United International University
QUEST FOR EXCELLENCE

Internship Report

On

ANALYSIS OF THE BANGLADESH POULTRY INDUSTRY AND

INTERNSHIP EXPERIENCE FROM

MOKAM POULTRY

Submitted To

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October 6, 2022

Letter of Transmittal

October 6, 2022

Dr. Md Mohan Uddin

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Subject: Submission of Internship Report

Dear Sir,

It gives me immense pleaser to inform you that I have completed Internship report on “ANALYSIS OF THE BANGLADESH POULTRY INDUSTRY AND INTERNSHIP EXPERIENCE FROM MOKAM POULTRY”. I have written this report under your direct supervision. I have tried to obtain all sort of relevant information from various sources were directed by you.

The whole report is prepared on the basis of practical commercial experiences and .I have tried enough to furnish all the materials. What I have achieved during the internship period I shall be highly grateful if you kindly accept this report. Thank you again for the heartiest cooperation.

You're sincerely

Md.Sabbir Hassan

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Acknowledgement

I'd want to start by thanking the Almighty for providing me the capacity, stamina, and fortitude to continue working on my assignment and do it more effectively. I want to express my gratitude to everyone who helped me collect the information or sources I required for my report.

Additionally, I want to thank my internship supervisor, Dr. Md. Mohan Uddin, who teaches at the United International University's School of Business & Economics. Without his direction and appropriate feedback, I would have a very tough time doing my assignment. Despite his hectic schedules, Sir still found time to provide appropriate recommendations to enhance the value of my report.

Last but not least, I want to thank my line manager at Mokam Poultry, Mr. Monzer Hassan, Assistant Manager Sales, MD. MEZBAHUL ISLAM SHUVO, Assistant Manager Operation,Reporting, and my coworkers for giving me the chance to work with them and for helping me to learn and diversify my ideas regarding full operation Team, which helped me to work comfortably in the company and to complete my report.

Executive Summary

The Study depends on the analysis of Poultry industry in Bangladesh and additionally the evaluation of the internship understanding business statsergy at Mokam Limited. The internship program was held down by the supervision of Professor Dr. Md. Mohan Uddin, United International University, for the completion of the Bachelor in Business Administration (BBA) degree. The basic aim of the report is to understand the Poultry business of Bangladesh and their show evaluation identifying challenges and opening opportunities for company in the competing market. Also study the operation of Mokam Poultry Bangladesh on this respect is the report's section as well.

The overall report divided into six part, including Chapter-1 display the introduction of the poultry sector of Bangladesh as the report depends on Poultry industry, the purpose and importance of the report are identified the poultry industry, and the final part of the report which titled Chapter-6. The industrial study of the lubricating Poultry industry in Bangladesh, the barriers for the company, the problem they face, and the gap in the market that needs to be filled have been richly discussed in Chapter 2. On Chapter 3, a study of Mokam Poultry Ltd Bangladesh's administration is also explored, as is my five-month internship experience. Finally, on Chapter 5, the proposals that will assist the firm and myself expand more effectively to perform well in the rapidly developing competitive market are cited.

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Chapter 1

Introduction

1.1 Background

The poultry industry is Bangladesh's oldest commercial and agriculture sector. In this report, I will examine at the poultry industry in Bangladesh and the role of the private business in its growth. More than half of Bangladesh's population is employed in agriculture and livestock production. The poultry sector is an essential component of farming systems, providing both direct and indirect employment opportunities, improving food security, and increasing the availability of high-quality protein in people's diets, thereby contributing to the country's economic growth and lowering poverty levels in both rural and urban Bangladesh. The increased supply of meat and eggs can match national demand. With rising incomes, population growth, urbanization, and diet changes, demand for meat, eggs, and meat and egg products has risen. Recognizing this fact, the government and the private sector are working together to overcome the difficulties of the poultry industry through different development efforts. Aside from that, by modernizing its present rules, the government is also encouraging the private sector to take steps toward poultry production. This report aimed to understand Bangladesh's poultry industry's current scenario, the impact of private enterprises and Mokam poultry to the development of poultry industry , the market research of chicken meat, the poultry industry's problems and constraints, and the scope and possibility of Bangladesh's poultry industry.

1.2 Objective

The objective of making this report can be divided into two. First one is the primary objective and the other one is the secondary objective.

1.2.1 Primary objective: The concept's main goal is to get a thorough understanding of Bangladesh's poultry business, including Mokam Poultry's existing situation, market trends and size, and the development of this industry in Bangladesh. This will outline the fundamental objectives and illustrate the state of the Bangladeshi poultry industry. By securing a dominant position in the market, commitments to the Bangladeshi economy—an important facet of the fundamental objectives—will also become clear. Putting everything else aside, one of the main goals of this report is to provide a thorough overview of the Moakm Limited Internship.

1.2.3 Secondary Objective:

Besides from the primary objectives, there are also particular objectives listed below, which are as follows:

- Analyzing and evaluating the Bangladeshi poultry industry.
- Reviewing Mokam Company.
- Assessment on the internship experience at Mokam LTD.

• Making some proposals to overcome difficulties in the company and also for myself, to the potential that it can assist in the development of new talents.

1.3 Significance

Bangladeshi is a developing Country. In this Developing Country agriculture has made a significant contribution to this developing country, since the diverse season of Bangladesh is the most favorable for agricultural enterprise. Poultry business is the most profitable agriculture business for Bangladesh. Commercial poultry production has been growing rapidly in Bangladesh. As a result, this study most important for both new comer and the policymaker. This report helps the policy maker and the new comer to understand the present poultry business, where they need to put their money, how successful this industry will be, and what sort of risk they will meet. The dramatic growth of poultry business that come up with our country economy in a large amount. As we all know Chicken and egg are the cheapest sources of protein in Bangladesh, compared to the other expensive sources like beef and fish. This sector contributes around 1.5% to the GDP which is near by $250 billion. Which make it the second largest sector after RMG sector.

This report has given me a better understanding of how profitable and expanding the poultry industry is, how the operation works, and the present poultry situation.

CHAPTER-2

Analysis of the industry

2.1 Specification of the industry

In the agricultural sector poultry is one of the most important sector for maintaining the need of protein and nutrition. In 1995 the poultry industry started in an organized manner in Bangladesh.

The principal poultry product of Bangladesh is Chicken. Duck, quail, pigeons, and turkey. There are also four more kind of chickens: broiler, layer, Sonali, and local. In our daily life we require animal protein, As a result, poultry farmers generate a large amount of eggs and meat, which contribute significantly to the national economy. According to ministry of fisheries and livestock in Bangladesh there are more than 58.39% of the total chickens in Bangladesh are broiler breeds. There are over 53000 broiler farms in Bangladesh. Many people are involving in this sector like farming to distribution. This poultry Sector plays a vital role in rural economic growth and women's empowerment. Many women are involving in this sector. There are three main operation concern about this poultry sector those are poultry feeds, hatchery, and poultry farms. Those three sectors are most profitable business in Bangladesh. Now a days poultry industry growing that much which is also an indicator that in future this market give leading contribution in the GDP.

Table 2.1: Livestock contribution in GDP

	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21(p)
Growth Rate of GDP	2.68	2.74	2.83	3.08	3.19	3.31	3.40	3.54	3.56	3.80

2.2 Size, Trend, and Maturity of the industry

Chicken meat and egg are the cheapest sources of animal protein in Bangladesh. Every day people are consuming the protein. This type of protein is well accepted by all religious, economic, social and demographic group. Primarily in Bangladesh the poultry meat and eggs originated from locally grown backyard which we called Deshi. This type of production meet only the domestic demand for meat and egg. Before to industrialization, backyard poultry was Bangladesh's only source of local, low-productive, and unattractive chickens. But now many ruler people are involving the poultry, many government and NGO help people to create this type of framing. In 2019 survey there are almost 400 billion taka invested in the sector. This era there are almost 18000 poultry farms are opening their operation in Bangladesh. Today the chicken meat and egg protein demand are increasing. Now this poultry sector contributing to our total GDP around 132.58 billion takas. This industry could be one of the driving forces behind the country's planned revolutions toward a stronger economy. This sector is vital to the growth of the economy since it generates revenue and employment for small and landless farmers while also improving the nutritional condition of the population.

