re-evaluation of Supply Chains:** Disruptions often prompt retailers to re-evaluate their supply chains and sourcing strategies. They may seek to diversify suppliers, adopt a more localized sourcing approach, or implement contingency plans to mitigate future disruptions.
6. **Customer Dissatisfaction and Loss of Loyalty:** Delayed deliveries, product unavailability, or inconsistent service can lead to customer dissatisfaction. In the long - term, this dissatisfaction can erode customer loyalty and trust in the retail brand.
7. **Market Volatility and Uncertainty:** Supply chain disruptions contribute to market volatility and uncertainty. Retailers may struggle to accurately forecast demand and plan their operations, making strategic decision-making more challenging.
8. **Resilience and Business Continuity Emphasis:** Supply chain disruptions highlight the importance of building resilient supply chains and implementing robust business continuity plans. Retailers are likely to invest in technologies, strategies, and partnerships to enhance their resilience against future disruptions.
9. **Opportunities for Innovation:** Disruptions can also spur innovation within the retail industry. Retailers may explore new technologies, such as automation, AI, and block chain, to optimize their supply chains and enhance operational efficiency.

In summary, supply chain disruptions in the global retail industry can cause inventory challenges, financial strain, customer dissatisfaction, and necessitate strategic shifts in sourcing and operational practices. Adapting to these disruptions and building a more resilient supply chain becomes crucial for retail businesses to thrive in a volatile market landscape.



3.4 Overcoming the Supply Chain Disruption:

Overcoming supply chain disruptions in the retail business on a global scale necessitates a proactive and multi-faceted approach that accounts for resilience, agility, and effective risk management. Here are actionable strategies to mitigate and recover from supply chain disruptions:

1. **Diversify Suppliers and Supply Sources:** Avoid over-reliance on a single supplier or geographic location. Diversify your supplier base and sources of supply to spread risk.
2. **Strengthen Supply Chain Visibility and Monitoring:** Utilize advanced technologies like IoT devices, RFID, and real-time tracking systems to enhance visibility across the supply chain. This enables better monitoring and early detection of potential disruptions.
3. **Build Resilient Inventory Management Systems:** Implement just-in-time inventory practices while maintaining a safety stock to mitigate sudden disruptions. Employ data analytics to forecast demand and optimize inventory levels.
4. **Collaborate and Communicate with Suppliers:** Foster strong relationships with suppliers based on collaboration and open communication. Work closely with them to understand their capabilities, potential risks, and business continuity plans.
5. **Leverage Technology and Digitalization:** Invest in technology to automate processes, enhance efficiency, and reduce lead times. Utilize AI, machine learning, and predictive analytics to improve forecasting accuracy and demand planning.
6. **Implement Risk Assessment and Management:** Conduct regular risk assessments to identify vulnerabilities in the supply chain. Develop and implement risk mitigation strategies, including alternate sourcing, insurance, and contingency plans.



7. **Develop Redundancy and Contingency Plans:** Establish backup plans and redundancy in critical parts of the supply chain to mitigate the impact of disruptions. Identify alternative routes, suppliers, and distribution centers.
8. **Optimize Transportation and Logistics:** Optimize transportation routes and modes to minimize costs and transit times. Consider multi-modal transportation options to ensure flexibility and resilience.
9. **Invest in Employee Training and Skill Development:** Equip employees with the necessary skills and knowledge to adapt to changing circumstances and manage disruptions effectively. Cross-train employees to ensure redundancy in critical roles.
10. **Monitor and Adapt to Regulatory Changes:** Stay informed about global regulations and trade policies that could impact the supply chain. Maintain compliance and adapt strategies accordingly.
11. **Scenario Planning and Simulations:** Conduct scenario planning exercises to anticipate potential disruptions and formulate appropriate responses. Simulate various crisis situations to test and improve the effectiveness of your contingency plans.
12. **Engage in Continuous Improvement and Learning:** Foster a culture of continuous improvement within your organization. Encourage feedback, post-disruption analysis, and implement learnings to enhance resilience in the supply chain.

By incorporating these strategies, retail businesses can enhance their ability to withstand and recover from supply chain disruptions, ensuring a more robust and resilient operation on a global scale.



Chapter 4

Supply Chain Management of Protein and Perishable Items



4.1 Protein and Perishable Items of Shwapno

ACI Logistics Ltd. operates under the brand name SHWAPNO and is a major player in the retail sector in Bangladesh. The supply chain for proteins and perishables within ACI Logistics Ltd.'s SHWAPNO typically involves a complex and carefully orchestrated process to ensure the freshness and quality of products for consumers.

4.1.1 Protein Items of Shwapno:

- ☐ Meat:
 1. Beef
 2. Mutton
 3. Birds
 4. Chicken
- ☐ Egg
- ☐ Fish

4.1.2 Perishables Items of Shwapno:

- ☐ Fruits
- ☐ Vegetables

4.2 From where Shwapno Collect Their Protein and Perishables:

The outlets collect protein and perishable items 3 ways:

- ☐ DC- Direct Store Delivery
- ☐ Vendor
- ☐ Cash Purchase

4.2.1 Direct Store Delivery:

Direct Store Delivery (DC) is a distribution method in which a manufacturer or distributor delivers products directly to retail stores, bypassing a distribution center or warehouse. This approach is commonly used in the consumer packaged goods (CPG) industry, particularly for perishable goods and fast-moving consumer goods (FMCG) such as food, beverages, snacks, and other retail items.



Here are some key points about Direct Store Delivery:

1. **Bypassing Distribution Centers:** Unlike traditional distribution methods where products go through distribution centers, in DC, products are shipped directly from the manufacturer or distributor to individual retail stores.
2. **Efficient and Timely Delivery:** DC allows for quicker delivery of products to stores, ensuring freshness and minimizing inventory holding times. This is especially important for perishable goods.
3. **Improved Inventory Management:** Retailers often benefit from improved inventory management with DC because they receive smaller, more frequent deliveries tailored to their specific needs and demand.
4. **Merchandising and Product Placement:** DC often involves merchandising services where the delivering entity helps with product placement, displays, and promotional activities within the store.
5. **Close Relationship with Retailers:** DC fosters a closer relationship between manufacturers or distributors and retailers, as they interact more frequently due to the direct delivery model.
6. **Reduced Handling:** With products delivered directly to the store, there is less handling and potential for damage or loss during transportation compared to going through distribution centers.
7. **Cost and Efficiency Benefits:** While DC can be more costly in terms of transportation and logistics compared to centralized distribution, it often results in cost savings by reducing inventory holding costs, minimizing stock outs, and improving sales through better product availability.
8. **Challenges:** DC can present challenges in terms of managing a complex and decentralized distribution network, coordinating with numerous retailers, and ensuring efficient routing and scheduling of deliveries.



Overall, Direct Store Delivery is a distribution strategy that offers benefits in terms of freshness, efficiency, and customer satisfaction, especially for products that require quick replenishment and are sensitive to time, such as perishable goods.

