Analysis of North End (Pvt) Ltd and its industry: An internship experience perspective

Hasnat Jahan Shammi

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

Analysis of North End (Pvt) Ltd and its industry: An internship experience perspective

Submitted to:

Dr. Md. Mohan Uddin

Professor

School of Business & Economics (SoBE)

Submitted by:

Hasnat Jahan Shammi

Id: 111 201 194

Major: BBA Program, Finance

Registration Trimester: Spring 2025

School of Business & Economics (SoBE)

United International University

Date of submission: 27 July 2025

Letter of Transmittal

Dr. Md. Mohan Uddin

Professor

School of Business & Economics (SoBE)

United International University

Subject: Submission of internship report on “Analysis of North End (Pvt) Ltd and its industry: An internship experience perspective”

Sir,

It is my pleasure to submit the internship report titled “Analysis of North End (Pvt) Ltd and its Industry: An Internship Experience Perspective” as a partial requirement for the completion of my Bachelor of Business Administration (BBA) degree from United International University.

This report is based on the practical experience I gained during my internship at North End (Pvt) Ltd, one of the leading specialty coffee companies in Bangladesh. The report presents a detailed overview of the company’s business operations, the coffee industry landscape in the country, and my personal insights and observations during the internship period.

I have tried my best to prepare the report with the highest level of accuracy and relevance. I sincerely hope it fulfills the academic requirements and provides valuable insight into the practical application of business knowledge.

I would like to express my heartfelt gratitude to you for your continuous guidance, support, and encouragement during the preparation of this report. Please feel free to reach out if any further clarification or discussion is needed.

Sincerely,

Name: Hasnat Jahan Shammi

Id: 111 201 194

United International University (BBA)

School of Business & Economics (SoBE)

Certification of Similarity Index

Declaration of the Student

I, Hasnat Jahan Shammi, hereby declare that this internship report titled “Analysis of North End (Pvt) Ltd and its Industry: An Internship Experience Perspective” has been prepared as a partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) degree at United International University (UIU).

This report is the result of my personal efforts, observations, and experiences gained during my internship at North End (Pvt) Ltd. I also confirm that the information presented in this report is true to the best of my knowledge and has not been copied from any unauthorized sources. No part of this report has been submitted previously for any degree or diploma at any academic institution.

I understand that any violation of the university’s academic and ethical standards may lead to disciplinary action.

Hasnat Jahan Shammi

Student ID: 111201194

Bachelor of Business Administration (BBA)

School of Business and Economics

United International University (UIU)

Corporate Evidence

7/9/25, 3:30 PM northendcoffee.com Mail - Re - Confirmation of Internship Status

Gmail **Imran Khan <imran.khan@northendcoffee.com>**

Re - Confirmation of Internship Status
1 message

Imran Khan <imran.khan@northendcoffee.com> Wed, Jul 9, 2025 at 3:30 PM
To: mohanuddin@bus.uiu.ac.bd

Dear Mr. Mohan,
Greetings of the day!

Myself Imran Khan, Recruitment Specialist at North End (Pvt.) Ltd. I'm writing this email to confirm that Ms. Hasnat Jahan Shammi is engaged with our organization as an intern under the Finance Department. She joined us on 23 Feb 2025 and we're expecting her internship period will come to an end on 23 Aug 2025. Below is her student identification -

Name : Hasnat Jahan Shammi
ID : 111 201 194
Dept. : BBA (majoring Finance)
UIU email : hshammi201194@bba.uiu.ac.bd

Side note - as she's under your supervision, please take it as an appreciation that she's performing really well under our Finance Leaders. We wish her the very best.

Best Wishes

Imran Khan | Recruitment Specialist
+88 01313361641

North End Coffee Roasters
northendcoffee.com

Certified true and exact copy of the original document
Name:
Signature:
Date: 10.07.25
Human Resources Unit
NORTH END (PVT.) LTD.

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Acknowledgement

First and foremost, I would like to express my sincere gratitude to United International University (UIU) for providing me with the opportunity to undertake this internship and gain valuable practical experience.

I am deeply thankful to my internship supervisor, Prof. Dr. Md Mohan Uddin, whose guidance, support, and constructive feedback throughout this project were invaluable. Without his encouragement and expert advice, completing this report would not have been possible.

