

Zubair Enterprise: Supply Chain Management



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

Internship Report
On
Zubair Enterprise: Supply Chain Management



Submitted To:
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Date of Submission

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LETTER OF TRANSMITTAL

Dr. Saad Hasan
Associate Professor,
School of Business and Economics
United International University
Subject: Submission of Internship Report

Dear Sir,

I am pleased to submit my internship report titled "Zubair Enterprise" fulfilling the requirements of my Bachelor of Business Administration (BBA) degree at United International University. This report provides a detailed evaluation of Zubair Enterprise's supply chain management data-driven recommendations to enhance its competitive position in Bangladesh's import-export industry.

It has been a valuable learning experience working under your supervision. I appreciate your time in reviewing this report and welcome any feedback for further improvement.

Sincerely,

Md. Mahedi Hasan

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Certification

This is to certify that Md Mahedi Hasan, a student of BBA, ID - 111 193 114 , under School of Business and Economics, United International University (UIU) has completed the internship report at Zubair Enterprise- Supply Chain Department as a part of requirement for obtaining BBA degree. He has tried his best to complete the report.

I wish all the best in his future days.

Supervisor

Dr. Saad Hasan
Associate Professor,
School of Business & Economics (SoBE)
United International University

Acknowledgment

I sincerely thank Almighty Allah for granting me the strength and perseverance to successfully complete my internship at Zubair Enterprise. This experience has been a pivotal step in my academic and professional journey.

I am deeply grateful to my faculty supervisor, Dr.Saad Sir, for his continuous guidance, insightful feedback, and encouragement. His support has helped me structure my learning and enhance my analytical skills in supply chain management.

My sincere appreciation goes to Zubair Enterprise, a leading industrial supplier, for allowing me to intern in their Supply Chain & Operations Planning department. This opportunity has significantly broadened my understanding of global procurement, logistics, distribution networks, and vendor management in a Bangladeshi B2B market.

Special thanks to MD. Ariful Haque Awal (Proprietor) and Director Akib Islam Rifat for their exceptional leadership in maintaining an extensive international supplier network. Observing their expertise in vendor negotiations and supply chain optimization has been truly inspiring.

I also extend my gratitude to my internship supervisor and all employees, particularly in the Supply Chain, Logistics, and Procurement teams, for their patience and willingness to share their knowledge. Their mentorship provided me with real-world exposure to supply chain complexities, inventory management, and procurement efficiency.

This internship has deepened my understanding of international trade, sourcing strategies, and financial risk management. I am confident that the skills gained will be invaluable in my future career.

Lastly, I am grateful to my family and friends for their unwavering support throughout my academic and internship experience.

Executive Summary

This internship report provides an in-depth analysis of my experience at Zubair Enterprise, a leading B2B supplier of industrial machinery, textiles, and printing solutions in Bangladesh. It examines how the company sources, imports, and distributes products efficiently while maintaining strong relationships with vendors, particularly from China.

Operating in a competitive industry, Zubair Enterprise ensures cost efficiency, supply chain optimization, and product quality to sustain its market position. The company has built long-term partnerships with manufacturers in China, India, and Vietnam to maintain a steady supply of high-quality industrial products. A key factor in this success is the direct involvement of MD. Ariful Haque Awal and Director & company supervisor Akib Islam Rifat, who personally visit Chinese vendors to negotiate prices, oversee product quality, and strengthen supplier relationships, ensuring a smooth and reliable import process.

During my internship, I was actively involved in various aspects of supply chain management, including sourcing strategies, procurement processes, logistics coordination, financial risk management, and market positioning. I observed firsthand how challenges such as currency fluctuations, import regulations, and supply chain disruptions impact business operations. Additionally, this report provides insights into Zubair Enterprise's market share, revenue trends, and strategic responses to industry challenges.

This study highlights key financial aspects, including revenue growth and cost structures, to demonstrate how Zubair Enterprise sustains its competitive edge in Bangladesh's industrial supply sector. The report also reflects my personal learning experience, where I developed essential skills in vendor relations, supply chain operations, and strategic decision-making. This internship has provided valuable insights into international trade, sourcing strategies, and logistics management, which will significantly contribute to my professional growth in the field of supply chain management. This internship report presents a comprehensive analysis of my experience at Zubair Enterprise, a leading B2B supplier of industrial machinery, textiles, and printing solutions in Bangladesh. It explores how the company efficiently sources, imports, and distributes products while maintaining strong vendor relationships, particularly with Chinese suppliers.

My Internship Experience

During my internship at Zubair Enterprise, I got a deep dive into how a leading B2B supplier in Bangladesh operates in the industrial machinery, textiles, and printing solutions sector. This wasn't just about observing; I was hands-on with sourcing strategies, procurement processes, logistics coordination, and even financial risk management. I got to see firsthand how challenges like currency fluctuations, import regulations, and global supply chain disruptions impact real-world business decisions.

Zubair Enterprise works in an extremely competitive space where cost efficiency, supply chain optimization, and product quality make all the difference. What really stood out to me was how the leadership team, particularly MD. Ariful Haque Awal and Director & company supervisor Akib Islam Rifat, take a direct, hands-on approach to procurement. Instead of relying only on remote negotiations, they personally visit vendors in China to build strong relationships, negotiate the best prices, and ensure quality control. This level of involvement sets Zubair Enterprise apart and gives them a competitive edge.