4.2.2 Vendor:

When it comes to handling protein and perishable items collected from vendors, especially in the context of a retail or food industry, proper handling, storage, and transportation are critical to maintain product quality, safety, and compliance with health regulations. Here are some key considerations:

1. **Temperature Control:** Perishable items like meat, dairy, and seafood require specific temperature control to maintain freshness and prevent spoilage. Store and transport these products at the recommended temperatures to ensure food safety.
2. **Cold Chain Management:** Implement a robust cold chain management system to maintain the integrity of perishable items throughout the supply chain. This includes monitoring temperatures, using refrigerated storage and transportation, and regular checks to ensure compliance.
3. **Proper Packaging:** Use appropriate packaging for both protein and perishable items. Packaging should be designed to maintain freshness, prevent contamination, and extend shelf life. Vacuum sealing, airtight containers, and insulated packaging are often used.
4. **Handling Guidelines:** Train employees on proper handling procedures to minimize damage and maintain the quality of the products. This includes guidelines for loading and unloading, avoiding cross-contamination, and handling products with care.
5. **First In, First Out (FIFO):** Adhere to the FIFO principle to ensure that older perishable items are used or sold first, reducing waste and ensuring the freshness of the products.
6. **Regular Quality Checks:** Conduct routine quality checks on both protein and perishable items upon receipt from the vendor to identify any issues with quality, temperature, or packaging. If a product doesn't meet the required standards, it should be promptly reported and appropriately



handled.

7. **Record Keeping and Traceability:** Maintain detailed records of all received products, including vendor information, dates of receipt, storage temperatures, and any quality checks conducted. This information is crucial for traceability and quality control.
8. **Compliance with Regulations:** Ensure compliance with local, regional, and national regulations regarding the handling, storage, and transportation of perishable and protein products. This includes adhering to health and safety standards and any specific requirements for these types of items.
9. **Collaboration with Vendors:** Establish clear communication and collaboration with vendors to ensure that products are delivered according to agreed-upon specifications, including proper packaging, temperature control, and transportation conditions.
10. **Efficient Inventory Management:** Use an efficient inventory management system to monitor stock levels, track expiration dates, and manage orders to minimize overstocking or running out of critical perishable items.

By following these best practices, businesses can maintain the quality, safety, and freshness of protein and perishable items collected from vendors, ultimately providing customers with high-quality products.

4.2.3 Cash on Purchase:

"Protein" in this context likely refers to food items that are a good source of protein, such as meats, dairy products, legumes, etc. These are important components of a balanced diet and are often purchased in grocery stores or supermarkets.

"Perishable" items are those that have a limited shelf life and can spoil or decay relatively quickly, often due to biological processes like bacterial growth, enzymatic activity, or exposure to air and moisture. Perishable items usually include fresh produce, dairy products, meats, and other items that need to be consumed within a short time.

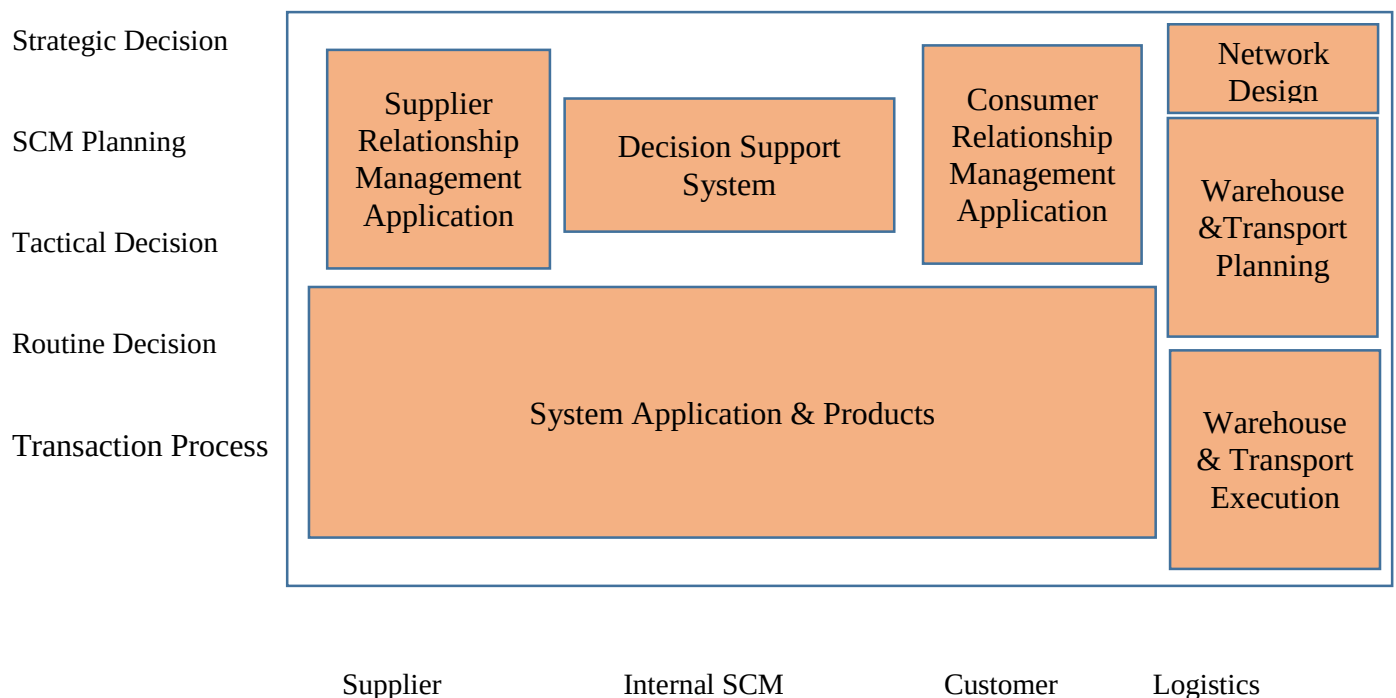
"Cash on purchase" refers to making a payment in cash at the time of purchasing these items, which is a common method of payment in retail transactions.



When purchasing perishable protein items, it's important to consider factors like their freshness, proper storage to maintain their quality, and ensuring they are within the expiration date. Additionally, having sufficient cash or another payment method ready at the time of purchase is essential to complete the transaction at the store.

4.3 Uses of Customized ERP in Shwapno:

For protein and perishable items Shwapno use their customized ERP (Enterprise resource Planning) named SAP. SAP (Systems, Applications, and Products) is a widely used enterprise resource planning (ERP) software that helps organizations manage various aspects of their business operations, including finance, procurement, production, sales, and more. Many companies use SAP to streamline their processes and enhance efficiency. Through SAP Shwapno can receive the real time data and utilize those data as per their analysis requirements. Most importantly they can update all suppliers' changes in one app and also check the customer flow from there. I am going to show their SAP operations module.