My heartfelt thanks also go to the management and staff of North End (Pvt) Ltd for welcoming me into their organization and allowing me to observe and participate in their daily operations. Their cooperation and willingness to share knowledge greatly enriched my learning experience.

I am also grateful to my family and friends for their continuous support, patience, and motivation throughout my academic journey and internship period.

Finally, I extend my thanks to everyone who directly or indirectly contributed to the successful completion of this internship report.

Executive Summary

Founded in 2011, North End Coffee Roasters Pvt. Ltd. has become a trailblazing force in Bangladesh's quickly changing specialty coffee market. Rick, a former Starbucks manager, founded the company, which was influenced by Boston's North End area. It has been successful in bringing a Western-style café culture to a country that is mostly a tea-drinking society. North End, which has 14 locations, including a flagship location in Cox's Bazar, is known for its premium, ethically sourced coffee from more than 150 countries as well as locally grown blends like the Hill Tracts and its most recent offering, TRUJO. With gross profit margins between 30% and 33% and steady increases in net profit margins and earnings per share after the COVID-19 downturn, the company has maintained strong financial health. However, issues including restricted regional growth, dependence on imported beans, and current cash constraints necessitate strategic enhancements in supply chain diversification, digital engagement, and financial planning. North End is still in a strong position to dominate Bangladesh's specialty coffee market by embracing innovation, sustainability, and franchise-based growth in the face of increasing urbanization, health-conscious customer behavior, and expanding youth interest in café culture.

I gained important experience with real-world financial operations and administrative procedures in a structured business environment during my internship at North End Coffee Roasters. In my capacity as a finance intern, I took an active part in sorting POS receipts, scanning and photocopying financial papers, creating journal and debit

vouchers, and liaising with vendors for Musak paperwork. By making sure financial documents were accurately recorded, digitally backed up, and organized in a systematic manner, I also helped to ensure audit readiness. I gained important professional skills like accuracy in financial documentation, confidentiality while managing sensitive data, and efficient communication with internal and external stakeholders through practical activities and constant direction from my boss and coworkers. Additionally, I developed time management skills under pressure, particularly when preparing for an audit. In addition to expanding my practical knowledge of accounting and finance, this internship improved my self-assurance, self-control, and flexibility in a fast-paced work setting.

Lastly, my internship at North End Coffee Roasters Ltd. was a worthwhile and enlightening experience that gave me the chance to put my academic knowledge to use in a real-world situation and deepen my comprehension of business finance processes. The organization's organized yet friendly atmosphere allowed me to advance both professionally and personally. I gained vital skills in accounting, time management, and professional communication through routine tasks including creating vouchers, managing documents, and coordinating with vendors and auditors. I also gained personal knowledge of how a top brand maintains quality, customer loyalty, and market relevance in a cutthroat and changing sector by seeing North End's financial and operational strategies. All things considered, this internship not only improved my technical skills but also bolstered my self-esteem and equipped me for future positions in the business and financial industries.

FOR INTERNSHIP

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List of Acronyms & Abbreviations

1. **BBA** - Bachelor of Business Administration
2. **FAO** - Food and Agriculture Organization of the United Nations
3. **ROI -** Return on Investment
4. **SWOT -** Strengths, Weaknesses, Opportunities, and Threats
5. **POS** - Point of Sale
6. **GPM -** Gross Profit Margin
7. **NPM -** Net profit Margin
8. **EPS -** Earning Per share

CHAPTER 1: INTRODUCTION

1.1 Background of the Report

Coffee is a popular beverage all over the world. Most people on earth start their day with coffee. More than 2.25 billion cups of coffee are consumed daily. 90 percent coffee is produced in developing countries (*Economics of Coffee*, n.d.), Such as Brazil, Indonesia, Colombia etc.

To make coffee, the seeds of coffee cherries (fruits of the Coffea plant) are separated to create unroasted green coffee beans, which are then roasted and ground into fine particles. The ground roasted beans are then brewed, usually steeped in hot water before being filtered out (*Economics of Coffee*, n.d.) Roasters, investors, and price speculators purchase and sell coffee as green coffee beans, which are traded on commodity markets and exchange-traded funds (*Economics of Coffee*, n.d.).