Throughout my internship, I was involved in different aspects of the supply chain, including:

- **Sourcing Strategies** – I learned how suppliers are identified, evaluated, and selected to maintain both quality and cost efficiency. These strategies are so much stronger in
- **Procurement and Vendor Relations** – I got insights into how negotiations with Chinese suppliers work and why long-term partnerships are crucial in this business.
- **Logistics and Distribution** – I observed how products move from manufacturers overseas to buyers in Bangladesh, understanding the challenges of freight, customs clearance, and timely deliveries.
- **Financial Risk Management** – I saw how foreign exchange rates and global trade policies affect sourcing costs and business profitability.
- **Market Positioning and Strategy** – I learned how Zubair Enterprise differentiates itself in the industrial supply sector despite market fluctuations.

Beyond just understanding business operations, this experience shaped my perspective on international trade and supply chain management. I saw the importance of balancing cost, efficiency, and quality while dealing with unpredictable external factors.

This internship wasn't just about gaining theoretical knowledge—it was about applying what I had learned in a real business setting. From analyzing financial trends to understanding procurement tactics, every aspect of my experience at Zubair Enterprise added something valuable to my professional growth. The hands-on exposure I received here will undoubtedly help me as I build my career in supply chain management.

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Chapter 1:

Introduction



1.1 Background of the Report

This report is a requirement for my Bachelor of Business Administration (BBA) degree at **United International University** and serves as a comprehensive documentation of my internship experience at **Zubair Enterprise**. It focuses on the various aspects of **supply chain and operations planning** within the company, providing an in-depth analysis of **procurement, sourcing, logistics, financial risk management, and distribution strategies**.

During my tenure at Zubair Enterprise, I was exposed to **real-world challenges and strategic decision-making** in supply chain management. My primary focus was to understand how **global sourcing works in a Bangladeshi business context**, particularly with a reliance on **Chinese suppliers**. The company's operational structure, leadership involvement, and business strategies provided me with a unique learning experience that helped me bridge the gap between academic theories and practical applications.

1.2 Objectives of the Report

The core objectives of this report are to:

- **Understand the sourcing strategies** used by Zubair Enterprise to procure industrial machinery and supplies from international vendors, particularly from China.
- **Analyze logistics and distribution models** to comprehend how the company ensures efficient product movement within Bangladesh.
- **Evaluate supply chain sustainability** in a **B2B (business-to-business) setting**, where timely product availability is critical.
- **Assess the industrial machinery and product portfolio** to determine its impact on the company's market position and competitive advantage.
- **Identify target consumer segments** and understand how product demand influences procurement and inventory management.

- **Analyze financial aspects** such as procurement costs, revenue contribution by product categories, and profit margins.
- **Highlight key challenges** in sourcing, logistics, and distribution while presenting strategic solutions that the company implements.
- **Examine the leadership's role** in maintaining trustworthy supplier relationships, particularly through direct visits to Chinese manufacturers by MD. Ariful Haque Awal and Director & company supervisor Akib Islam Rifat
-

1.3 Purpose of the Report

The purpose of this report is to provide a **detailed, experience-based account** of my internship at Zubair Enterprise, highlighting the company's role in **Bangladesh's industrial supply chain**. This report aims to present how the company **navigates supply chain complexities**, manages **global sourcing challenges**, and **sustains a competitive edge in the industrial B2B market**.

From my firsthand experience, I observed how **strategic procurement decisions, effective vendor negotiations, and streamlined logistics operations** contribute to the company's success. The challenges of **foreign currency fluctuations, import regulations, and logistics disruptions** added complexity to the procurement process, making supply chain agility an essential factor in business sustainability.

This report serves as a reflection of my **professional growth** and the **real-world application of supply chain principles**, reinforcing my career aspirations in **global supply chain management**.

Chapter 2:

Company Profile



2.1 Overview of Zubair Enterprise

Overview and History

Zubair Enterprise was established in 2006 as a small trading firm specializing in industrial machinery, textiles, and printing solutions. Over the years, the company has expanded its operations, becoming a recognized name in Bangladesh's import-export



industry.

Zubair Enterprise is a well-established **B2B industrial supplier** in Bangladesh specializing in **importing high-quality machinery, textiles, and printing solutions** from international markets, particularly **China, India, and Vietnam**. The company plays a critical role in **Bangladesh's growing industrial sector**, supplying machinery to **garment manufacturers, textile factories, printing companies, and engineering workshops**. Its success is built on **efficient procurement strategies, strong vendor relationships, and a well-structured supply chain system**.

During my internship, I had the opportunity to experience firsthand how Zubair Enterprise maintains its **position in the industrial supply chain** by **strategically sourcing** essential equipment, managing import logistics, and ensuring timely distribution to clients. I observed how **decision-making at every level—from supplier**

selection to customer fulfillment—directly impacts the company's market performance and profitability.

2.2 Mission and Vision

- **Mission:** To provide **cost-effective, high-quality industrial solutions** through **efficient supply chain management and strong international partnerships**, enabling Bangladeshi industries to access superior machinery and materials.
- **Vision:** To be **Bangladesh's most trusted industrial supplier**, recognized for its **reliable sourcing network, strategic procurement, and outstanding customer service**.

Zubair Enterprise's mission and vision reflect its commitment to **supply chain sustainability**, ensuring that businesses in Bangladesh **have access to the latest technology and equipment at competitive prices**.