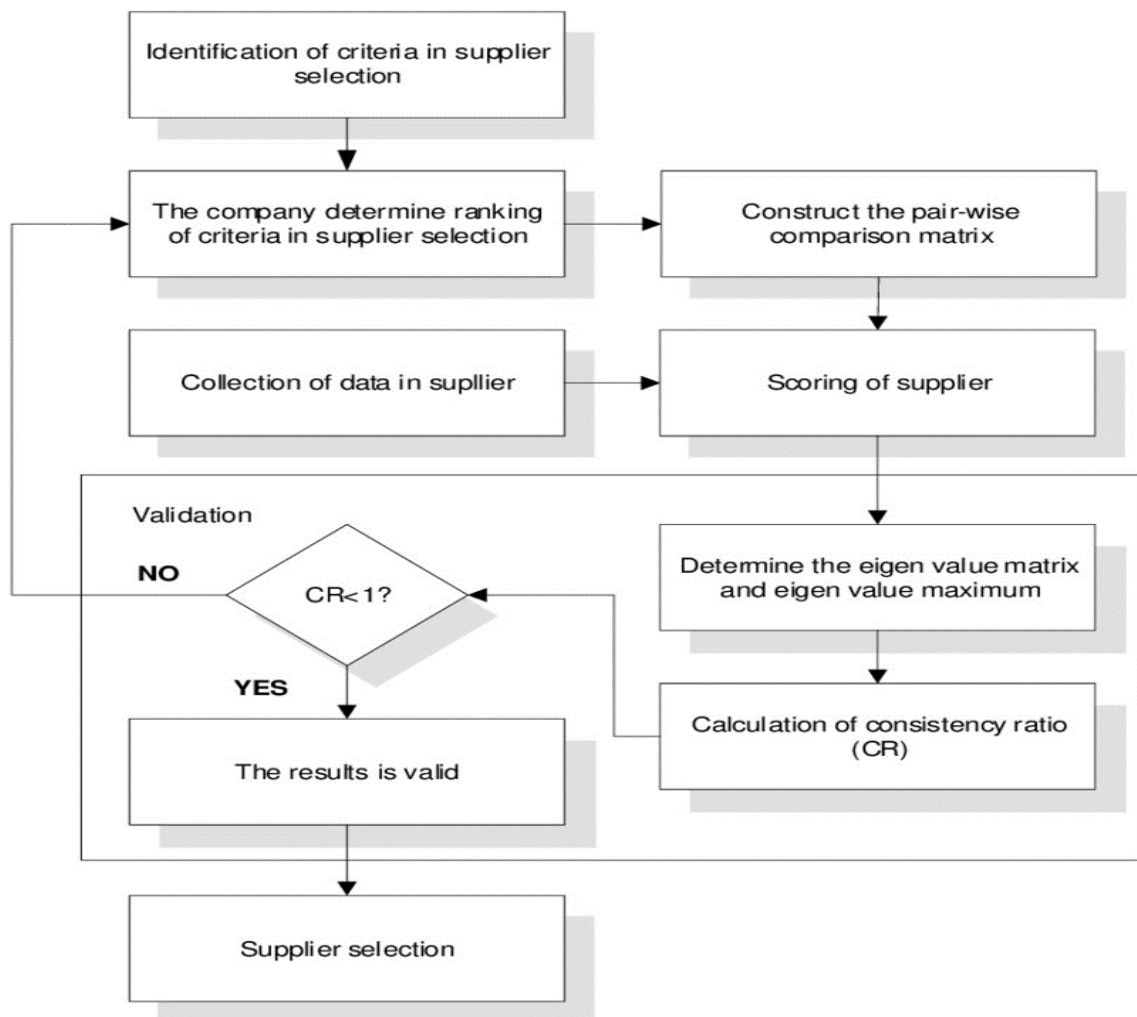


4.4 General outline of How the Protein and Perishable Operate in Shwapno

Here's a general outline of how the protein and perishable supply chain may operate within the SHWAPNO retail ecosystem

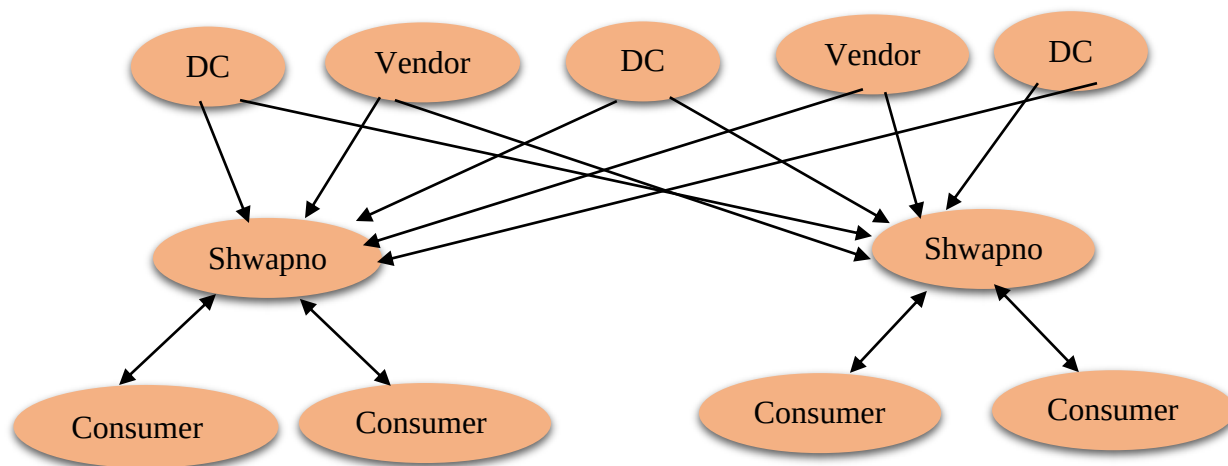
- 1. Sourcing and Procurement:** ACI Logistics Ltd. (SHWAPNO) identifies and procures a variety of perishable products, including fruits, vegetables, and proteins such as meat and fish, from various suppliers. This involves negotiating prices, quality standards, and delivery schedules.

The supplier/vendor selection process of ACI Logistics Ltd. (SHWAPNO):





2. **Transportation and Last-Mile Delivery:** After selection of vendor/suppliers of perishable items Shwapno contact with logistics department for transportation facility. Shwapno follow Last-Mile Delivery network for transportation. Shwapno own their private vehicle (chiller truck, without chiller truck). They also have contract with truck companies to fulfill the demand. Refrigerated trucks or other specialized transportation means are used to transport perishables from distribution centers to individual SHWAPNO retail stores. Proper temperature control during transit is critical to preserve product quality. Below i am going to explain how last mile network works for Shwapno:



Service Factors of Last-Mile network:

- ☐ **Response time:** Quick response. Customers can buy products by their own from Shwapno outlets near them or can order online. Delivery time is quick is consumer select nearest outlet.
- ☐ **Variety:** Product variety is really high. As they collect perishable items from vendor.
- ☐ **Availability:** Availability of the products is also high.
- ☐ **Consumer experience:** Consumers most of the time satisfied. Because of that loyal customer rate is almost 80%. As they are getting fresh products and they don't have to pay vat on perishable items.
- ☐ **Visibility:** Easy visibility. As outlets display the products on chiller and consumers can choose from there.
- ☐ **Return-ability:** Shwapno has great return policy.



3. **Cold Storage and Warehousing:** For perishable products Shwapno use chiller transported facilities. Maintaining proper temperature control and storage conditions is crucial to preserving the freshness and extending the shelf life of perishable items. The products directly delivered from DC/Vendor to outlets according their daily demand. Then they display the products and if there's extra product they preserve those in cold room.
4. **Inventory Management and Distribution Planning:** Inventory management systems are employed to monitor stock levels, track shelf life, and forecast demand. Distribution plans are developed to efficiently allocate perishable products to retail locations based on demand and geographical considerations.
 - ❑ **Customer Service and Fulfillment:** Maintaining adequate inventory levels ensures timely order fulfillment, enhances customer satisfaction, and helps meet delivery commitments. If there's any special order from the consumers they order according that demand.
 - ❑ **Buffer against Demand Variability:** Inventory serves as a buffer to absorb fluctuations in demand, allowing companies to maintain customer service levels even during peak demand periods. On Friday and Saturday the demand for perishable is high. Also in the starting and ending of the month Shwapno always keep buffer stock.
 - ❑ **Ordering and Replenishment:** Inventory levels trigger replenishment orders, whether through a reorder point, economic order quantity (EOQ), or just-in-time (JIT) systems, to maintain optimal stock levels.
 - ❑ **Strategic Stocking for Seasonality or Promotions:** Inventory allows businesses to strategically stock products in anticipation of seasonal demand, promotional activities, or special events. As we know, there are seasonal birds, fruits, vegetables, fishes. According to season different category demand for products.
5. **Quality Assurance and Compliance:** After Strict quality checks and compliance with safety and health regulations are essential. Quality control measures are implemented to ensure the freshness, safety, and adherence to quality standards of perishable items. From the upper management there's guideline for preservation. Like,



- ❑ **Meats:** The temperature of the meat chiller will be within 2-4 °C.
- ❑ **Fish:** Fish is preserved in fish chiller, ice machine and freezer.
- ❑ **Vegetables:** For fruits vegetables they have cold room
- ❑ **Fruits:** Mostly, fruits are preserved in cold room. But highly perishable fruits and thai fruits are preserved in fruits chiller.