In Bangladesh the Poultry farms are growing at a rate of 15% a year. Now the poultry sector are the most important part of farming system. This sector creates both direct and indirect employment opportunity. Now a day's government try to encourage private sector and NGOS to undertake steps for the development of poultry sector. In order to increase chicken meat output in the face of rapid population expansion, government laws regulating poultry industry development have changed throughout time.

In recent year, the poultry sector in Bangladesh has increased high against the market demand. Starting from 1980 the growth rate approximately 15-20% annually. But in 2007 to 15 the date was down because of bird flu and some other bird doses. after those the industry try to come back and again try to full fill the demand of boiler, edible eggs, parent stocks, and precooked poultry products.

Table 2.2: Production of Meat and Eggs

Products	Unit	Fiscal Year									
		2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Meat	Lakh Metric Ton	23.30	36.20	45.21	58.60	61.52	71.54	72.06	75.14	76.74	84.40
Egg	Crore number	730.38	761.74	1016.80	1099.52	1191.24	1493.31	1552.00	1711.00	1736.00	2057.64

2.3 Seasonality

During my internship, I discovered that the price and demand for broiler and native chicken changes depending on the season or occasion. The causes for the variation are listed below.

Table 2.3: Average rate Of Chicken (Collect from ZSM of Mokam poultry)

	Current Market price					Seasonal rate (Approximetly)				
Type Of Chicken	Dhaka	Chittagong	Rajshahi	Khulna	Barishal	Dhaka	Chittagong	Rajshahi	Khulna	Barishal
Deshi	450-460 BDT/Kg	445-458 BDT/Kg	425-438 BDT/Kg	415-428BDT/Kg	425-435BDT/kg	460-480BDt /kg	440-465 Bdt/Kg	435-445 BDT/KG	425-440 BDT/KG	435-445 BDT/KG
Sonali	240-265 BDT/Kg	220-245BDT/Kg	194-210BDT/K	220-234BDT/Kg	194-210BDT/Kg	260-290BDT/KG	245-260 BDT/KG	215-228BDT/K	230-244BDT/K	215-228BDT/Kg
Boiler	125-130 Bdt/Kg	121-130 BDT/KG	120-128BDT/Kg	125-130BDt/Kg	122-128BDT/Kg	138-160BDT/Kg	132-148 BDT/Kg	138-155 BDT/Kg	135-150BDT/kg	132-155BDT/Kg

In this table 2.3 shows the current market price of a chicken and how much the price changes in occasionally. Every year in Bangladesh, on the occasion of Ramadan and Eid , the customer's demand goes beyond chicken. And there is much more demand for chicken this time than at any other time. And during all the festivals, the price of chicken goes up. Also increase the price of chicken by stopping the supply of chicken at such times of some unscrupulous people. In the table above we can see that during this kind of festival, the price of a chicken husband gets from 30 to 40 BDT/Kg.

2.4 Economic Contribution

The poultry industry is important to the Bangladeshi economy. This industry makes a significant contribution to agriculture and the GDP. Every day, 44% of people consume chicken and egg protein. This is a product of the industry. This industry is significant to the rural social and economic structure. Many families are directly involved in this sector. It has produced several work opportunities, with over 6 million people presently employed in this business. This poultry sector has also been supplying the Bangladeshi market with high-quality full-protein chicken.

To the production of poultry, it required less capital and land than crop, dairy production. This industry provides more cash income with in short time and create employment opportunity for small farmers and small entrepreneurs. The income earned from sale of egg and chicken meat. Additionally, it helps in meeting their varied financial needs. This industry creates various Job opportunities through the establishment of hatchery, feed mill, pharmaceutical company and marketing of poultry birds. Also, the poultry dropping is used as the fertilizer. It also used as fish feed. This is the additional income for the farmer and the small entrepreneurs.

By this way poultry farming leads poverty alleviation. However, the economic contributions of poultry farming can be shown by following figure.

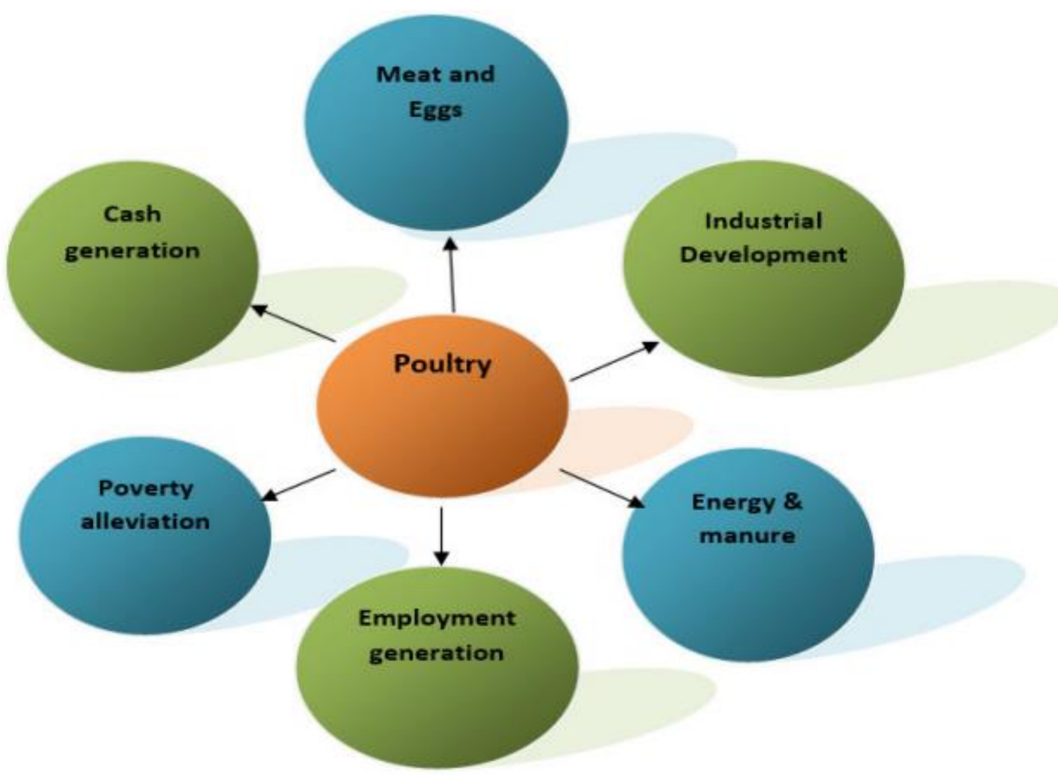


Figure-1: Economic contributions of the poultry industry to the economy

2.5 External economic factors

To understand fully the poultry sector, I must do a market analysis. We get a better understanding of the Bangladeshi poultry sector and how it responds to external factors and competition. I did my best to examine the whole poultry sector in Bangladesh. To do this, I have explained the industry's primary economic features, which are followed by the five factors.

<u>Dominant Economic Characteristics of the Industry:</u>

The elements that impact the entire operations of the players in it are the dominant economic factors. The table below summarizes the aspects, and it will help you understand the external influences that might affect the poultry sector.

Table 2.4: Dominant Economics Factors with its Description

Source: Online

Factors	**Description**
1. Market Size of Poultry Industry	35 percent in (DOC) Day Old chicken
2. Scope of Competitive Rivalry	National in some rare cases it is regional.
3. Market Growth rate	Average 10% annually
4. life cycle stage of poultry industry	Related with the population.
5. Target and End consumer in this industry	The retailer is the target consumer. However the end consumers are the general people.
6. Distribution channel used	Sales-office, distributes, farmer, consumer
7. Product Characteristics	Standardize and no scope of customization.
8. Scale Economic Usage	Moderate to high, based on estimated yearly demand.
9. Industry Profitability	It is directly affected by the state of national economy
10 Capacity Utilization	100%utilization.