Coffee is consumed after roasting. Mainly roasted by the suppliers and sold, also it can be home roasted. The body and flavor of coffee are influenced by roast level. The level of roasting also affects the color of the coffee after brewing. Due to their higher sugar content and lower fiber content, darker roasts tend to be bolder. Since longer roasting times ruin the flavor of aromatic oils and acids, lighter roasts have a more nuanced flavor that is regarded as stronger (*Economics of Coffee*, n.d.).

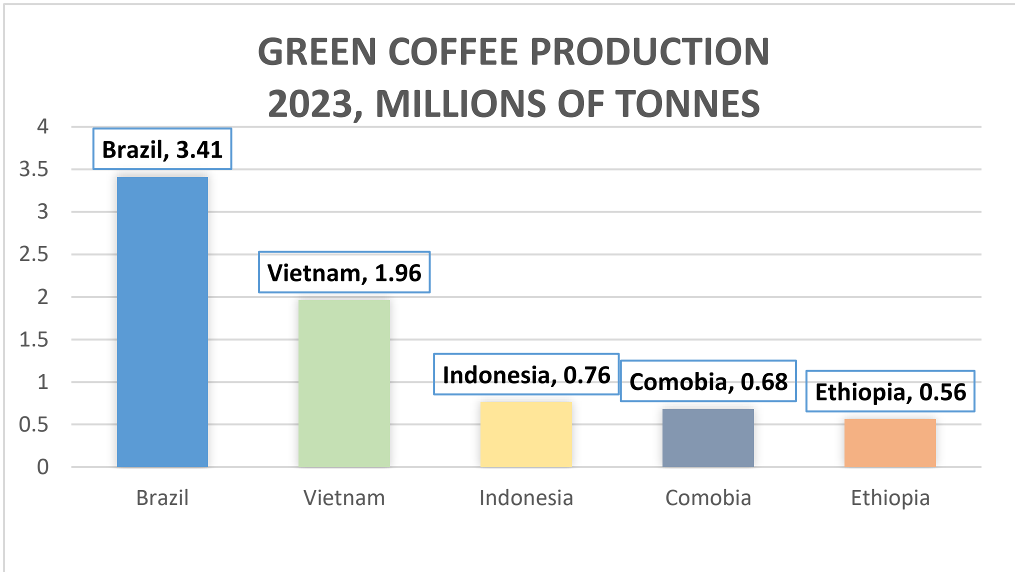

Figure 1.1: Green coffee production
Source: FAOSTAT of the United Nations
(Pie Chart edited by author)

In 2023 Brazil produced 3.41 million green coffee beans over 11.06 million, which means 31% leading. Vietnam produced 1.96 million coffees, Indonesia produced 0.76 million, Colombia 0.68 and Ethiopia 0.56.

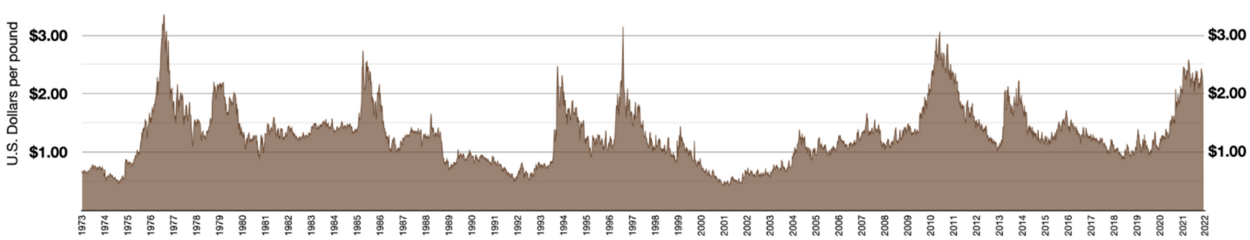

Figure 1.2: Coffee prices 1973–2022
Source: Collected from Wikipedia (*Economics of Coffee*, n.d.)