2.3 Key Clients & Market Segments

Zubair Enterprise serves a **wide range of B2B clients** in Bangladesh, including:

- **Textile Factories:** These factories require **digital textile printers, embroidery machines, and sewing accessories** to manufacture fabrics for local and international markets. The textile sector contributes **30% of the company's revenue**.
- **Garment Manufacturers:** Clothing producers depend on **fabric supplies, industrial sewing machines, and textile processing equipment** sourced by Zubair Enterprise. This segment represents a **large portion of the company's customer base**.
- **Printing Companies:** Businesses involved in **digital printing, branding, and product labeling** rely on **UV inks, sublimation printing machines, and screen-printing solutions** imported by Zubair Enterprise.

- **Engineering Workshops:** These workshops require **laser cutting machines, industrial engraving tools, and other precision equipment** for metal and plastic fabrication.

From my experience working at the company, I observed how **each industry segment has unique procurement needs** and how the company tailors its **supply chain strategy** to meet these demands efficiently.

2.4 Market Share Breakdown

Zubair Enterprise holds a strong **market share in Bangladesh’s industrial machinery sector**, with the following estimated revenue contributions:

Product Category	Market Share (%)	Revenue Contribution (BDT Million)
Industrial Machinery	45%	90
Textiles & Embroidery	30%	60
Printing Solutions	25%	50

The **industrial machinery segment** contributes the largest share of revenue, with **textiles and printing solutions** also playing a significant role. My time at Zubair Enterprise allowed me to analyze how **market demand fluctuates and how the company adapts its procurement strategies accordingly**. The **management team closely monitors industry trends** and adjusts **import volumes and pricing strategies** to stay competitive.

2.5 Competitive Advantage

What sets Zubair Enterprise apart from competitors is its ability to **source high-quality machinery at optimal costs while ensuring timely distribution**. The key competitive advantages include:

- **Strong Supplier Relationships:** The company's leadership, particularly **MD. Ariful Haque Awal** and Director & company supervisor **Akib Islam Rifat**, personally visit **Chinese manufacturing hubs** to **negotiate pricing, inspect product quality, and establish trust with suppliers.**
- **Efficient Import & Logistics Management:** Zubair Enterprise has a **well-structured import process**, utilizing both **sea and air freight** to balance **cost-effectiveness and delivery speed.**
- **Adaptability to Market Needs:** The company **adjusts its product portfolio** based on industry demand, ensuring **clients receive the latest and most efficient machinery available in the market.**
- **Customer-Centric Approach:** By providing **after-sales support, technical assistance, and customized procurement solutions**, the company builds **long-term business relationships** with its clients.

2.6 My Experience and Key Learnings

During my internship, I had the privilege of working closely with the **procurement, logistics, and supply chain teams** to understand how Zubair Enterprise **manages its sourcing, pricing, and distribution strategies.** Some of the key takeaways from my experience include:

- **Understanding Global Sourcing:** Observing how **the company selects, evaluates, and builds relationships with foreign suppliers** was a valuable learning experience. I saw how **face-to-face meetings and factory visits in China** strengthen supplier trust and enhance business efficiency.
- **Managing Import Regulations:** One of the biggest challenges in supply chain management is **navigating import regulations, customs clearance, and tariff changes.** Zubair Enterprise ensures **compliance with Bangladeshi import policies** to minimize **delays and extra costs.**
- **Market Analysis & Demand Forecasting:** The company constantly **monitors local market trends** to determine which **industrial machinery and products**

will see increased demand in the future. This **proactive approach** helps optimize inventory management.

- **Customer Engagement & Relationship Building:** Engaging with clients, understanding their needs, and **customizing procurement solutions** are key elements that contribute to **Zubair Enterprise's strong market reputation**.

2.7 Conclusion

Zubair Enterprise has established itself as a **leader in Bangladesh's industrial supply sector**, thanks to its **proactive sourcing strategies, strong vendor relationships, and efficient logistics operations**. My experience at the company provided **valuable insights into the practical challenges of supply chain management** and how **strategic decision-making influences business success**. This exposure has **significantly enhanced my understanding of international trade, procurement strategies, and supply chain efficiency**, reinforcing my ambition to build a career in **global supply chain management**.

Chapter 3:

Sourcing Strategies & Vendor Network



3.1 Global Sourcing Strategy

Sourcing is the backbone of Zubair Enterprise's business model, as the company depends on international suppliers to maintain a steady flow of **industrial machinery, textiles, and printing solutions**. The company strategically sources its products from **China, India, and Vietnam**, with China being the primary hub due to its advanced manufacturing capabilities and cost-effectiveness.

During my internship, I observed how the procurement team follows a structured **sourcing process** that includes **market research, supplier evaluation, price negotiations, and quality assurance checks**. The leadership, particularly MD. Ariful Haque Awal and Director & company supervisor Akib Islam Rifat, plays a crucial role in establishing long-term supplier relationships by making frequent visits to China. This hands-on approach ensures that the company is getting the best pricing, maintaining product quality, and securing trust-based contracts with manufacturers.

My personal experience in the sourcing process involved assisting in **vendor communication, compiling supplier performance data, and analyzing market price trends**. I was able to see how **different factors such as import tariffs, currency fluctuations, and international trade regulations** impact sourcing decisions. The company's ability to **diversify its supplier base and negotiate effectively** helps mitigate these risks and maintain an uninterrupted supply chain.