2.6 Technical factor

Technology refers to scientific treatment. A chicken farm cannot function without modern technology. Superior technology is required for large-scale hatching of eggs and chicks. Viruses may wreak trouble in farms at times, but greater technology can avoid this from happening. Technology is also necessary for the production of chicken feed and the feeding of chicks.

Nowadays, most businesses apply the BAUER approach. BAUER method from all over the world employs the most recent scientific knowledge and farmer experience. Modern chicken farm breeding is an advanced tech. This is essential to have not only the best available technologies, but also the experience and a team of professionals, such as architects, builders, livestock specialists, feed specialists, feeding and genetic specialists, electrical engineers, and others, in order to work as a balanced unit. Only complicated farms with no compromises in technology, building construction, and technical procedures have a chance of success. There is no way to achieve high-quality outcomes without high-end electronics. The firm BAUER technique provides sophisticated supply of buildings and technical equipment for all types of poultry. We designed high-end feeding, watering, ventilation, and heating systems, as well as microclimate management, control systems, lighting, and egg collecting.

2.7 Political, legal, and regularity factor

We are all familiar that the poultry business plays a vital role in Bangladesh. Every year, new companies want to enter this sector. And they must contend with certain political, legal, and regularity issues. Many current companies in the market are worried about these factors.

Factors are:

- When the condition of country's Unstable. In that case, the demand for poultry product may fall, as may the supply of poultry products.
- Several time this political issue affect to collect raw resources of poultry feed from foreign country.
- Bank implement high interest rate in poultry. There are also other hidden charges and costs are add when a farmer went bank for loan. Even the NGO should play more active to lower the interest rate for poultry sector.
- Legal responsibility is associated with food safety rules for Consumer demand for quality.
- Low-cost consumer demand Owner of the property viewpoints on federally supported agricultural research that affects ownership rights.

Legal framework overview

➢Since 2011, Bangladesh has had a slaughter act in place that sets the laws, regulations, and prohibitions for slaughter. However, operators in the poultry industry are not properly aware of the law which is also not fully enforced by the government..

➢ The Food Safety Act of Bangladesh went into effect in February 2015. The law established the Bangladesh Food Safety Authority as the regulatory authority for food safety and quality. The BSFA (Bangladesh Food Safety Act) is responsible for three major tasks: supervision, risk management, and risk communication. The legal framework applies to both domestically manufactured and imported and exported goods.

➢ to control of bird illnesses and compensate farmers in the event of disease outbreaks, the 'Animal Disease Rules' act and the 'Bangladesh Avian Influenza Compensation Strategy and Guidelines' exist.

2.8 Barriers to Entry

Bangladesh is a development Country. Although the poultry business is the fastest expanding in the country, there are several barriers to entry. In Bangladesh, the input and output markets are unsuitable, even if they are disorganized. The input sector the medicine and other equipment and machinery are partly manufactured by locally which is partly imported. Scarcity of raw materials, as well as irregular electricity supply, are important impediments for potential investors in the poultry business. Loan interest is also creating the barriers to enter the market. The interest rate on a bank loan is quite high. As a result of a lack of finance, the majority of possible farms are unable to access the market. Another weak link in the chicken sector is marketing and transportation. To sell this livestock product, the farmer must use a middleman, which reduces the profit margin. Disease outbreaks in the poultry sector are another barrier to farm entrance since they put profits at risk. To overcome these poultry industry constraints, the government should take several initiatives for the poultry sector, including boosting budget allocation for development. Government also should motivate private sector investment in this poultry industry. However, quality control of day-old chicken, health care, and feed, as well as breeding materials, is required through a regulatory and legal framework.

2.9 Supplier Power

Farm owners and Distribution Network management from rural to urban locations are normally the poultry industry's suppliers. To be successful in this industry, every company must improve its supply chain. Despite the fact that the same product is delivered to several organizations in the market, each company should have a good supply-chain management system in place. Because improved Supply Chain management may result in significant profits for a farm. Here, the buying power of the poultry industry's suppliers ranges from too low to too high. Farmer feed is a large factor in the manufacture of poultry products. In general, it represents a significant percentage of continuing manufacturing expense. This product must have been delivered to the company on time by the supplier. This industry also employs many cutting-edge technology. Electronic climate controls, specific feeders, drinkers, foggers for chilling hens with a thin spray into the air while also raising shed humidity, egg incubators, space heaters, litter mixing machines, and other products are available from specialized firms.

Antibiotics and vaccinations are key components in limiting the spread of viral affection or bird flues in the poultry business. As a result, in this industry, people are picked or selected based on the level of competition.

2.10 Buyer Power

Hotels, Restaurants, and fast-food shops, retail Consumer are the buyer of the poultry industry. The buyer power explains the impact that a company have on its revenue. The relationship between the buyer and seller generates value for both sides party. According the demand of buyer the poultry industry's product are not in wide verity so the bargaining power of poultry industry is low. So, when there are many buyer but few suppliers, the power of customers is reduced while the power of the seller is increased. Therefore, when there are many buyers but few suppliers, the power of the customer is reduced while the power of the seller is increased. But when a company attract more customer for buying a specific brand the price, quality, brand loyalty is important. So that company should focus on their marketing system. It creates the brand value.

2.11 Threats of Substitutes

Additional protein sources include other types of meat, eggs from other birds, and a shift in feeding habits. As more protein products enter the market and customers migrate from one brand to another, chicken farms may face challenges. As per my five forces model study, the threat of alternative items in chicken is low, since these products are associated in our daily consumption chart. The two tables below provide a clear picture of the market share of broiler feed and share of day-old chicken. Two tables will show in the study of the issues and options confronting the newer firm.

Table 2.5: Top 5 Companies Market share (sector of broiler feed):

Source: Mokam poutry Sales department of

Market share of top 5 companies (sector of broiler feed)		
Companies	Market share	Ranking in 2017
Nourish	30%	1
Paragon Poultry Limited(PPL)	26%	2
Afftab Bahumukhi Farms Limited(ABFL)	22%	3
Kazi Farms Limited	20%	4
Aman Feed Limited	16%	5

Table 2.6: Top 5 Companies Market share (Day Old Chicks Sector):

Market share of top 5 companies (Day Old Chicks Sector)		
Companies	Market share	Ranking in 2017
Kazi Farms Limited	45%	1
Aftab	20%	2
Paragon	10%	3
Nourish	7%	4
ACI	5%	5

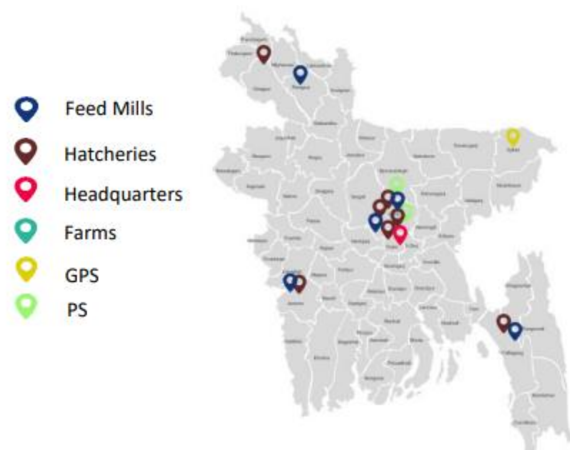
2.12 Industry Rivalry

Because there are many companies in the industry. We believe they can create barriers to entry for starting a new business, in addition to other factors such as government controls and financial issues. For this we should have a good concept of who our competitors are. We should be knowledgeable of their opportunity, weakness and strength. Some major company's profile summary is shown below.