A prolonged period of high market prices is being navigated by the global coffee industry. Green coffee prices have nearly doubled in the past two years, peaking at US $4.41/lb in February 2025 (“Where Do High Coffee Prices Actually Go?,” 2025). 2024 was a landmark year for the coffee sector.

the 1970s. In 2024, Brazil experienced its hottest year on record, marked by extreme droughts and wildfires that drastically reduced yields. The nation's National Supply Company (CONAB) reduced its harvest forecast for 2024–2025 by 6.8%, and a severe cold front in August further harmed regions that produce arabica. These supply constraints have fuelled a bullish market (“Where Do High Coffee Prices Actually Go?,” 2025).

For the convenience of customers who do not want to make their own coffee or who do not have access to coffee making supplies, a lot of items are offered. Instant coffee is freeze-dried into granules or dried into a soluble powder that dissolves rapidly in hot water (*Economics of Coffee*, n.d.).

Due to shifting consumer habits and growing interest in coffee culture, Bangladesh's coffee business has experienced impressive growth in recent years. Bangladesh, a country that has historically consumed tea, is seeing a change as more young people, professionals, and city dwellers incorporate coffee into their daily routines. Businesses in the coffee industry, particularly those that prioritize quality, branding, and customer experience, now face both new opportunities and difficulties because of this changing trend.

One of the pioneers of Bangladesh's specialty coffee industry, North End Coffee Roasters Ltd., has been instrumental in fostering this expanding coffee culture. In the Bangladeshi coffee market, North End Coffee Roasters has established itself as a market leader and pioneer because to its exceptional quality and distinctive product combination. Based on an internship at North End Coffee Roasters Ltd., this study offers a comprehensive overview of the business's market development initiatives and strategic approaches to seize and maintain market expansion.

This report's objectives are to examine the company's market development tactics, comprehend the most recent and developing trends in the coffee industry, and evaluate the opportunities and difficulties facing the industry. This study attempts to shed light on the larger picture of Bangladesh's coffee industry and investigate the elements influencing its development by analyzing North End Coffee Roasters Ltd.'s strategy for market expansion and growth.

1.2 Objective of the Report

The main aim of this report is to evaluate the market development initiatives of North End Coffee Roasters Ltd. and to examine the present growth landscape and new trends in Bangladesh's coffee sector. This report aims to accomplish the following objectives:

1.2.1. Assess the Market Development Approaches

To analyze the tactics used by North End Coffee Roasters Ltd. to increase its market presence, draw in new customer groups, and enhance its standing within the coffee sector.

1.2.2. Analyze Industry Trends

To investigate and evaluate the primary trends influencing Bangladesh's coffee market, with an emphasis on changing customer preferences, lifestyle changes, and the rising desire for superior coffee experiences.

1.2.3. Evaluate Growth Potential

To evaluate Bangladesh's coffee industry's potential for growth and to understand how North End Coffee Roasters Ltd. has contributed to this development.

1.2.4. Conduct a SWOT evaluation

Evaluating North End Coffee Roasters Ltd.'s SWOT analysis considering the competitive and changing coffee market in order to determine its advantages, disadvantages, opportunities, and threats.

1.2.5. Make Suggestions

To make strategic suggestions on how North End Coffee Roasters Ltd. can improve its market development initiatives and deal with future obstacles.

These goals will direct the investigation and contribute to a thorough comprehension of the market positioning of North End Coffee Roasters Ltd. as well as the overall growth trajectory of the coffee industry in Bangladesh.

1.3 Rational of the Report

The expanding significance and evolution of Bangladesh's coffee sector, particularly considering shifting consumer tastes and urban lifestyle changes, serves as the justification for this report's execution. Previously regarded as a specialty beverage in a nation where tea has historically predominated, coffee is now a common cultural and social activity. Specialty coffee businesses now have more opportunity to thrive as a result of this shift, therefore it's critical to examine how industry leaders like North End Coffee Roasters Ltd. are influencing and reacting to this development.

In Bangladesh's specialty coffee sector, North End Coffee Roasters has become a leader by providing not only excellent coffee but also a distinctive customer experience that combines local involvement with international coffee culture. The company's influence on future market trends is growing as more young people, urban professionals, and students choose high-end coffee and café experiences. There are multiple reasons why this report is pertinent:

1.3.1 Being aware of business strategy

The study examines North End Coffee Roasters' positioning in the changing coffee industry and assesses its branding, product development, customer interaction, and growth plans.