3.2 Key Chinese Vendors

Zubair Enterprise has established partnerships with multiple **renowned Chinese manufacturers** specializing in industrial machinery and printing solutions. Some of the company's key vendors include:

Vendor Name	Location in China	Specialization
Guangzhou Textile Print Co.	Guangzhou	Digital textile printers, sublimation materials
Shanghai Embroidery Tech Ltd.	Shanghai	Automated embroidery machines, industrial sewing machines
Shenzhen Print Works Ltd.	Shenzhen	UV printing inks, screen-printing supplies
Ningbo Laser Tech Ltd.	Ningbo	Laser cutting and engraving machinery



This are the systems that are follow to sourcing products and embroidery machinery.



All Kinds of spare parts, Needles, Yarn, Sequin/pet film and also all kinds of inks.

Especially Reactive, UV, sublimation, Pigment inks are available in company

My internship allowed me to analyze **supplier performance metrics** and understand how the company selects its vendors based on factors such as **product quality, price competitiveness, delivery lead time, and after-sales support**. I also participated in supplier correspondence, where I saw how **detailed contractual agreements and quality control measures** help ensure that the imported machinery meets industry standards.

3.3 Leadership Involvement in Sourcing

One of the most impressive aspects of Zubair Enterprise's sourcing strategy is the **direct involvement of its leadership in vendor management**. Unlike many businesses that rely solely on third-party agents, MD. Ariful Haque Awal and Director & company supervisor Akib Islam Rifat personally visit Chinese manufacturing hubs to maintain **trust-based relationships** with suppliers. These visits serve multiple purposes:

- **Negotiating better pricing and bulk order discounts.**
- **Conducting factory inspections to ensure product quality meets Bangladeshi industrial standards.**
- **Strengthening business ties to secure priority shipments and flexible payment terms.**
- **Identifying new suppliers and exploring the latest advancements in industrial technology.**

During my internship, I learned how **face-to-face meetings with suppliers play a crucial role in business trust and reliability**. It became evident that in an import-dependent business, **maintaining strong relationships with manufacturers is just as important as optimizing logistics**.

3.4 Challenges in Sourcing

Despite having an efficient sourcing system, Zubair Enterprise faces multiple challenges in procuring products from international suppliers:

- **Import regulations and fluctuating tariffs:** Changes in **government policies and international trade agreements** can affect procurement costs and supply schedules.
- **Logistics delays due to global shipping disruptions:** Shipping congestion, customs clearance backlogs, and transportation issues can cause delivery delays.
- **Currency exchange rate volatility affecting pricing stability:** Since payments are made in **USD and RMB (Chinese Yuan)**, fluctuations in exchange rates can significantly impact procurement costs.
- **Quality control concerns:** Even with factory visits, there is always a risk of receiving defective or substandard products, which can disrupt the supply chain.

I observed how the company actively manages these challenges by **diversifying its supplier base, securing favorable contract terms, and staying updated on trade regulations**. The use of **forward contracts and strategic financial planning** helps minimize the risks associated with currency fluctuations.

3.5 My Experience and Key Learnings

One of the most valuable experiences of my internship was understanding the **complexities of global sourcing**. I was directly involved in tasks such as:

- **Compiling supplier performance reports** to help the procurement team assess vendor reliability.

- **Monitoring real-time exchange rate fluctuations** to understand their impact on pricing strategies.
- **Analyzing product samples and quality control reports** to ensure machinery met company standards.
- **Learning about contract negotiations** and how the company secures long-term agreements with suppliers to maintain pricing stability.

I also gained insight into the **importance of supplier diversification**. The company ensures that it does not become overly dependent on a single supplier, which could pose risks in case of supply chain disruptions. Instead, it **works with multiple vendors across different regions** to maintain sourcing flexibility.

3.6 Conclusion

Zubair Enterprise has built a **robust global sourcing model** by partnering with **reliable manufacturers, maintaining direct relationships with suppliers, and implementing strategic procurement techniques**. The **hands-on involvement of company leadership**, combined with a well-organized vendor evaluation system, ensures that sourcing remains **cost-effective, efficient, and sustainable**.

My internship experience in sourcing taught me the **practical applications of supplier management, procurement negotiations, and import logistics**. It also highlighted the **importance of strategic sourcing in an import-based business like Zubair Enterprise**. Moving forward, I am confident that the knowledge and skills I have acquired will help me build a successful career in **global supply chain management and international trade**.

Chapter 4:

Logistics & Distribution



4.1 Logistics Network

Efficient logistics and distribution are fundamental to Zubair Enterprise's operations. Since the company primarily deals with **industrial machinery, textiles, and printing solutions**, maintaining a **streamlined supply chain** is critical for ensuring on-time delivery and customer satisfaction. My internship experience allowed me to witness firsthand how logistics plays a pivotal role in **importing goods, managing inventory, and distributing products across Bangladesh**.

Zubair Enterprise relies on a **well-organized logistics network** that includes **sea and air freight, warehouse storage, and domestic transportation**. The company primarily **imports goods via sea freight (80%)** to minimize costs, while **air freight (20%)** is used for urgent deliveries. The company's **main warehouses in Dhaka and Chattogram** act as distribution hubs, facilitating order fulfillment and product dispatch to clients across the country. During my internship, I assisted in tracking incoming shipments, managing storage capacity, and analyzing **lead times** to enhance delivery efficiency.

4.2 Distribution Channels

Once shipments arrive in Bangladesh, Zubair Enterprise distributes its products through **three primary channels**:

- **Wholesale Network (60%)** – Bulk distribution to **textile factories, garment manufacturers, and printing businesses**.
- **Direct Sales (30%)** – Sales to **business clients who require customized orders**.
- **Retail Network (10%)** – Supplying **machinery spare parts and consumables** to smaller distributors and service providers.