Paragon Poultry Limited:

In 1993, Paragon Poultry LTD launched its commercial layer operation in Gazipur. Over the last nine years, it has expanded its operations to include the production of day-old chicks and poultry feed. PPL was a trailblazer in providing cutting-edge technology and know-how to Bangladesh's chicken frame and hatching industry. It builds its brand image by focusing on faster market development and customer loyalty.

Short Summary of **Paragon Poultry Limited**



Source: From Internet

Nourish:

Nourush poultry's main goal is to produce and sell high quality product to clients, while also maintaining quality via the use of modern technology. It is one of the largest farms in Bangladesh. This farm wants to retain a positive relationship with society while simultaneously providing a high quality products to remain competitive in the industry. In compared to the market leaders, they always try to offer a competitive rate with a high-quality product Chicks' broiler, Day old chicks' layer and sell feed mill. Nourish Started this business with a hatchery and quickly expanded to include a chicken feed mill. Nourish is one of the fastest poultry companies. However, its growth has recently stopped due to new investment and decreased marketing effort. Because of their concern for chick quality, they quickly gain a sizable share of the feed industry.

Source: From Internet

Aftab Bahumukhi Farms Limited:

Aftab Bahumuki Farms was established in 1991 at Bhagalpur, Bajitpur, in the district of Kisoregonj, approximately 110 kilometres north of Dhaka. Aftab's key aims were to produce and manufacture healthy and sanitary supplies of chicken, dairy, fish, vegetables, and so forth..

Aftab Poultry: It kept the parent breeding stock is produced both on the farm and through contract producers. They have a modern hatchery and generate 2 million days old chicks every month. They also produce boiler chicken, which is processed in a modern poultry processing plant. Its own distribution, marketing, and distribution systems deliver day old chicks, live, seasoned, and portioned chicken across the country.

Aftab Poultry Feed Mill: Aftab Poultry Feed Mill was established primarily to supply appropriate feed for ABFL's own poultry. However, because of the increased demand for poultry feed in a broad sector of the market, they extended their business. ABFL now operates three feed mills with a monthly capacity of 10,000 Mt and distributes balanced feed to farmers across the country via its own supply chain.

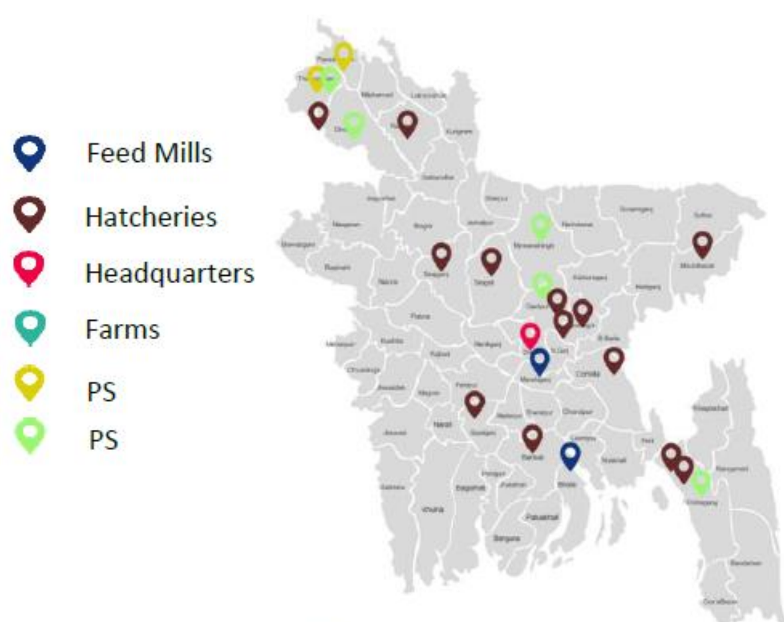
ABFL also have automatic rice mill, Fisheries and Agriculture investment

Source: From Internet

Kazi Farms Limited:

Kazi farm is a private Limited company in the Bangladesh. IT is a market leader in the poultry sector. Kazi farm is an agricultural farm and the country's largest poultry hatchery and day old chicken production.

They grow day old chickens, feed them, and bring in grandparents (Parents of parent Stock and grandparent of DOC). Kazi Farms Limited was founded in 1996. Because of the exceptional quality of their goods and the efficiency of their personnel, this day has grown significantly. KFl employs roughly 6000 people in Bangladesh and 300 at its headquarters. They supply goods all throughout the country and are the largest feed mill in Southeast Asia.



Source: From Internet

2.13 Summary of challenges and opportunity

Bangladesh's poultry business is growing and quite well. Because this industry is well established, there are many alternative products exist; nevertheless, the volume of alternative based on people's need is extremely little. These alternative productions are a danger to newcomers. Although bird flu in poultry production poses a considerable risk to the corporation because to the significant loss of profits. The biggest challenge for Bangladesh's poultry business is a lack of cash as well as a lack of raw materials, equipment, and technology. Five forces is a basic but powerful method for assessing company environment competitiveness, identifying strategy's potential profitability and opportunity, and risks.

Chapter 3

Organization Analysis

3.1 Mokam Ltd. Overview and History

Mokam is the largest B2B (Business To Business) E-Commerce platform in Bangladesh.It a concern group of Shopup, which was establish with the goal of resolving the distribution problem in the retailer sector and helping suppliers and retailer to growing their business It is a brand new business model, and its primary goal is to connect with consumer between buyers and sellers. The company deals with grocery items, some of which are branded. (Horlicks, Radhuni, Teer oil etc) and UN branded products (Rice, Lentils, Onions, Potatoes, Chicken, Egg). . Mokam poultry is one of the business unite of Mokam LTD.

Mokam Logo

Mokam has a strong presence in over 50 districts across Bangladesh, Providing large varieties and next day deliveries to local stores. Mokam Also provides Baki , a buy-now-pay-later product that allows retailer to do more busness without requiring additional capital. Mokam provide market operation as a service to Suppliers.Suppliers can thus leverage Mokam’s extensive Distribution network to reach more retailers across the country in the shortest amount of time . In addition, a channel is being built between wholesalers and small retailers to supply the goods to them at a fair price via the Mokam App.

Bangladesh has one of Asia’s most fragmented retail market. Approximately 98 percent of total retailer has small shop (local mudi dokan) . When those retailer try to sourcing products from various suppliers, distribution, and wholesalers, these shop face multiple problem. Every day their business operation are slowed down by lack of product, price uncertainty, and ineffective delivery support. Also despite thr fact that approximately 70 % of retailer sell product on credit. For this retailer need to take time to gather money. These fundamental issues prevent small businesses from growing.

Mokam poultry try to solve these issues by consolidating all product in to a single platform accessible via mobile app. The collection of the product arrives at the local Poultry store door step within 24 hours of ordering through Moakm. To ensure the best market prices Mokam has entered into agreements with the country largest poultry supplier all over the country. Additionally, shoppers can buy the rest of the product without paying through the same app, allowing them to do more business with less money.

There are many business Unit under the Mokam LTD. Those are ,

- Moakm Agro
- Mokam Commodity
- Mokam Poultry
- Mokam Energy
- Mokam fresh

In Bangladesh's retail market, there are more than 4.5 million Grocery or retail Business, of which about 72% offer their goods on credit but only 27.5% have access to loan facilities. And aslo they face the finance problem and majority of the retailer struggle to manage their regular business operation. To solve this problem Mokam' s every unit work closely to the retailer.

Mokam poultry Mission & Vision

Their primary goal is to empower people to stand within their own, build platforms like ShopUps, and enter the business world with ease. In order to have a significant and positive influence on the success of the E-Commerce industry in Bangladesh, they also intend to become the massive distribution supplying channel in Bangladesh and collaborate with all major industrial companies.