1.3.2 Assessment of Market Development

In order to provide a model for other up-and-coming companies in the sector, it investigates the company's growth plans, operational performance, and the elements that contribute to its competitive advantage.

1.3.3 Industry and Academic Perspective

For business students, analysts, entrepreneurs, and investors who want to comprehend the workings of Bangladesh's coffee industry, this report offers insightful industry information as part of an academic internship.

1.3.4 Literary Contribution

The market for specialty coffee in Bangladesh has not been thoroughly studied. By providing a thorough examination of a significant industry player backed by financial information, market trends, and strategic assessments, this report fills that knowledge gap.

1.3.5 Individual Education and Real-World Experience

The researcher was able to connect theoretical knowledge with actual business operations during an internship at North End Coffee Roasters Ltd., which served as the basis for the paper.

1.4 Scope and Limitation of the Report

1.4.1 Scope

With an emphasis on its pioneering role in Bangladesh's specialty coffee market, this research offers a thorough examination of North End Coffee Roasters Pvt. Ltd. Along with a thorough analysis of the company's portfolio of goods and services, it delves into the organization's founding, growth, and strategic direction. Understanding North End's operational activities, such as supply chain management, marketing tactics, employee engagement, and sustainability policies, is part of the study's scope. Additionally, the report looks at the company's financial performance using important metrics like fixed capital investment, asset usage, and liquidity.

The report examines external industry dynamics by evaluating the expansion of the coffee market in Bangladesh in addition to the internal business analysis. It highlights consumer behavior shifts, urbanization effects, and the rise of café culture, particularly among young professionals and students. To provide light on North End's market relevance and long-term viability, the study also evaluates its client mix, sales channels, and competitive stance. A SWOT analysis is included to assess the company's strategic standing, and a more comprehensive industry analysis places North End in the context of a market that is expanding and changing quickly.

The report's overall goal is to provide insightful information to students, professionals in the business world, investors, and entrepreneurs who are interested in the food and beverage industry, particularly the premium coffee retail niche in developing nations like Bangladesh.

1.4.2 Limitation

I. Data Availability

The research makes extensive use of published papers, company websites, secondary sources, and a small number of financial reports. Because North End is a privately held corporation, it does not release comprehensive annual reports, which limits access to in-depth financial research.

II. Geographic Focus

Due to its primary operations in Dhaka and Cox's Bazar, the company has limited knowledge of possible regional or global expansion initiatives that could broaden its customer base.

III. Lack of Customer Survey

This report lacks survey data and direct consumer feedback, which would provide more detailed information on customer satisfaction and behavior, due to time and resource limitations.

1.5 Definition of Key Terms

1.5.1. Specialty coffee

Excellent coffee with a score of 80 or higher on a 100-point rating system. It is renowned for its unique flavor qualities and is usually sourced carefully.

1.5.2. One-Origin Coffee

Coffee that comes from a certain area, farm, or estate. It has distinct flavor qualities that are determined by the local growing environment.

1.5.3. Arabica beans

The smooth, mild, and somewhat sweet flavor of this premium coffee bean varietal is well-known. Frequently found in upscale coffee goods.

1.5.4. Sturdy beans

A coffee bean with a higher caffeine level that is stronger and more bitter. Because instant coffee is so inexpensive, it is frequently utilized.

1.5.5. Gentle Taste

A mild, well-balanced coffee flavor that isn't overly harsh or acidic. Perfect for people who like their coffee to be easy to drink.

1.5.6. Cold Brew

A brewing technique that produces a smoother, less acidic coffee by steeping coffee grinds in cold or room temperature water for 12 to 24 hours.

1.5.7. Barista

A qualified coffee specialist with expertise in making espresso-based beverages and establishing a warm café atmosphere.

1.5.8. Ecological Responsibility

Socially and environmentally conscious sourcing, packaging, and operating methods, such as ethical commerce and waste minimization.

1.5.9. Distribution at Wholesale Prices

Selling coffee goods in large quantities to other establishments including cafés, restaurants, and hotels.

1.5.10. The Mix of Consumers

The various clientele groups that a company caters to, including professionals, students, wealthy people, and casual tourists.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Company Analysis

2.1.1 Overview and History

North End Coffee Roasters is their single source for- fresh roasted coffee in Bangladesh. “North End” situated at the North part of Dhaka as well as outside of the Dhaka which is situated at Ukhiya, Cox’s bazar famous for Italian-American “North End” of Boston (North End Pvt Ltd Company, n.d.).