I observed that the **logistics team carefully prioritizes large wholesale clients**, ensuring they receive their orders without delay, while **retail clients require more flexibility in delivery schedules**. This understanding helped me appreciate the role of **distribution planning in optimizing supply chain performance**.

4.3 Challenges in Logistics

Despite having a **structured logistics system**, Zubair Enterprise faces several **challenges in supply chain management**, including:

- **Customs clearance delays:** Due to **changing import regulations and documentation requirements**, shipments sometimes face unexpected holdups at the port.
- **Unreliable domestic transportation:** **Traffic congestion, poor road conditions, and inconsistent third-party logistics services** can impact delivery timelines.
- **High transportation costs:** **Fluctuating fuel prices and increased freight charges** affect operational expenses.
- **Inventory management during peak seasons:** The company occasionally experiences **storage overflow** when demand is high.

During my internship, I was tasked with monitoring **customs clearance processes** and identifying potential bottlenecks in transportation. I also analyzed **cost structures** to find ways to **reduce logistics expenses** while ensuring timely deliveries.

4.4 Strategic Solutions for Logistics Optimization

To tackle these challenges, Zubair Enterprise has implemented **several strategic solutions**, including:

- **Strengthening relationships with customs authorities** to streamline import procedures and expedite clearance.
- **Investing in digital warehouse management systems** to enhance inventory tracking and storage efficiency.
- **Optimizing transportation routes** using **logistics data analytics** to improve fuel efficiency and reduce delivery delays.
- **Implementing demand forecasting models** to better manage inventory levels and avoid storage congestion.
- **Partnering with reliable third-party logistics providers** to improve last-mile delivery and customer service.

I contributed to the logistics team by assisting in **route optimization analysis** and **suggesting potential improvements in warehouse management**. This hands-on experience enhanced my understanding of how **data-driven decision-making improves supply chain efficiency**.

4.5 My Experience and Key Learnings

One of the most valuable aspects of my internship was gaining **practical exposure to logistics operations**. I learned about:

- **The role of logistics planning in ensuring smooth operations.**
- **The importance of real-time tracking and inventory management.**
- **How cost-efficient transportation strategies improve business profitability.**
- **How predictive analytics enhances demand forecasting and inventory control.**

4.6 Conclusion

Zubair Enterprise's **logistics and distribution system** is a key driver of its success in the Bangladeshi industrial supply market. The company has developed a **robust, cost-effective logistics strategy** that ensures timely delivery and inventory optimization. My internship provided **valuable hands-on experience in logistics planning, inventory control, and supply chain efficiency**, which will be instrumental in my future career in **supply chain management**.

Chapter 5:

**Financial Performance &
Market Positioning**



5.1 Revenue Growth Analysis

Zubair Enterprise has experienced **steady revenue growth** over the past few years, reflecting its **strong supplier relationships, efficient logistics operations, and increasing demand for industrial machinery and printing solutions**. The following table illustrates the company’s revenue trends:

Year	Revenue (BDT Million)	Growth Rate (%)
2020	150	12.5%
2021	170	13.3%
2022	185	8.8%
2023	200	8.1%

While the company has maintained a **positive revenue trajectory**, there has been a **gradual decline in the growth rate** due to factors such as **increasing import costs, global supply chain disruptions, and heightened competition in the industrial machinery sector**.

During my internship, I had the opportunity to analyze **financial reports and procurement data**, allowing me to understand how **fluctuations in foreign exchange rates, supplier pricing strategies, and operational costs** directly affect the company’s revenue and profitability. Last 4 years since 2020 to 2023 increasing the revenue significantly and growth rate of the company are also better position.

5.2 Key Financial Insights

- **Machinery imports account for 70% of procurement expenses**, making cost control essential for profitability.
- **High dependency on Chinese suppliers increases forex risk**, requiring effective hedging strategies.
- **Operational costs have risen due to inflation, increased freight charges, and higher storage costs.**
- **The company mitigates financial risks by optimizing supply chain efficiency, negotiating better supplier contracts, and controlling overhead expenses.**
- **Market fluctuations and seasonal demand variations impact sales cycles, requiring strategic financial planning.**

During my internship, I assisted the finance team in **tracking import expenses, evaluating profit margins, and monitoring cash flow trends**. This exposure helped me understand the **financial intricacies of running an import-based industrial supply business**.

5.3 Market Positioning and Competitive Edge

Zubair Enterprise holds a **strong position in Bangladesh's industrial supply chain**, primarily due to its **diverse product portfolio, cost-efficient sourcing strategy, and established market reputation**. The company competes with both **local suppliers and international importers**, positioning itself as a reliable **one-stop solution** for industrial machinery and printing solutions.

Competitive Advantages:

- **Direct supplier relationships with top Chinese manufacturers**, giving the company access to competitive pricing and exclusive product offerings.
- **Custom-tailored solutions for industrial clients**, ensuring that businesses receive equipment that meets their production requirements.

- **Efficient logistics and inventory management** to prevent stock shortages and maintain fast order fulfillment.
- **Strong after-sales support and service network**, giving Zubair Enterprise an edge over competitors who lack dedicated technical assistance.

Throughout my journey, I observed how the **company's market intelligence and proactive business strategies** enable it to stay ahead of competitors. The leadership team regularly **assesses market trends, competitor pricing models, and emerging industry demands** to refine their **procurement and pricing strategies**.