3.2 Trend and Growth

One of the leading companies for supplying and distributing poultry (chicken and eggs) to the retail market is Mokam Poultry. Every day Mokam poultry provide Chicken and egg to full fill the market demand all over the Bangladesh. Mokam poultry operate their business in 9 District, Which they called Zone, Those are Kurigram, Rongpur, Rajshahi , Barisal , Khulna , Dhaka, Chittagong, Sylet, Mymensingh. Every day 100000 Kg boiler chicken are Provide acress the country's retailer. Mokam Poultry Collect Their product (Poultry Item Chicken, Egg) To the supplier. And Distribute those product. Mokam Poultry Distribute 4 type of boiler (we Different Type by size) and Sonali murgi. Figure showing how they keep their supply chain and distribution system there.

Marketing system consist of four point such as farmers come first in this system followed by wholesalers , retailer, than consumer end user .Different Agents and distributors sell DOC(Day Old Chicks) to farmers. The farmers must quickly place day old chicks in the shed since live boiler chicks are highly risky. When the chicks weight 1 kg to 1.5 kg after t28-30 day or some time farmer sell this chicks when their wight 1.7kg to 2 kg , it sent to the Whole sale center . Than the Wholesaler sell to retailer for between tk. 110 and 115 per KG. In this position ,Mokam poultry assists the supplier in increasing their sales . Mokam poultry distributes the supplier's product extremely smoothly. Mokam Poultry's SR connect with more retailer and deliver the product, resulting in an increasing selling volume for the supplier and a fair pricing for the retailer

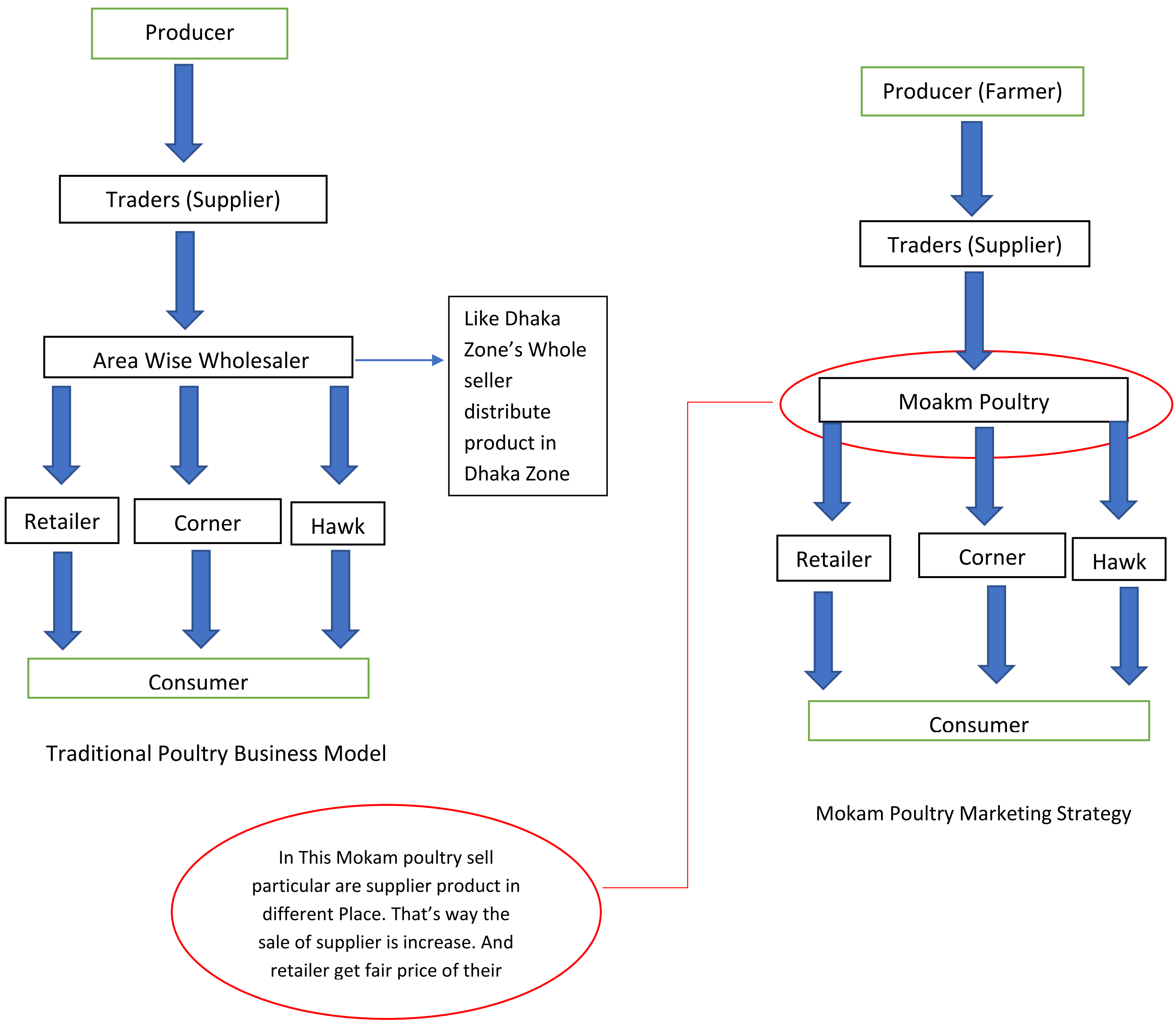


Figure-2 Mokam Poultry Marketing Starter

3.3 Customer Mix

The local poultry retailing shop or the poultry hawker are Mokam Poultry's key customers. Customer satisfaction, customer loyalty, and continuous innovation make up the core customer mix of Mokam Poultry Limited. They have been successful in gaining customers' trust and retaining their loyalty to the poultry industry. It is the most important responsibility for every organization since quality is at the basis of all we do, from the discovery of a module through product development, manufacture, supply, and sale. Additionally, it is essential to all the services that help our company work well.

Mokam Poultry Commitment to their Customer are

- To create a high quality product.
- Providing a competitive business benefit

3.4 Product or service Mix

One of the largest chicken distributors in Bangladesh is Mokam Poultry. In Bangladesh, Mokam Poultry distributes poultry products. The primary products of Mokam Poultry distributes, according to product or service mix, are broiler chicken, sonali chicken, parent chicks, layer chicken, table eggs, feed, etc. Both Sonali Chicken and Mokam Poultry separate their boilers into two categories based on size. Boiler Chicken Size are 1.2kg-1.3Kg. 1.6 kg -1.7 kg and 1.9- 2.1 kg. All over the country, Mokam poultry collects their product. Products are so available across the nation. In comparison to other firms, Mokam poultry goods have affordable prices. Mokam Poultry purchases its products from many low-cost suppliers. Mokam Poultry sets their prices so that consumers of all socioeconomic levels may purchase their poultry products.