6. In-Store Handling and Display: Upon arrival at Shwapno outlets, the perishable products are stored in appropriate display units or storage areas within the store. Store staff handle the products with care and ensure proper arrangement and display to attract customers.



7. Customer Sales and Service: Customers select the perishable products they wish to purchase. Customer service representatives may provide assistance and guidance regarding the products, ensuring a positive shopping experience.



- 8. Waste Management and Sustainability:** Management of perishable waste is a consideration, with efforts to minimize waste through efficient inventory management and proper disposal methods. Sustainability practices may also be implemented, such as recycling and waste reduction initiatives.

It's important to note that the specifics of the protein and perishable supply chain at ACI Logistics Ltd. (SHWAPNO) may vary based on their evolving business strategies, technology adoption, and operational enhancements. For the most current and detailed information about their supply chain processes, it is recommended to refer to the latest official communications, company reports, or reach out directly to ACI Logistics Ltd. (SHWAPNO).



Chapter 5

Challenges of Protein and Perishable in Supply Chain in Bangladesh



5.1 Challenges of Protein and Perishable in Supply Chain in Bangladesh

Protein and perishable products are essential components of the human diet and form a significant portion of the consumer demand in Bangladesh. However, the efficient management and distribution of these products are hindered by various challenges in the supply chain. This report discusses the key challenges associated with the supply chain of protein and perishables in Bangladesh and proposes potential solutions to address them.

Protein and perishable items present unique challenges in the supply chain in Bangladesh, as in many other countries. The supply chain for these items involves multiple stakeholders, including farmers, processors, distributors, retailers, and consumers. Here are some of the common challenges faced in the supply chain for protein and perishable goods in Bangladesh:

- 1. Infrastructure and Transportation:** Inadequate cold chain infrastructure is insufficient refrigerated storage and transportation facilities, especially in rural and remote areas, can lead to spoilage and deterioration of perishable items.
- 2. Temperature Control and Storage:** Lack of proper temperature-controlled storage facilities. Maintaining the right temperature and humidity throughout the supply chain is crucial for preserving the quality and safety of perishable items, including proteins.
- 3. Quality Maintenance:** Maintaining the quality and freshness of perishable goods, such as fruits, vegetables, and meats, can be challenging during transportation, particularly in hot and humid climates.
- 4. Short Shelf Life:** Perishable items have a short shelf life, requiring efficient logistics and distribution to ensure products are delivered to retailers and consumers in a timely manner before expiration.
- 5. Supply and Demand Fluctuations:** Seasonal variations in production. Certain protein



sources and perishable items are seasonal, leading to fluctuations in supply and demand throughout the year, requiring effective inventory management and distribution planning.

6. **Regulatory Compliance and Quality Standards:** Adherence to regulatory standards. Compliance with safety and quality standards set by government agencies is essential, but achieving and maintaining compliance across the supply chain can be resource-intensive and challenging for some stakeholders.
7. **Fragmented Supply Chain:** Fragmented supply chain for perishable and protein items can be fragmented and involve numerous intermediaries, making it challenging to maintain consistency and efficiency.
8. **Market Access and Distribution:** Uneven market access in some regions in Bangladesh may face difficulties in accessing protein-rich or perishable goods due to inadequate distribution networks or limited availability of retail outlets.
9. **Awareness and Education:** Consumer education and raising awareness among consumers about proper handling, storage, and consumption of perishable goods is crucial to minimize wastage and ensure food safety.
10. **Costs and Affordability:** Affordability, accessibility and the cost of perishable and protein-rich items can sometimes be a barrier to accessibility, especially for lower-income segments of the population.

5.2 Challenges Shwapno Faced in Protein and Perishable

5.2.1 Challenges Statement:

In an Average “One-Fifth” of the sales/ revenue is being contributed by the Category- Protein &



Perishable (Fresh Produce) and when we see the Wastage Ratio over Sales, it is in between 2.1 % to 2.7% (till May-2023). Wastage Amount is directly hitting the GPV which is directly compromising the logistics' overall Margin.

5.2.2 Objective:

Their main objective is to reduce the Wastage and improving the GPV at the end by

- ☐ Enhancing the Sales Opportunity
- ☐ Targeting the customers with Right Product
- ☐ Providing Right Quantity to the outlets by giving them the “SALES FORECASTING”
- ☐ Converting the Wastage into Sales
- ☐ Removal all the unnecessary things from the System with the “Continuous Improvement” approach

5.2.3 Scope:

- ☐ This project is having a large scope in the practical field which are as follows:
- ☐ Pointing out the unnecessary wastage (given at the Outlet Point)
- ☐ Finding out the flaws in between the whole system and removing them
- ☐ Exploration of Better Sales Opportunity with Satisfied Customers base
- ☐ Helping the Outlets with choosing “**Right Product at Right Quantity with Less Time**” by the help of sales forecasting

5.2.4 Observations:

To understand the depth of this situation let us see the Trend of wastage scenario first:

1. **Psychological Issue:** Outlets have a mentality like “Higher the Sales, Higher the Wastage” and for the sake of sales they always tend to demand higher than the actual sales. This mind



set fetching us back to the wastage creation in each and every day! Also, outlets have a mindset for a pre-determined wastage amount irrelevant to the sales

2. **Problem in Ordering Method:** Outlets tend to do their orders and we have conducted physical and over the phone survey to their ordering techniques for 100+ stores operating PnP products. Most of the outlets don't come up with any scientific approach rather than ordering by their own created number!
3. **Wrong Identification of Wastage:** Stock shortage/ Stock gap (difference between Physical & SAP stock), Non-Physical wastage, Wastage from Previous Time Period and other sort of losses being transferred directly in PnP Wastage.

Following major causes have been reported by the outlets while surveying the root cause of Wastage occurrence:

- ☐ Chiller/ Ice Flake Problem
- ☐ Shrinkage issue for BEEF
- ☐ MOQ issues for Fruits
- ☐ MDQ (Minimum Display Quantity) for Fish & Chicken
- ☐ Price variance between Local Market & Shwapno for Fruits & Vegetables
- ☐ Quality Issues for delivering goods from DC to Outlets & Preservation Issues
- ☐ Sales capability problem of Dream Attendants

5.3 Strategies to Overcome Wastage:

By investing in modern infrastructure, improving supply chain logistics, enhancing handling practices, collaborating with stakeholders, employing data-driven approaches, and promoting sustainable practices, Shwapno can effectively minimize wastage of protein and perishable products. These efforts not only contribute to reducing economic losses but also align with sustainable and ethical business practices, which are essential for long-term success and customer



satisfaction. Let's discuss on detail.

1. **Investment in Cold Chain Infrastructure:** Shwapno invest in building and enhancing cold storage facilities and refrigerated transportation. This ensures that perishable products like fruits, vegetables, and meats are stored at the right temperatures throughout the supply chain, reducing spoilage and maintaining product freshness.
2. **Optimized Supply Chain Logistics:** Implementing advanced logistics systems that optimize transportation routes, minimize delays, and ensure timely delivery can significantly reduce wastage. Shwapno could use technology and analytics to monitor and manage the entire supply chain, from procurement to delivery, efficiently.
3. **Enhanced Handling and Quality Control:** Training staff and suppliers in proper handling practices and implementing rigorous quality control measures can improve product handling and reduce damage during storage and transit. Shwapno could conduct regular training sessions to educate employees and suppliers on best practices.
4. **Partnerships with Producers and Suppliers:** Establishing strong relationships with producers and suppliers allows for better coordination, improved communication, and planning based on demand forecasts. Collaborating closely with suppliers helps in understanding market dynamics and seasonal fluctuations, enabling more accurate inventory management.
5. **Implementing Demand Forecasting and Inventory Management:** Leveraging technology and data analytics for demand forecasting helps in predicting consumer demand accurately. Shwapno utilize historical sales data, seasonal trends, and external factors to anticipate demand, allowing for efficient inventory management and reducing overstocking or understocking issues.