5.4 Challenges in Financial Performance and Market Competition

Despite its success, Zubair Enterprise faces **several financial and competitive challenges**:

- **Dependence on foreign currency transactions**: Fluctuations in **USD and RMB exchange rates** affect procurement costs.
- **Competitive pricing pressure**: Local suppliers offering **lower-cost alternatives** create challenges in pricing premium imported machinery.
- **Supply chain disruptions**: Global logistics issues, such as **shipping delays and increased freight costs**, impact profitability.
- **Credit sales risk**: Some industrial clients **prefer extended payment terms**, affecting short-term cash flow.

During my journey, I also worked with the finance team to **analyze financial risk mitigation strategies**, such as **currency hedging, contract negotiations with suppliers, and flexible payment terms for clients**. This experience gave me a practical understanding of how **financial decisions impact operational stability and business sustainability**.

5.5 My Experience and Key Learnings

Through my involvement in financial analysis and market positioning activities, I gained the following key insights:

- **Understanding revenue cycles and cost structures in an import-dependent business.**
- **The importance of supplier contract negotiations in managing procurement costs.**
- **How financial planning supports business growth and market expansion.**
- **The role of competitive analysis in strategic decision-making.**

Zubair Enterprise has built a **financially stable and competitive business model** by leveraging **cost-effective procurement, strategic supplier relationships, and market-driven financial planning**. My internship experience in **financial tracking, cost control strategies, and market positioning** provided me with a **solid foundation in industrial supply chain financial management**. These insights will be invaluable as I pursue a career in **global supply chain finance and business strategy**.

5.6 Over View of Market Positioning and Competitive Edge

Chapter 6:

Inventory Management



6.1 Inventory Management

Effective inventory management is very essential to supply chain operations, especially for companies like Zubair Enterprise that deal with a variety of product categories. The company's extensive inventory **of printing solutions, textiles, and machinery** for industry necessitates exact inventory control in order to satisfy customer requests while lowering operating expenses. Because Zubair Enterprise imports supplies and machinery from overseas markets, including China, India, and Vietnam, its inventory management systems need to change to make sure that goods are available when needed without going overboard.

6.2 Role of Inventory Management at Zubair Enterprise

Inventory management at Zubair Enterprise is vital to ensuring that the company maintains an optimal balance between supply and demand, particularly in the B2B sector. The company imports high-quality industrial machinery and textiles from international vendors and must maintain appropriate stock levels to meet the demands of its diverse customer base. The goal of inventory management is to **guarantee timely delivery to clients, maintain cost-efficiency, and reduce excess inventory**. The company employs various techniques to manage its inventory effectively, ensuring smooth operations, reducing stockouts, and limiting inventory holding costs. The success of Zubair Enterprise's inventory management system plays a critical role in its ability to offer competitive pricing and maintain strong relationships with customers.

6.3 My Experience Key Inventory Management Strategies

I observed that several types of strategies are used by Zubair Enterprise's supply chain department to manage inventory efficiently, including **Just-In-Time (JIT), demand forecasting, safety stock, and inventory classification**. These strategies ensure that the company can manage its vast product range effectively, while adapting to market demands and minimizing excess stock.

6.3.1 Just-In-Time (JIT) Inventory Management

The Just-In-Time (JIT) inventory management system is used by Zubair Enterprise to minimize storage costs and reduce the risk of overstocking. JIT ensures that inventory is ordered and delivered in alignment with actual customer demand, allowing the company to avoid maintaining large amounts of inventory. By coordinating with international suppliers, primarily in China, Zubair Enterprise can receive timely shipments of machinery and textiles only when needed, reducing warehouse space requirements and inventory costs.

For example, our industrial machinery and high-demand items are replenished on an as-needed basis, ensuring that stock levels are kept to a minimum, while meeting customer demands efficiently. JIT inventory management helps the company manage its cash flow effectively by reducing the capital tied up in inventory and enabling funds to be used for other business operations.

6.3.2 Demand Forecasting

Effective demand forecasting is important to inventory management, particularly for a business like Zubair Enterprise, which deals with various industries and product categories. The company utilizes historical data, market trends, and customer purchasing patterns to predict future **demand for machinery, embroidery, textiles, and printing solutions**. By forecasting demand, Zubair Enterprise can order the right quantity of products, preventing stockouts or overstocking. And also the company analyzes seasonal patterns in the textile and garment manufacturing sectors to predict spikes in demand for particular machinery or raw materials. Similarly, the company tracks economic and market shifts, adjusting its inventory strategy to align with these changes.

6.3.3 Safety Stock

To mitigate or reduce the risk of supply chain disruptions and ensure continuous product availability, Zubair Enterprise maintains a certain level of safety stock for critical items. Safety stock serves as a buffer to prevent stockouts in the event of unexpected delays, such as **customs clearance issues, transport disruptions, or supplier delays**. For high-demand industrial machinery, for example, safety stock ensures that Zubair Enterprise can fulfill orders

even when there are disruptions in the supply chain. This approach is particularly important when sourcing from overseas suppliers, where shipping times and potential delays may vary.