3.5 Operations

Mokam is the largest B2B e-commerce Plate from in Bangladesh. Mokam distribute vast amount of product all over the country To Run this operation Mokam poultry need large amount of man power support. Mokam Poultry Divided their manpower in In zone Weise. The Head Quarter (HQ) of Mokam poultry in Dhaka, Mohakhali SKS tower. Also Mokam poultry run their operation in Dhaka, Khulna, Rajshahi, Rangpur, Barisal, Mymenshingh,Syselt, Chittagong. Almost 200 people involve in this operation. The operation structure of Mokam poultry is

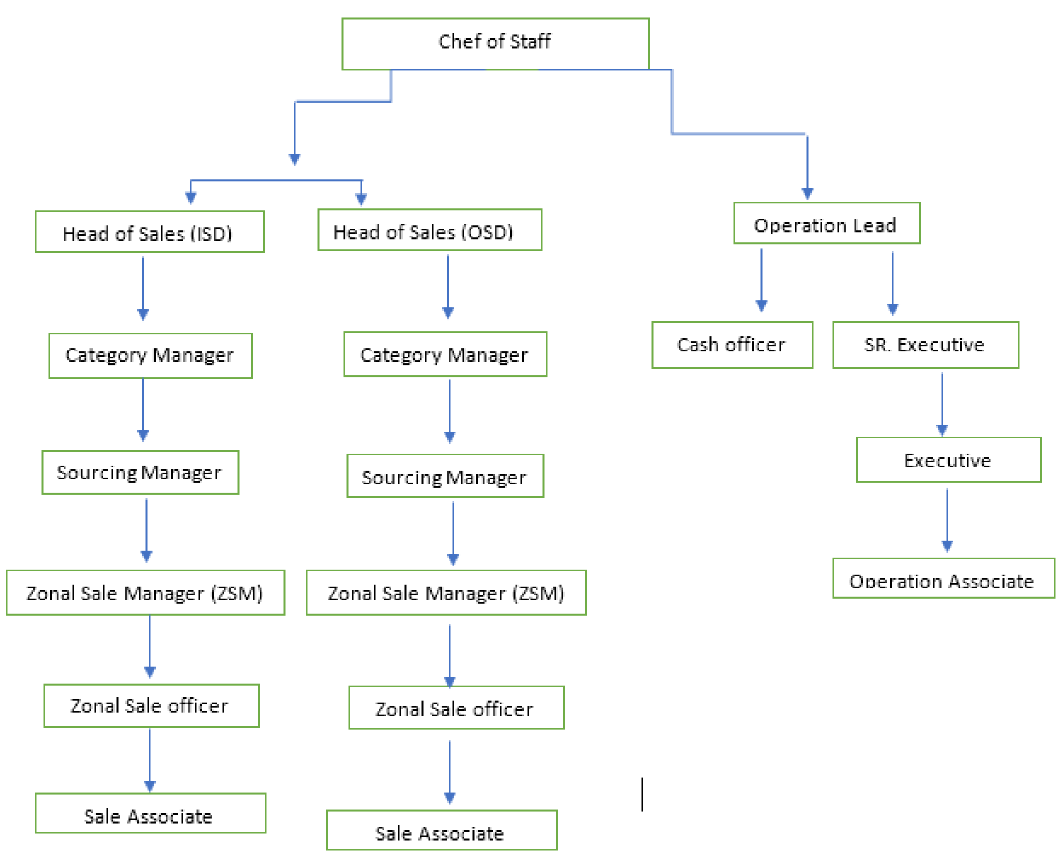


Figure-3: Mokam Poultry Operation Hierarchy

In the Figure 3 we can See the Hierarchy of the Mokam poultry .Every person or position is essential to the overall operation process. Our Business unit is led by our Executive Chef. Head of sales (ISD- inside Dhaka) (OSD- Outside of Dhaka) Handel all of their salespeople, Planning how to achieve the business objective. The sourcing and category teams gather information to identify new suppliers. Collect best product in cheap price. ZSM and ZSO handle all of their SR and assist the head of sales manager in having to meet the goal of increasing sales, branding Mokam poultry products, and collecting cash. And the operation Team handle all the MIS data to run the business smoothly. MIS data like sales report, Bank Statement, Cash inflow- outflow also the app development. Training SA (sale associate)

3.6 SWOT analysis of Mokam poultry

SWOT analysis is a sort of analysis that helps in examining the internal and external factors of a business. To ascertain the state of the internal and external markets, Mokam poultry underwent a SWOT (Strengths, Weaknesses, Opportunities, and Threats) study. While the external environment provides possibilities and dangers, the internal analysis revealed strengths and shortcomings.

3.6.1 Strengths

For a firm to make an investment, considerable capital is essential. Mokam Poultry is in excellent financial shape. It enables them to grow their corporate operations. Many reliable suppliers support Mokam Poultry with their distribution. Every business needs to be creative in order to provide services in a competitive market, and when customer (retailer) expectations change, they must also develop their products (mobile apps). Mokam has highly innovative. Due to the high volume of products they offer, they may take advantage of economies of scale. Additionally, Mokam Poultry has important patents and exclusive technologies. The fact that Mokam poultry employs the most effective, skilled, and honorable individuals and makes money as a result is another significant strength.

3.6.2 Weaknesses

But apart from its strengths, every company has some internal weaknesses. It is essential for a company's profit to reduce its overall unit cost. However, the overall unit costs of Mokam poultry are high. A strong dealer and distribution network is a significant advantage, but it is not as strong as that of their main competitor. As a result, it is also a weakness of mokam poultry. A company that practices poor management will fail. It appears that their management is not as strong as that of their competitors at times. Technology is another major concern for the mokam poultry. Because it is an E-Commerce platform, their application changes on a regular basis. Another weakness of Mokam Poultry is the high turnover of employees and the employee's uncertain working hours.

3.6.3 Opportunities

People increasingly eat a variety of vitamin items because they are more worried about their health. The human body may get a lot of iodine and vitamins from foods like chicken and eggs. These factors account for the everyday expansion of the poultry business. If we look closely, we can observe that over the past ten years, investments in this area have more than doubled. Due to its increased investment, it is now making more money than before. It also shows that the farms are giving the sector's stakeholders a solid return. As a well-established and well-known B2B

(Business to Business) e-commerce firm in Bangladesh, Mokam Poultry Farm has a ton of room to grow. In Bangladesh, they may broaden both their geographic and product reach. because Mokam poultry products hold a special place in the hearts of Bangladeshis. They might increase the variety of products offered by the business to better serve a larger spectrum of clients (Retailers). They are incorporating business or technology expertise into new goods. They also have a competitive edge in the retail and e-commerce sectors. They are able to sell their goods since consumers (Poultry Retailer) may learn more about them and develop a greater interest in them. You have a high possibility of dominating and expanding the market. To assist them market their goods more successfully, they also establish a corporate sales department.

3.6.4 Threats

Every firm, regardless of its industry, confronts dangers. A corporation has considerable challenges in comprehending client demand and succeeding competitors in service. The bargaining power of suppliers is always growing. Moakm poultry faces a danger from suppliers' growing negotiating strength since it drives up the cost of product purchases. Mokam poultry is under growing danger from local competitors as more local (B2B) businesses enter this market. E-commerce-related changes to governmental laws and regulations pose another danger to Mokam poultry.

3.7 Strategies that meet the challenges and opportunity

Challenges:

Bangladesh has a lot of potential for e-commerce, but it also has a lot of drawbacks. Bangladesh is a developing nation where the majority of the people lives in rural areas. We have yet to be efficient in providing the most recent internet technologies to every part of our region. Although the platform exists only in digital space, the majority of our poultry region's customer base are unfamiliar with the concept of e-commerce, and those who are wary of placing credit/debit card information for online purchases. The following are the primary e-business platform firm limits that governments and entrepreneurs can overcome for immediate and long-term success.

3.7.1 Strategies of Brand Banding in Mokam poultry

Promotion is the organization's strategy for communicating with its target audiences (Poultry Retailer) and consumers. Direct marketing is not used by Mokam Poultry. They think that chicken meat is the only good that will ever be in demand. As the population expands, so will the need for it. The market has a great demand for it. They consequently think that investing a lot of money in advertising is a waste. They don't make use of billboards, newspaper, or TV adverts.

Since distributors/agents are the primary concerns, Mokam Poultry employs the tactics shown below.

• Sales Representatives: Marketing professionals are being deployed to various SR to discuss the benefits of selling Mokam poultry products. Because of the increasing market demand and product availability, agents may make more money.

• Gifts: Mokam poultry gives gifts such as televisions, motorcycles, paperweights, diary telephone indexes, clocks, and so on to workers, agents, and farmers in addition to the decision makers of their monetization commodities.

• Discounts: The Company offers a discount to agents. The corporation deducts this discount from its earnings. They provide price reductions and bulk discounts to shops that make significant purchases.