The North End Pvt ltd company started selling both locally grown blends and premium single-origin coffees from around the globe at the beginning of 2011. With years of experience in the field, they place a strong emphasis on roasting to a high standard. Additionally, North End develops coffee and pastry services in collaboration with other community organizations (*North End Pvt Ltd Company*, n.d.).

Over the years, North End has maintained a competitive edge over its rivals by producing high-quality goods. By consistently implementing its complete quality management strategy and creating goods that customers adore, the business must now preserve this competitive edge. By delivering high-quality coffee (*North End Pvt Ltd Company*, n.d.) engaging with customers, North End can discover what they desire.

Working with the branch managers to engage the community and learn about their interests and pleasures helps facilitate this interaction. North End is a customer-driven company that places great priority on meeting the demands of its patrons, which is what has given this coffee shop its stellar reputation to date.

Vision of North End Coffee Roasters “*Craft great coffee and create great community*”

And the mission of "North End" states the following:

- Creating a culture of warmth and belonging, where everyone is welcome.

- Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
- Being present, connecting with transparency, dignity and respect.
- Delivering our very best in all we do, holding ourselves accountable for results.
- We are performance driven, through the lens of humanity.

The history of North End began long ago, when Rick, the company's owner, was a Starbucks manager. Since Rick knew how to roast coffee, he later realized that he could grow coffee and create his own café restaurant. He noticed a significant opportunity for this type of business when he first arrived in this nation. In addition to

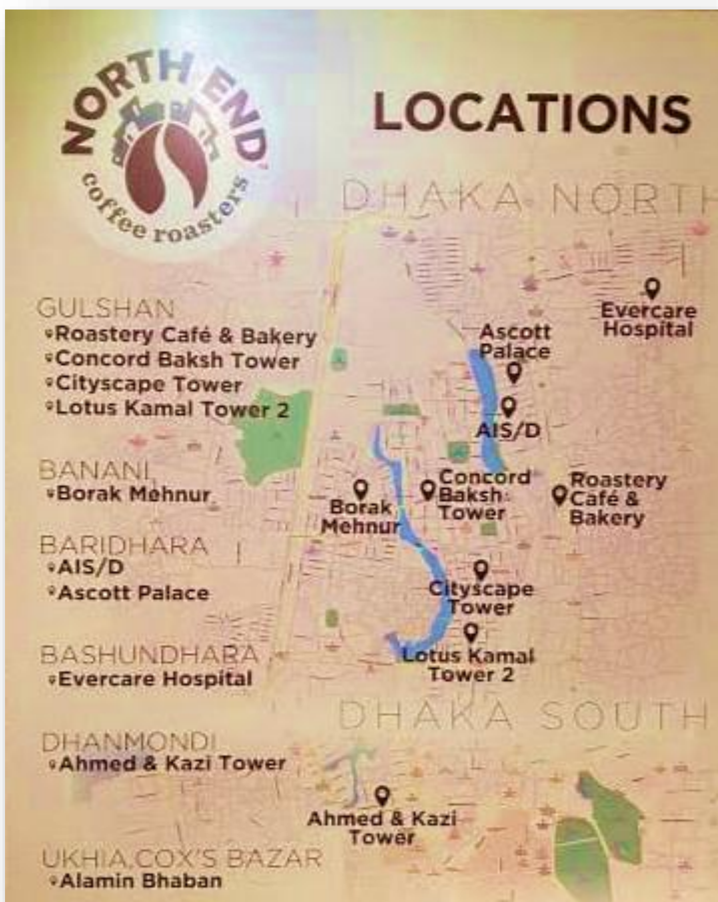

Figure 2.1: Total Branches of North End Pvt Ltd
(Image edited by author)

teaching in a school when he initially arrived in Bangladesh, he began growing coffee

in Chottogram at the same time. He opened his first branch in Shahzadpur, Dhaka, after six to seven years (Iqbal, n.d.) The corporate office in the Concord Baksh Tower in Gulshan-2 and the Register office in Tejgoan, which is called by HUB. They have outlets outside of Dhaka, which is located at Ukhiya, Cox's Bazar. They have a total of 14 outlets, recently they launched their 14th outlet in Uttara.