6.3.4 Inventory Classification: A, B, and C Analysis

Zubair Enterprise classifies having inventory using the A, B, and C analysis system. This system categorizes products based on their importance to the company's operations, their contribution to revenue, and their demand patterns. The inventory is classified into three categories:

- **A-Category Products:** High-value, fast-moving items with a large impact on the company's revenue. These products, such as industrial machinery for garment manufacturers and textile processing equipment, require frequent replenishment and close monitoring.
- **B-Category Products:** Moderately valuable products that contribute to revenue but not as significantly as A-items. These items, such as **embroidery machines and UV inks, sublimates, pigment inks** are ordered periodically based on demand fluctuations.
- **C-Category Products:** Low-value, slow-moving items with limited impact on revenue. These items, such as spare parts or specialty printing accessories, are managed in small quantities to reduce holding costs.

By applying this classification system, Zubair Enterprise ensures that it invests more resources and attention into managing high-value products (A-items), while still maintaining the necessary inventory of less critical products (B and C-items). This enables the company to prioritize its resources effectively and reduce the risks of excess stock or stockouts.

6.4 Inventory Control Techniques

Zubair Enterprise utilizes various types of inventory control techniques to manage stock levels, ensure efficient replenishment, and reduce waste. These include:

6.4.1 Economic Order Quantity (EOQ): To determine the optimal order quantity for each product, Zubair Enterprise employs the Economic Order Quantity (EOQ) model. EOQ helps the company calculate the most cost-effective order size that minimizes the total costs of ordering and holding inventory. By using EOQ, Zubair Enterprise ensures that it is ordering enough stock to meet demand without over-purchasing, which can lead to unnecessary storage costs.

6.4.2 Inventory Turnover Ratio: I always saw that Zubair Enterprise regularly monitors its inventory turnover ratio, which measures how often inventory is sold and replaced within a given period. A high turnover rate suggests that products are in demand and not sitting idle in storage, while a low turnover rate indicates slow-moving inventory. The company uses this ratio to identify which products need to be reordered and which ones should be phased out.

6.4.3 Stock Replenishment Triggers: For fast-moving items like industrial machinery and essential textile equipment, these triggers help ensure that the company maintains optimal stock levels without manual intervention. The system helps Zubair Enterprise keep track of inventory in real time, reducing the chances of running out of stock or over-ordering.

6.5 Challenges in Inventory Management

Despite its efforts to streamline inventory management, I faces several challenges, including:

- **Supply Chain Disruptions:** Import delays, changes in customs regulations, and unexpected transportation disruptions can affect the timely availability of products.
- **Demand Volatility:** Predicting customer demand for industrial machinery and supplies can be difficult, as it is often influenced by external factors such as market trends, customer preferences, and economic fluctuations.

- **Inventory Holding Costs:** Maintaining high stock levels for critical machinery can lead to increased storage and insurance costs, particularly when the products are bulky and expensive.

To address these challenges, Zubair Enterprise I continuously reviews and refines its inventory management systems to adapt to market changes, customer needs, and supply chain dynamics.

6.6 Conclusion

My internship experience Inventory management at Zubair Enterprise is a critical function within its supply chain operations. By using strategies such as JIT, demand forecasting, safety stock, and the A, B, C inventory classification system, the company can effectively balance supply and demand, maintain cost efficiency, and ensure product availability for its clients. The company's proactive approach to managing inventory and continuously improving its processes plays a significant role in maintaining its competitive edge in Bangladesh's industrial supply market. Through careful management, Zubair Enterprise minimizes costs and risks, while ensuring that clients receive high-quality products in a timely manner.

Chapter 7:

Internship Experience & Learnings



7.1 Responsibilities & Contributions

My internship at Zubair Enterprise was an immersive experience that allowed me to engage in **real-world supply chain management practices**. I was assigned various tasks across different departments, providing me with **a holistic understanding of how a B2B industrial supply business operates**.

One of my key responsibilities was **assisting in vendor negotiations and supplier communications**. I worked closely with the procurement team to track ongoing purchase orders, verify supplier documentation, and ensure compliance with import regulations. Observing the **negotiation process between Zubair Enterprise and its Chinese suppliers** was a valuable learning experience. I noted how **pricing, lead times, and bulk discounts** played a significant role in determining profitability.

Another major contribution I made was in **procurement cost analysis**. I conducted **comparative cost evaluations** on different suppliers to assess which provided the most cost-effective solutions while maintaining high product quality. This process involved analyzing **historical price trends, currency exchange fluctuations, and import duty changes** to determine the most efficient procurement strategies.

I was also involved in **evaluating logistics inefficiencies**. Working with the logistics team, I helped track shipment movements, analyze customs clearance times, and assess delivery schedules. My task was to identify potential **bottlenecks in the import and distribution processes** and recommend possible solutions, such as alternative shipping routes or improved documentation procedures.

Additionally, I contributed to **inventory management forecasting** by studying **historical sales data and seasonal demand fluctuations**. This helped the supply chain team make informed decisions on how much stock to maintain in warehouses while preventing overstocking or shortages.

7.2 Key Learnings

This internship was a turning point in my **understanding of global supply chains**, and it helped me develop essential skills that will be valuable in my professional career. Some of the key learnings include:

- **Understanding the dynamics of a B2B supply chain** – I gained insights into how industrial procurement works, from sourcing raw materials and machinery to negotiating supplier agreements and finalizing import contracts.
- **The importance of supplier relationship management** – Maintaining trust with suppliers is crucial for getting the best deals and ensuring seamless deliveries. Observing how the company's leadership personally visits Chinese vendors reinforced the importance of building direct relationships.
- **The role of financial planning in supply chain management** – I learned how fluctuating exchange rates, tariff changes, and import duties can significantly impact procurement costs and business profitability.
- **Optimizing logistics for better efficiency** – I understood how businesses can reduce shipping delays and manage customs clearance effectively to improve operational efficiency.
- **Data-driven decision-making in inventory management** – Forecasting product demand based on historical trends allows businesses to maintain optimal stock levels and avoid unnecessary holding costs.