CHAPTER- 4

Internship experience

4.1 position, duties, and responsibilities

I began my internship program in Moakm poultry (operation Executive) on March 8, 2022, for the practical portion of my BBA. This workplace provided me with five months of practical knowledge and experience. My office hours were from 10:00 a.m. to 6:00 p.m. As an intern, I worked in the Operations department in Mokam poultry

My major responsibility was to monitor the daily payment and cash collecting data. Aside from that, I had to prepare sales reports, balance production and sales, post GRN (goods return notes), handle SA (sales associate), obtain client information, and maintain numerous data bases as needed. I had completed my tasks and obligations in a timely and courteous manner.

4.2 Training

I had little knowledge of the working environment at Mokam Limited. This company's whole business model is built on online sales, and they own the software that their IT staff created. I had a hard time adjusting to their workplace atmosphere and corporate culture. Learning their software-based operating system for the first time was challenging for me. I receive help in understanding their operating system from my supervisor, the complete operation team, the sales team, and the executive officers in charge of accounts. I received support from others over my 10- to 15-day training session. I was therefore able to understand all of their work after that. Without the guidance and support of the entire crew, I would not have been able to finish my five-month internship training at a respected firm like Mokam Limited.

4.3 Contribution to Mokam poultry Operation functions

I did my hardest to fulfill my responsibilities as an intern. I left for work at ten in the morning and got home at six thirty. I was only employed by Mokam for five months, but during that period I worked in both the sales and operations areas. Six days a week, I had to perform my job with extreme care if I didn't want the organization to incur any losses. Every day, I made the drafted payment on time. My supervisor was a member of the sales executive officers who praised my work and commitment. The Sales Account Department gathered the organizations' bank statements once all of the organizations had delivered their payment drafts. I was able to find the bank account number, payment amount, and deposit slip number for my partner. After making sure everything was correct, I completed the payment draft form. I think my meager efforts and participation help the business make money.

4.4 Evaluation

Mokam offers continual feedback on their workers' performance so that they may evaluate themselves. They grant incentives and promotions based on performance evaluation. Employees who are not ethical or faithful to their duties are not hired by Mokam. As a Mokam intern, my performance is also evaluated over a five-month period. My performance was evaluated on a daily basis. They were quite attentive to the time I left for work and returned. I had to sign in and out on the office's attendant page as I came, noting the time. Every day, they gave me duties to do in a timely manner. They were really happy with the way I performed my work, my adaptability, and my temperament. I soon embraced their business culture and business approach since my corporate supervisor was so supportive. They wanted to extend my internship beyond the original three months since they loved me. I was also selected for their job recruitment, but I was unable to join them due to the location of the posting.

4.5 Skills Applied in Mokam poultry

For success in the workplace, practical knowledge is essential. If someone has greater practical knowledge and competence, someone with a high level of academic understanding may not be able to use their abilities. I completed my task using the software- management system that Mokam Limited, a well-known online retailer, has to offer. Additionally, I might need to apply my knowledge of Google Workplace, Microsoft Office Word, Microsoft Office Powerpoint, and Microsoft Office Excel while I'm an intern at Mokam Limited. To complete my assignment successfully, I needed to apply my knowledge, and I also needed to be more disciplined with regard to time management. I had a lot of trouble managing a lot of drafted payments in a short amount of time.

4.6 New- skills Developed

I collaborated with knowledgeable Mokam Limited staff during my internship. As a result, I have learned a lot of important knowledge from this location. Below is a list of them.

• I now know more about company culture and cultural norms.

• I now know how to handle human resources.

• I learned that when a lot of businesses do payment drafts, they first assemble their bank statements, check the figures on the partners' bank accounts, payment amounts, and bank deposit slips, and then finish the payment draft form.

• I now know how to create a monthly Sell report.

• I now know how to manage legal documents as well as customers (KYC).

• I now know how to create an ERP sales advance payment commission report.

• I now know how to enter goods return notes into the ERP party ledger.

• I also manage several Mokam poultry software programs.

4.7 Academic knowledge Applied

Presentation skills, rules, and regulations learned in my academic field assist me to do my duties perfectly. My academic expertise also assists me in the ratio analysis of the Mokam poultry. I used data from Mokam poultry's financial department for the prior two years, 2020 and 2021. I began by collecting data and then analyzing the ratios. After analyzing the ratios, I came up with some conclusions, which are presented below with a graph and interpretation –

Liquidity-Analysis 0f Mokam poultry

Net Working Capital:

Net Working Capital - Net working capital is an analytical technique that enables us to look at the operational state of a firm. As a result, it is primarily used to assess a company's short-term liquidity, while it may also be used to gauge how well management uses resources generally.

It is calculated by

[Current Assets – Current Liabilities]

Table 4.1: Net working Capital

2020	2021
28,927,470	31,048,287

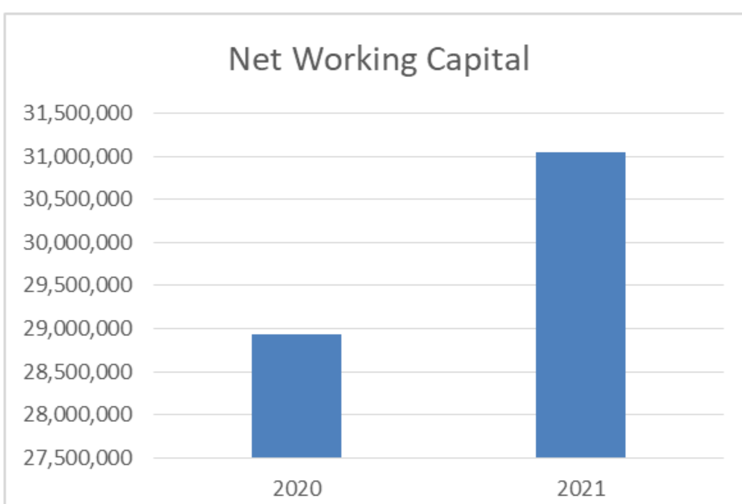


Figure-4: Net working Capital

Findings - The graph above shows that Mokam poultry's net working capital is expanding over the last year. That indicates Mokam Poultry currently has more current assets than current liabilities compared to the prior year. This means that the company can completely cover its short-term liabilities in the following 12 months. Increased working capital indicates financial strength. Net working capital is expected to be about 2 CR (Core) taka in 2020 & 3 CR (Core) taka in 2021, both of which is higher than the prior year.

Working capital

A company's Working Capital determines its profitability, and it must maintain it in order to pay its expenditures and expenses. Many factors influence how high the firm's costs are, including how frequently the company earns earnings.

[(Inventories + Accounts Receivables) - Accounts Payable] is the formula.

Result of working capital requirement is given below

Table 4.2: Working Capital requirement

2020	2021
2580530	2618319

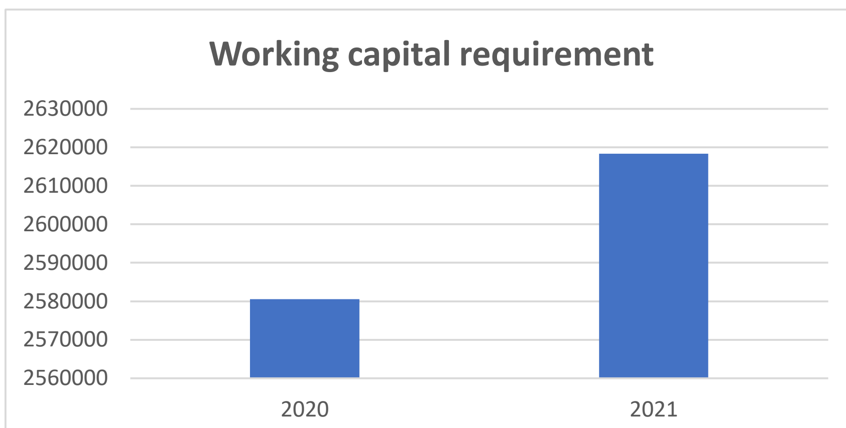


Figure-5: Working Capital Requirement

Findings – Figure 5 illustrates how Mokam Poultry's Net Working Capital is also rising. Here, the outcome demonstrates that there is a smaller balance after paying the accounts payable holders, which is mostly made up of current assets like inventory and accounts receivable. Whereas the need for working capital was around 25 lak taka in 2020, it now about 26lak taka.