Rick and his wife used to date at the north side of Boston, USA, back when they were Bachelors. There are around fifty or fifty-five attractively designed homes in Boston's north end, all of which roast coffee and make pastries. Additionally, the majority of them are Italian American eateries.

2.1.2 Trend and Growth

Over the five years from 2019- 2024, North End Coffee Roasters have shown consistent recovery and moderate growth in profitability, operational performance, and financial stability. The business has made significant strategic moves to boost profitability, raise earnings, and fortify liquidity management after a difficult 2020–2021 period.

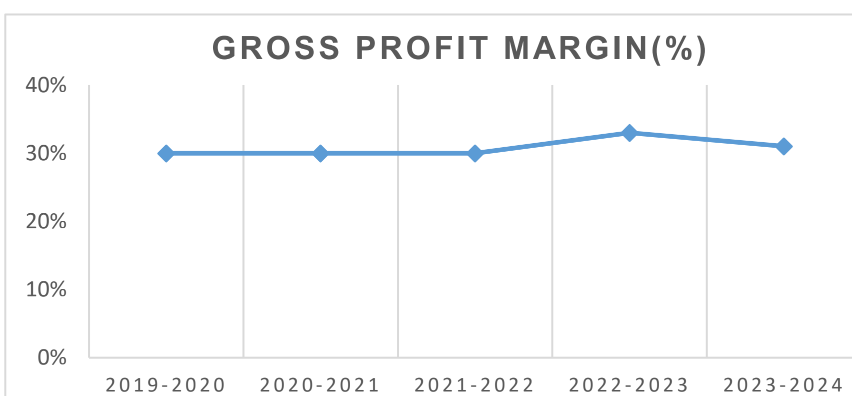

Figure 2.2.: Gross Profit Margin
Source: Data collected from the internal financial ratio provided by Finance Department of North End Coffee Roasters during internship period (2025)
(Chart edited by author)

Over the course of the five years, the gross profit margin was steadily strong, ranging from 30% to 33%, with 2022–2023 showing the highest margin at 33%. In a competitive beverage industry, the margin still shows efficient cost control and sustained product value, despite a modest fall to 31% in 2023–2024.

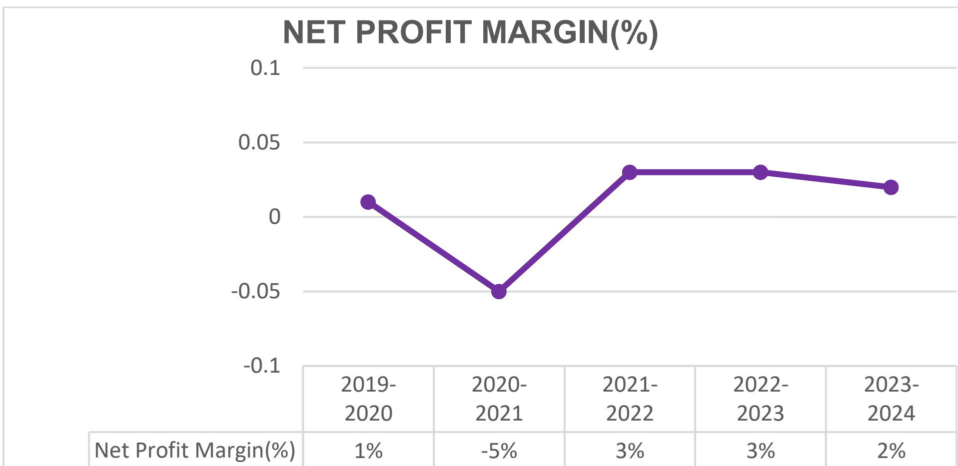

Figure 2.3: Net Profit Margin
Source: Data collected from the internal financial ratio provided by Finance Department of North End Coffee Roasters during internship period (2025)
(Chart edited by author)

Over time, North End's net profit margin has also significantly improved. The margin recovered from a negative -5% in 2020–2021 to 3% in 2021–2022 and 2022–2023, an it stayed positive at 2% in 2023–2024, indicating a successful recovery in profitability through improved operating expenditure control and higher revenue sources.