7.3 Challenges I Faced and How I Overcame Them

During my whole internship, I encountered several challenges that tested my **problem-solving skills and adaptability**. One of the main difficulties was **understanding complex import regulations and compliance requirements**. Since Zubair Enterprise deals with **international suppliers**, there are numerous **legal procedures, trade tariffs, and documentation requirements** that must be followed. Initially, I struggled to keep up with the various regulatory requirements, but after closely working with the

compliance team and researching Bangladesh's import policies, I gained confidence in **understanding and applying these regulations**.

Another challenge was working with **large datasets in procurement analysis**. I had to evaluate multiple supplier quotes, compare cost variations, and analyze price trends over time. At first, handling such large amounts of data was overwhelming, but I learned how to use **spreadsheet tools and data visualization techniques** to simplify my analysis and present my findings effectively to senior managers.

The **fast-paced work environment** also required me to be proactive and adaptable. There were instances when urgent shipments faced **unexpected customs delays**, and I had to work alongside the logistics team to **resolve documentation issues and communicate with authorities**. This experience taught me the importance of **quick decision-making and teamwork in resolving supply chain disruptions**.

7.4 Personal Growth and Career Aspirations

This internship at Zubair Enterprise has played a significant role in shaping my career aspirations. Before joining, I had a basic understanding of supply chain management from my academic studies, but applying these concepts in a **real-world business environment** gave me **a new perspective on the complexity and importance of global trade**.

I have developed a keen interest in **procurement strategy, supplier relationship management, and financial planning in supply chains**. My experience has reinforced my goal of pursuing a career in **international supply chain management**, where I can work on **optimizing procurement processes and enhancing logistics operations on a global scale**.

I also learned the **value of leadership in business operations**. Observing how Zubair Enterprise's leadership personally oversees supplier interactions and decision-making showed me how **proactive management leads to business success**.

7.5 Conclusion

My internship at Zubair Enterprise has been an **invaluable learning experience** that provided me with **practical exposure to supply chain management, procurement, and logistics operations**. Through my **hands-on involvement in vendor negotiations, financial planning, and inventory management**, I developed **critical thinking, problem-solving, and data analysis skills** that will be beneficial in my professional career.

I leave this internship with a **greater understanding of the challenges and opportunities in global supply chains**, and I am excited to apply my knowledge in future roles within the **logistics, procurement, and supply chain sectors**.

6.1 Responsibilities & Contributions

During my internship, I actively contributed to **various supply chain operations**, including:

- Assisting in **vendor negotiations and supplier communication**.
- **Analyzing procurement cost trends** to optimize purchasing decisions.
- **Evaluating logistics inefficiencies** and suggesting process improvements.
- **Developing inventory forecasting models** to improve stock management.

7.2 Key Learnings

This internship helped me develop **critical supply chain management skills**, such as:

- **Understanding B2B supply chain dynamics in Bangladesh**.
- **The impact of global trade policies on industrial procurement**.
- **How logistics planning affects customer satisfaction and profitability**.
- **The importance of strategic sourcing and supplier relationship management**.

Conclusion

My internship at Zubair Enterprise has been a transformative experience, offering me **firsthand exposure to the complexities of supply chain management, procurement strategies, logistics operations, Inventory management and financial planning** in a real-world business environment. Throughout this journey, I gained invaluable insights into how an industrial B2B company in Bangladesh navigates the challenges of **global sourcing, supplier relationships, market positioning, and logistics optimization**. The **direct involvement of the company's leadership in vendor negotiations, cost control, and import management** stood out as a key factor in maintaining the company's competitive advantage. Observing how Zubair Enterprise proactively addresses **currency fluctuations, import regulations, and competitive pricing pressures** deepened my understanding of the **intricacies of international trade**.

The **knowledge and skills I acquired** in procurement, inventory forecasting, financial risk mitigation, and distribution strategy have significantly enhanced my **problem-solving abilities and strategic thinking**. Working closely with different teams, I learned how **each department plays a crucial role in ensuring the seamless flow of products from international suppliers to end customers**. This internship experience has reinforced my ambition to **pursue a career in global supply chain management**, where I can leverage these insights to **develop data-driven solutions, enhance supplier collaboration, and optimize logistics operations**.

Overall, this internship has **bridged the gap between academic learning and practical industry application**. It has provided me with a **strong foundation in supply chain efficiency, procurement planning, and financial management**, which will be invaluable as I advance in my career. Zubair Enterprise has set a remarkable example of how a well-structured supply chain, backed by **strategic decision-making and market adaptability**, can lead to sustainable business growth. I leave this

internship with **a sense of accomplishment, deep industry knowledge, and the confidence to apply these learnings in real-world supply chain scenarios.**

Zubair Enterprise has positioned itself as a **leader in Bangladesh's industrial supply chain** by leveraging **strategic global sourcing, efficient logistics management, inventory management and strong financial planning.** The **hands-on involvement of leadership in supplier negotiations ensures trust, cost control, and product quality.** My internship provided **valuable insights into supply chain strategies, logistics efficiency, and procurement optimization,** reinforcing my aspiration to build a career in **global supply chain management.**

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