Current ratios - The current ratio is another liquidity measure that we can consider using to assess the company's capacity to pay back a short-term loan or obligation. The current ratio compares a company's current total liabilities to its current total assets, including both liquid and non-liquid assets.

[Current liabilities / Current assets].

Explanation of the current ratio's findings is –

Table 4.3: Current Ratios

2020	2021
47.844543	46.565277

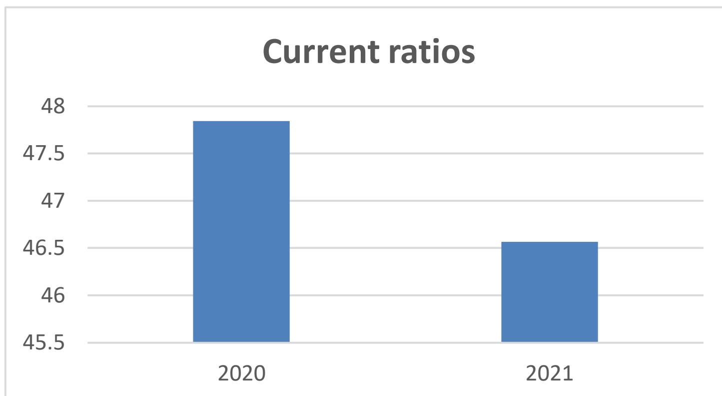


Figure-6: Current Ratio

Findings – Mokam Poultry's current ratio is down from the previous year. The table and graph above make it clear that the current ratio was 47.84 in 2020 and is now 46.565277 in 2021. This indicates that the corporation is currently less competent than it was in the past to pay its current liabilities with its existing assets.

Quick Ratio: Another metric that shows how well a company can meet its short-term financial obligations is the fast ratio. The acid-test ratio is another name for this ratio. The formula is as follows. **(Cash + Cash Equivalents + ST Investments + Current Receivables)/Current Liabilities**

Table 4.4: Quick Ratio

2020	2021
1.0531051	1.081326573

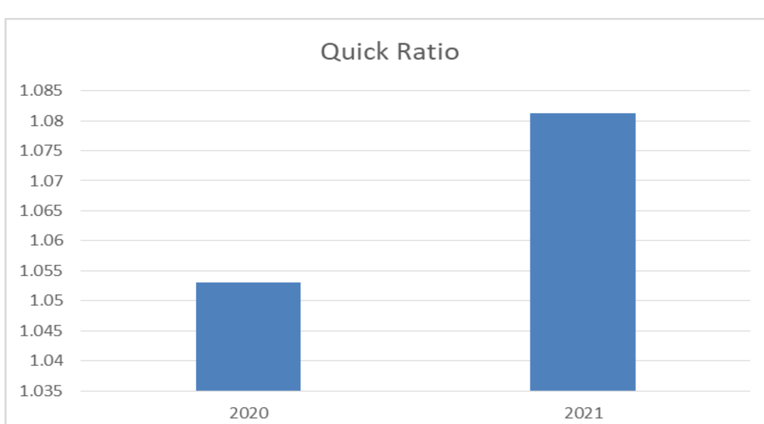


Figure-7: Quick Ratio

Findings – The quick ratio is more beneficial for estimating how much the firm can pay its short-term obligations. We can see from the above table and graph that Mokam Poultry's quick ratio is rising from 2020 to 2021 from 1.05 to 1.08, meaning that Mokam Poultry currently has more short-term assets than short-term liabilities.

Inventory Turnover Ratio calculation – By comparing cost of goods sold with average inventory for a given period, the inventory turnover ratio is a useful statistic that shows how efficiently inventory is working. This counts the number of times that period's typical inventory was "turned" or sold.

Inventory turnover ratio is calculated by

[Cost of goods sold / inventories].

Result of inventory turnover ratio of Mokam poultry is given below

Table 4.5: Inventory Turnover Ratio

2020	2021
7.3636364	7.2711864

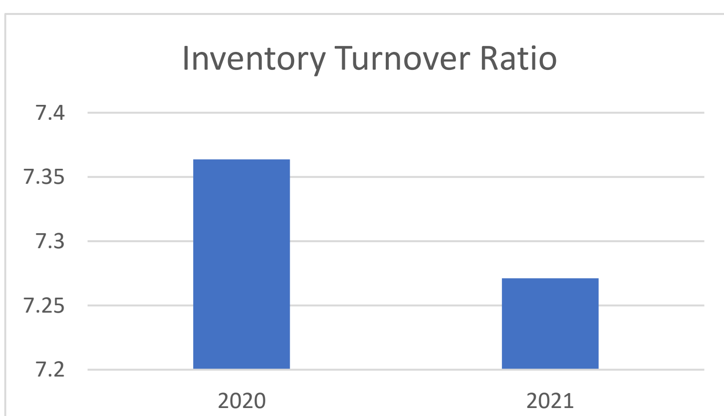


Figure-8: Inventory Turnover Ratio

Findings – Figure 8 shows that the inventory turnover ratio for 2020 is 7.3, meaning that Mokam Poultry converts its stocks 1.79 times year. However, it falls by a significant amount—7.2—in 2021.

CHAPTER-5

Recommendations

5.1 Recommendations for improving operations departmental

I find it challenging to provide a suggestion regarding Mokam poultry. I've just been working at Mokam's corporate section for five months, so I don't know much about how things actually work there. Despite Mokam's best efforts to maintain the best poultry activities and employee assistance, I would propose the following changes based on my observations. Even though this may be for their organizational policy, I'm still including the issues I think they should pay attention to and address.

I believe they need to improve in these areas.

- ❖ The organization's first discovery is that Mokam Poultry will be entirely software-based, since they currently perform the majority of tasks manually.
- ❖ Mokam offers the greatest working conditions and amenities available in the sector.
- ❖ Mokam is developing daily, resulting in additional work prospects for both Bangladeshis and foreigners.
- ❖ The debt situation of Mokam is below its ideal level. Therefore, Mokam is still permitted to take a loan against its business function in order to conduct its commercial activities efficiently.
- ❖ Return is higher when compared to all other elements, including assets, liabilities, and everything else.

Therefore, we can conclude that Mokam operates its business well because they are receiving a decent return on both their assets and liabilities.

5.2 Recommendations for Improving Self-Performance

The following suggestions are what I would suggest for enhancing my own performance in a given field of employment.

- • Improving communication skills is my first suggestion for self-improvement. Without efficient communication, neither management nor employees would be able to understand where they are or what has to be done to fix issues.
- Individuals should have stronger knowledge of Microsoft Word, PowerPoint, Excel, and Photoshop. Even a Microsoft course can be completed.
- Individuals must be ethical and honest in their work, or the company's profitability would suffer.
- Not to squander too much time at work making fun of or gossiping about others.
- They ought to have received enough training before starting employment. A thorough orientation will help a new hire comprehend the new corporate culture.

Chapter 6

Conclusion

It is clear from the company as a whole that Mokam Ltd. is among the top companies in Bangladesh for B2B e-commerce. This business has also been running for a very long time. As far as I'm aware, this company is among the financially sound ones; it has no debt and runs almost completely on shares. Because Mokam Poultry provides the finest quality service and delivery, it dominates the poultry B2B market. Regarding Mokam management, the Distributors' support system, and the business' robust commercial network throughout Bangladesh, there is no doubt.

There for five months now. My views suggest that Mokam should take into account not just boosting sales volume but also enhancing vendor relations by making timely payments. All of these can aid Mokam Ltd in creating a storied reputation in the poultry sector.

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