5.4 ERP Shwapno Using for Wastage Reductions:

Shwapno launched their new ERP named Platform for internal users (outlets, administration) who has the excess of using this software. Here outlets can select multiple products and get the new MRP. So that they can sell the products with new MRP with the closing time and by these there's very less closing stock left. By this step Shwapno is able to reduce their wastage on Protein and Perishables. Also they can track the closing stock and quantity of sales. Let's see a glance of Platform:

The first screenshot shows a login screen with the Shwapno logo at the top. Below it is a 'Sign in to your account' section with fields for 'Email:' (Email ID) and 'Password:', and a 'Sign in' button.

The second screenshot shows a 'Home' screen with a search bar 'Search by name or Code'. Below it is a table of products:

Code	Product Name	Min
☐ 2900006	Banana (Kola Shagor) Pcs	12.7
☐ 2900026	X-Anarosh (S) (Block)	45.0
☐ 2900111	Green Grapes(Angur Sobuj) kg	1134
☐ 2900120	Coconut (Narikel) Pcs	130.0
☐ 2900121	X-Nashpati (P) (B)	343.0
☐ 2900134	Hog Plum (Amra) KG	329.0
☐ 2900174	Wax Gourd (Chalkumra) Pcs	38.6
☐ 2900213	Arum Root (Maan Kochu) PCS	44.4
☐ 2900263	Custard Apple (Sharifa)kg	435.0

At the bottom of the table is a green button labeled 'Go to Next Page'.

The third screenshot shows a 'Home' screen with a purple header bar. Below it is a form for selecting a product. The 'Name' field is filled with 'Hog Plum (Amra) KG'. The 'Code' field is filled with '2900134'. The 'Min MRP' field is filled with '329.82'. There are two input fields for 'New mrp' and 'Sell Out Quantity'. Below these is an 'Image' section with a 'Choose File' button and 'No file chosen' text. At the bottom is a 'Specific reason for wastage::' field and a 'Submit' button.

5.5 Shwapno's Growth over Wastage Reduction (May-August 2023)

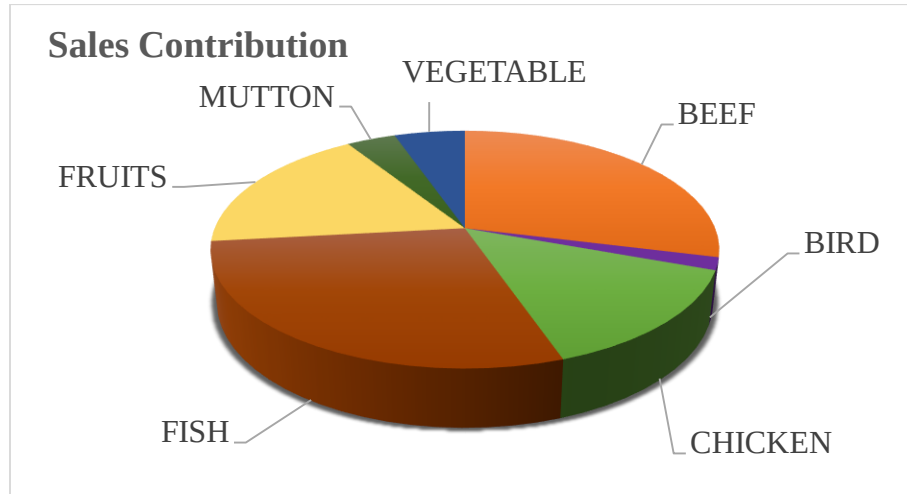
Shwapno, being a prominent supermarket chain in Bangladesh, is likely to continue investing in these and similar initiatives to enhance its sustainability efforts and reduce wastage in alignment with global sustainability goals and consumer expectations. Additionally, exploring waste-to-energy solutions can help convert certain waste materials into energy. Implementing advanced inventory management systems and using data analytics to predict demand more accurately can help in optimizing inventory levels.



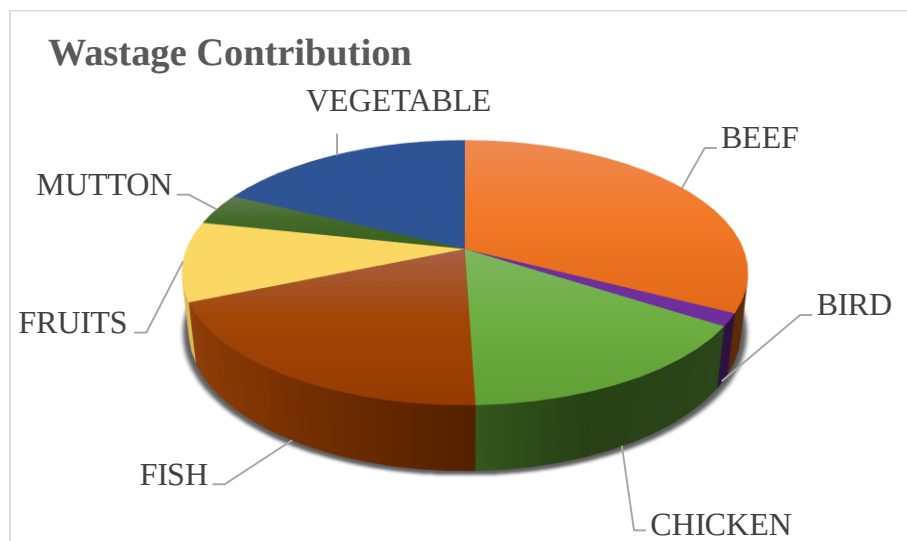
Let's see the growth by category:

5.5.1 May-2023

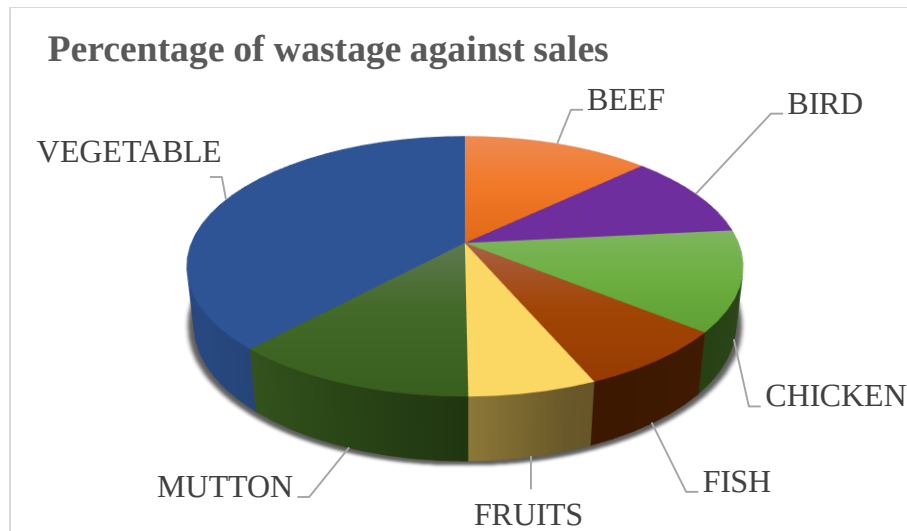
□ Sales Contribution



□ Wastage Contribution

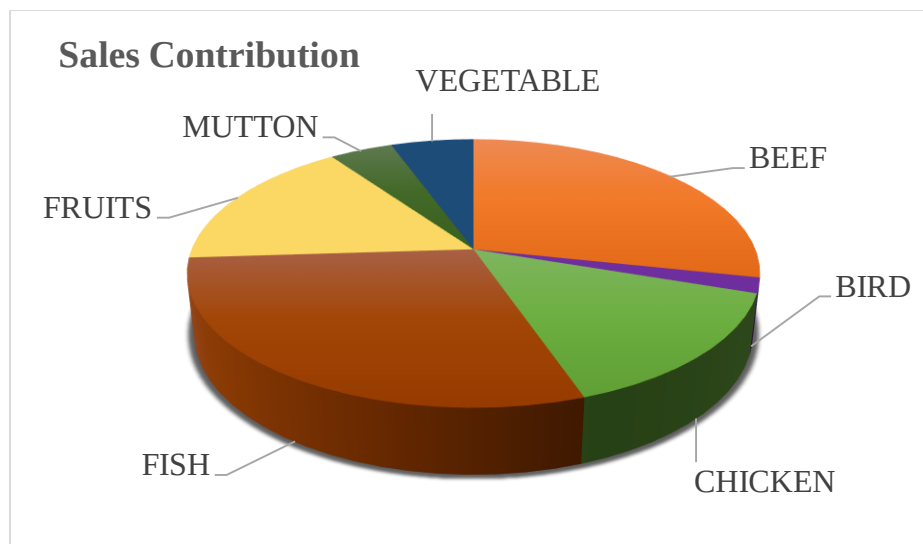


□ **Percentage of wastage against sales:**

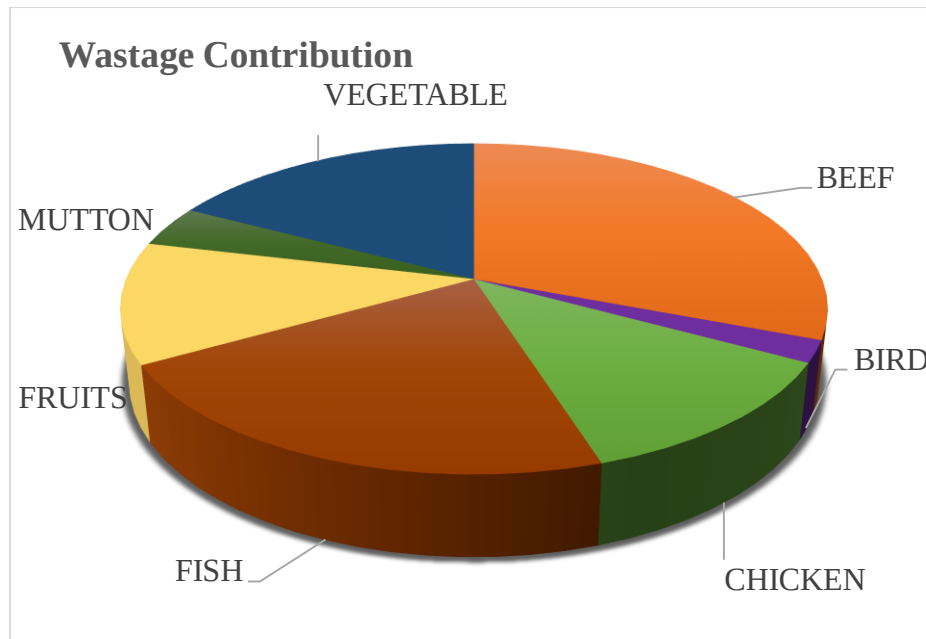


5.5.2 June-2023

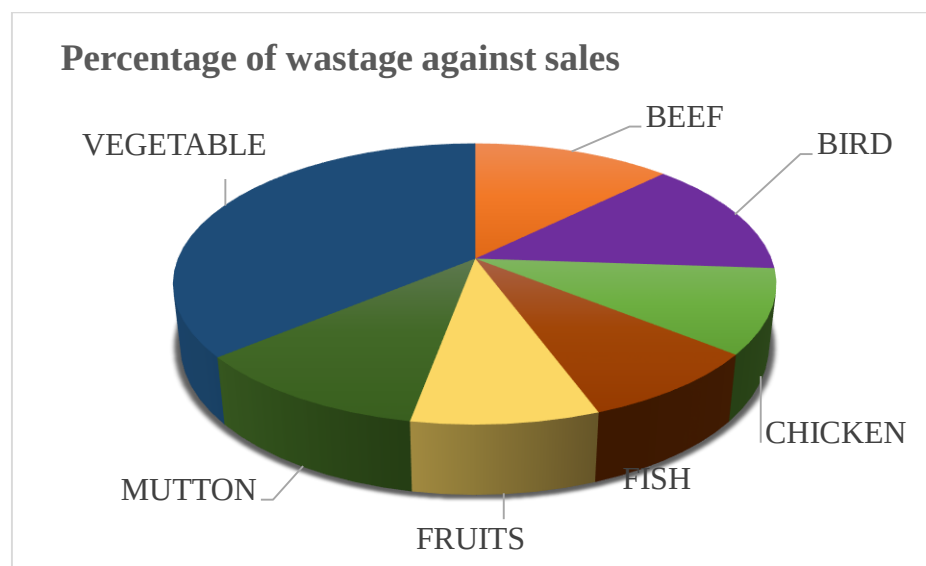
□ **Sales Contribution**



☐ Wastage Contribution

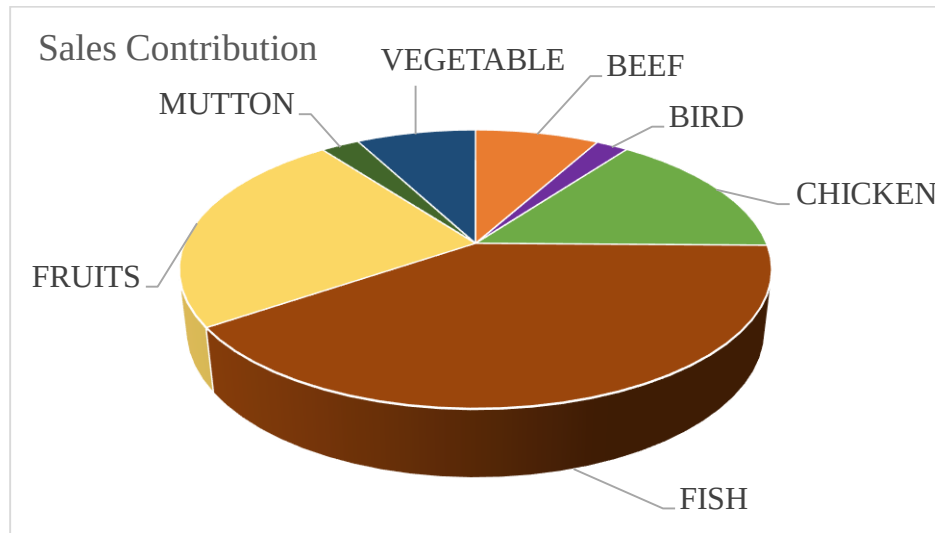


☐ Percentage of wastage against sales:

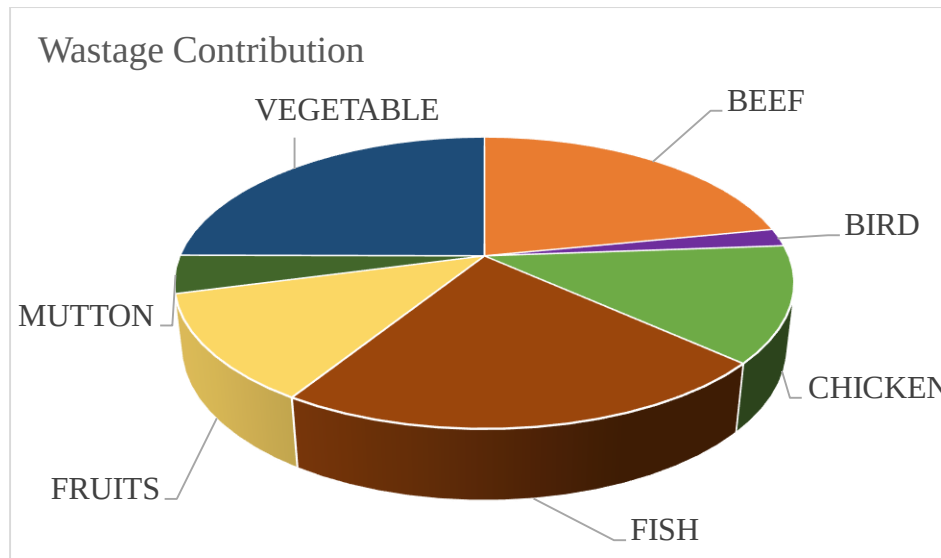


5.5.3 July-2023

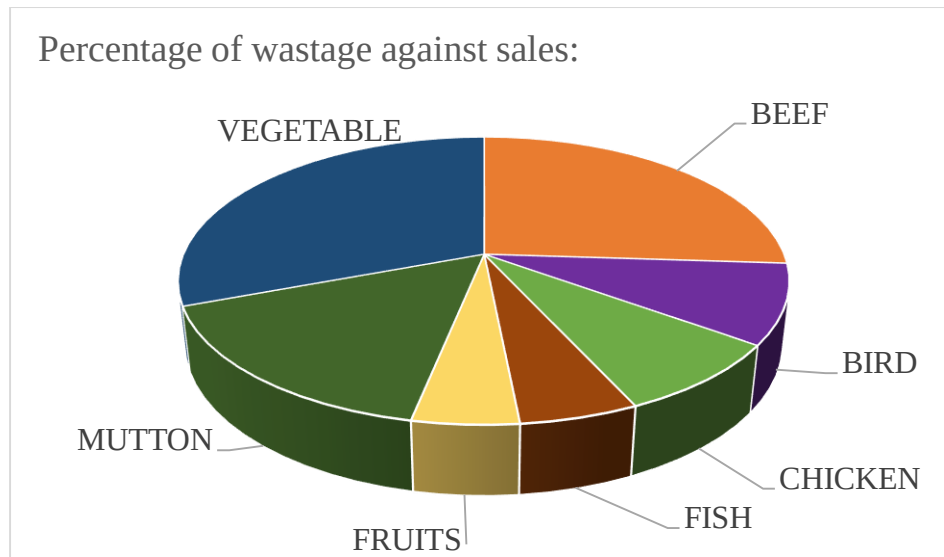
□ Sales Contribution:



□ Wastage Contribution:

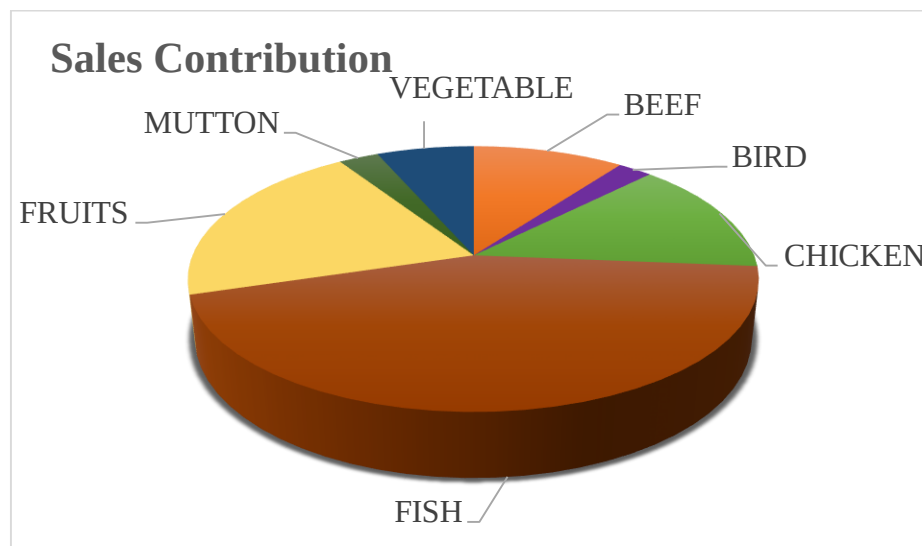


□ **Percentage of wastage against sales:**

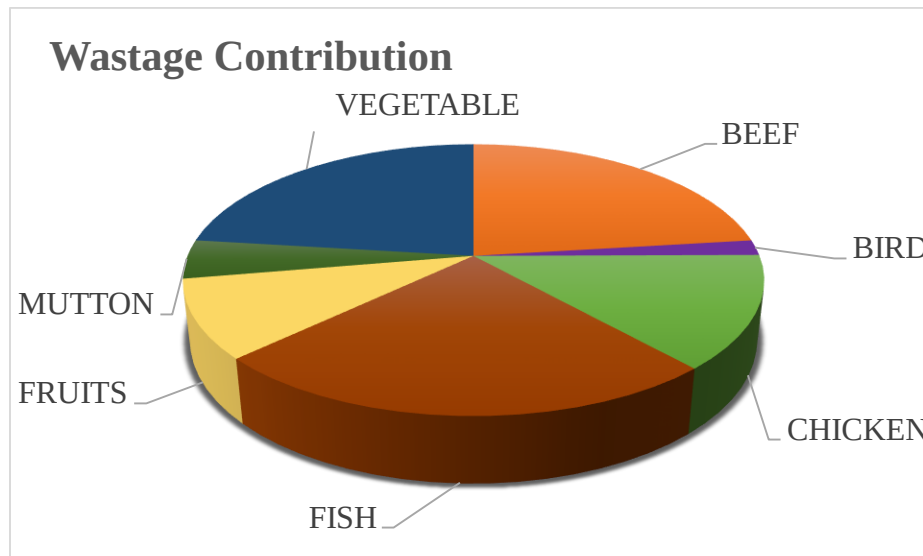


5.5.4 August-2023

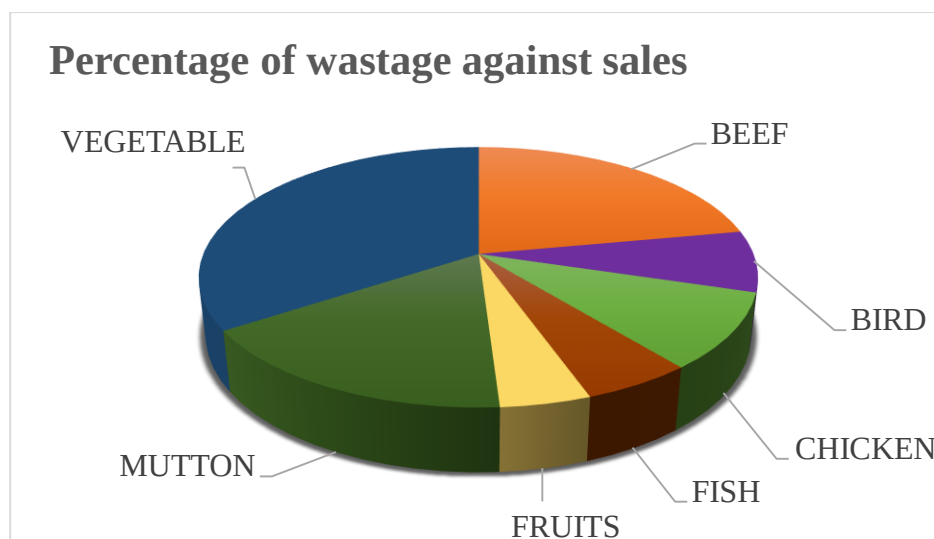
□ **Sales Contribution:**



□ **Wastage Contribution:**



□ **Percentage of wastage against sales:**





If we see, from May to August the fruits, fish, chicken wastage has been reduced. With months the wastage rate is also reducing. The wastage reduction made a positive impact on Shwapno Protein and Perishable wastage. Now there's still problem with vegetables. This contribute the most wastage. But they are working on it. They took some steps and these are:

5.5.4.1 Improve Supply Chain Efficiency:

- Collaborate with suppliers to optimize delivery schedules and quantities to reduce over-ordering and excess inventory.
- Establish a good relationship with suppliers to ensure fresh produce is delivered in optimal condition, minimizing spoilage during transit.

5.5.4.2 Implement Smart Procurement Practices:

- Purchase vegetables based on demand forecasts and seasonal availability to prevent over-purchasing.
- Consider sourcing "ugly" or imperfect vegetables that might be otherwise discarded by suppliers but are still suitable for consumption.

These 2 steps are currently they are working on. They are predicting this will reduce the wastage of vegetable.

Overall, Shwapno's focus on efficient inventory management, supply chain optimization, quality control, community engagement, and sustainable practices contributes to the reduction of protein and perishable wastage in their retail operations. Shwapno employs effective inventory management strategies to minimize protein and perishable wastage. This includes optimizing stock levels, utilizing real-time data analytics to forecast demand, and aligning procurement with consumer preferences. Shwapno actively engages in philanthropic efforts by donating surplus perishable goods to charitable organizations and food banks. This helps in redistributing excess food to those in need, minimizing overall wastage.



Chapter 6

Conclusion and Recommendation



6.1 Recommendation:

ACI Logistics LTD. (Shwapno) has a great workplace culture and skilled employees. The company has implemented laws in order to keep its reputable status in the market. Shwapno is advised to keep its corporate culture while developing technologically. Reducing wastage in the supply chain, particularly for perishable and protein-based products, is crucial for enhancing operational efficiency and sustainability. Here are some recommendations for ACI Logistics LTD. (Shwapno) to optimize their supply chain and minimize wastage:

- ❑ **Demand Forecasting and Data Analytics:** Implement advanced data analytics and forecasting tools to accurately predict consumer demand for protein and perishable products. Utilize historical sales data, market trends, seasonal variations, and customer preferences to improve demand forecasting accuracy.
- ❑ **Collaborative Planning:** Collaborate closely with suppliers, farmers, and other stakeholders to align production and procurement with actual demand. Utilize collaborative planning tools to share real-time information, forecasts, and production plans to minimize overproduction and excess inventory.
- ❑ **Just-In-Time Inventory Management:** Implement a Just-In-Time inventory strategy to reduce excess inventory levels and minimize wastage. Ensure that products are delivered to stores based on real-time demand, avoiding overstocking and subsequent spoilage.
- ❑ **Optimized Routing and Distribution:** Optimize transportation routes and schedules to minimize transit times and maintain the freshness of perishable products. Utilize route planning software to reduce transportation costs and improve delivery efficiency.
- ❑ **Cold Chain Management:** Invest in maintaining a robust cold chain infrastructure to preserve the quality and freshness of perishable products throughout the supply chain.



Monitor and maintain appropriate temperature and humidity levels during transportation, storage, and distribution.

- ❑ **Supplier and Vendor Performance Monitoring:** Monitor the performance of suppliers and vendors, focusing on reliability, quality, and adherence to delivery schedules. Establish clear guidelines and performance metrics to ensure compliance and drive continuous improvement.
- ❑ **Batch Tracking and Traceability:** Implement a comprehensive batch tracking and traceability system to quickly identify and isolate batches that may be at risk of expiry or spoilage. This allows for targeted recalls and minimizes wastage.
- ❑ **Employee Training and Awareness:** Train employees on best practices for handling perishable and protein-based products to reduce mishandling and spoilage. Raise awareness about the importance of minimizing wastage and encourage responsible handling and storage.
- ❑ **Donation Programs and Partnerships:** Establish partnerships with local charitable organizations to facilitate the donation of surplus perishable products that are still safe for consumption. Implement a structured donation program to support communities in need while reducing wastage.
- ❑ **Continuous Improvement and Feedback Loop:** Establish a culture of continuous improvement by regularly reviewing and analyzing supply chain processes. Encourage feedback from all stakeholders and use this feedback to make data-driven decisions and implement necessary improvements.

By implementing these recommendations, ACI Logistics LTD. (Shwapno) can optimize their supply chain, reduce wastage of perishable and protein-based products, and ultimately improve their operational efficiency and sustainability.



6.2 Conclusion:

ACI Logistics Ltd., operating under the brand name Shwapno, has shown commendable efforts and progress in enhancing its supply chain planning to effectively reduce protein and perishable wastage. Through strategic initiatives and meticulous planning, the organization has significantly minimized wastage in the protein and perishable segments of its supply chain. These efforts have not only resulted in reduced costs but also demonstrate a commitment to sustainability and responsible business practices.

By leveraging advanced technology, implementing efficient inventory management systems, optimizing transportation routes, and enhancing collaboration with suppliers and distributors, Shwapno has achieved improved visibility and control over its supply chain. This has led to better forecasting and demand planning, enabling the company to align production and procurement with actual consumer needs.

Additionally, the company has invested in training and capacity building for its workforce, fostering a culture of waste reduction and sustainability. Staff at various levels have been educated about the importance of minimizing protein and perishable wastage, leading to increased awareness and proactive efforts in managing these critical aspects of the supply chain.

ACI Logistics Ltd. (Shwapno) has demonstrated its commitment to reducing protein and perishable wastage through robust supply chain planning and implementation. By continuously optimizing its processes, embracing technology, and fostering a culture of sustainability, the organization has set a positive example within the industry and is contributing to a more sustainable and responsible future. In essence, this research emphasizes the critical importance of modifying Supply Chain practices to keep pace with the most recent technological advancements. It shows how ACI Logistics LTD. (Shwapno) has embraced technical changes while also thriving in that environment (ERP, backlog, etc.). This serves as a testament to Shawano's constant commitment to staying at the forefront of innovation in its search for excellence in personnel



acquisition and management. As it works to preserve, order cycle, and forecasting, it is more likely than ever that the organization will continue to expand and become more significant in Bangladesh's protein and perishables sector.

Shwapno can expand its product range to include a wider variety of protein-rich foods such as legumes, nuts, dairy products, and alternative protein sources. Diversifying the perishable goods offerings can involve adding more fresh produce and expanding into organics or locally sourced products. Shwapno should focus on sourcing products sustainably, ensuring that the production of protein and perishable goods is environmentally friendly and socially responsible. This could involve sourcing from local farmers or adopting fair trade practices. Implementing strategies to reduce food waste is crucial for perishable goods. This can involve optimizing inventory management, improving storage conditions, and collaborating with local organizations to redistribute surplus food to those in need.

It's important for Shwapno or any business to continually adapt and evolve their strategies based on market trends, consumer preferences, and sustainability goals.



Chapter 7

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