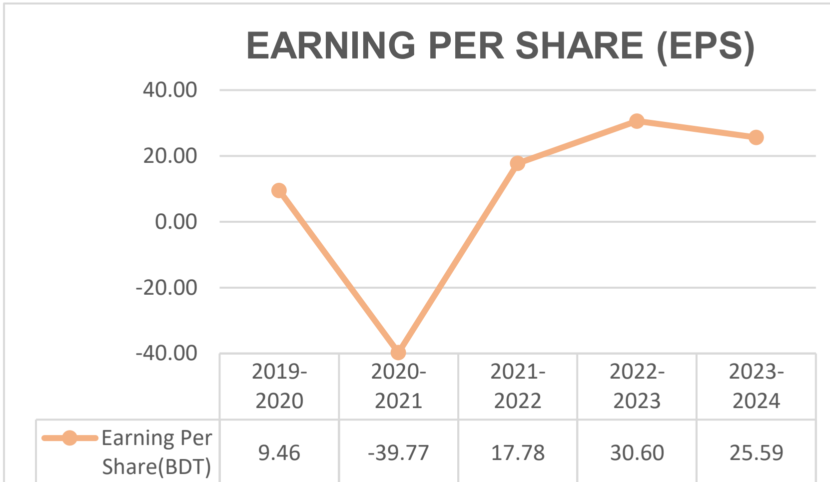

Figure 2.4: Earning Per Share
Source: Data collected from the internal financial ratio provided by Finance Department of North End Coffee Roasters during internship period (2025)
(Chart edited by author)

After reaching a peak of BDT 30.60 in 2022–2023, the company's earnings per share (EPS) in the fiscal year 2023–2024 was BDT 25.59, demonstrating robust returns for shareholders and a rebound from a loss of BDT -39.77 in 2020–2021. This increasing tendency is a result of sustained demand for its specialty coffee goods, superior pricing tactics, and increased operational efficiency.

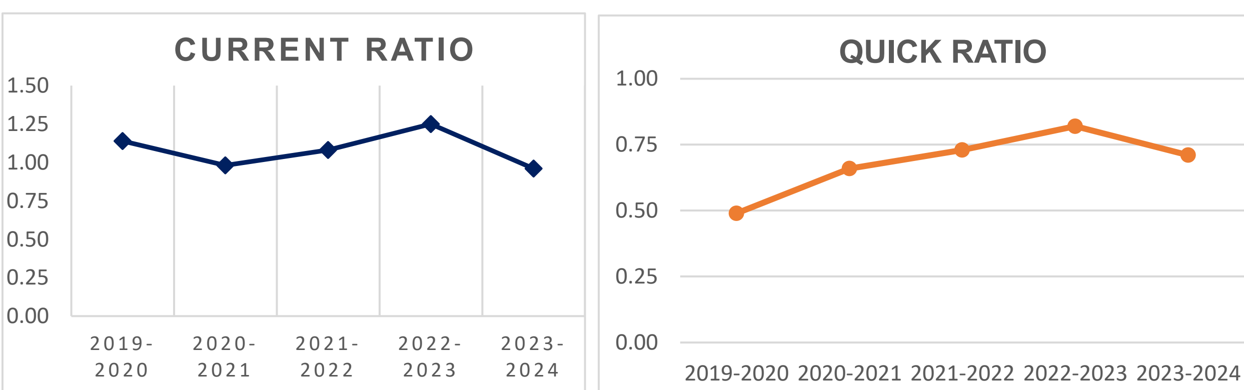

Figure 2.5: Current Ratio & Quick Ratio
Source: Data collected from the internal financial ratio provided by Finance Department of North End Coffee Roasters during internship period (2025)
(Chart edited by author)

Regarding liquidity, the business kept its current ratio above 1.0 until 2023–2024, when it fell to 0.96, which was marginally less than the optimal benchmark. In a similar vein, the Quick Ratio dropped to 0.71 in 2023–2024 after improving from 0.49 in 2019–2020 to 0.82 in 2022–2023. Stronger working capital management may be required as a result of this decline in liquidity indicators, which could indicate increased short-term liabilities or slower cash inflows during the most recent fiscal year.

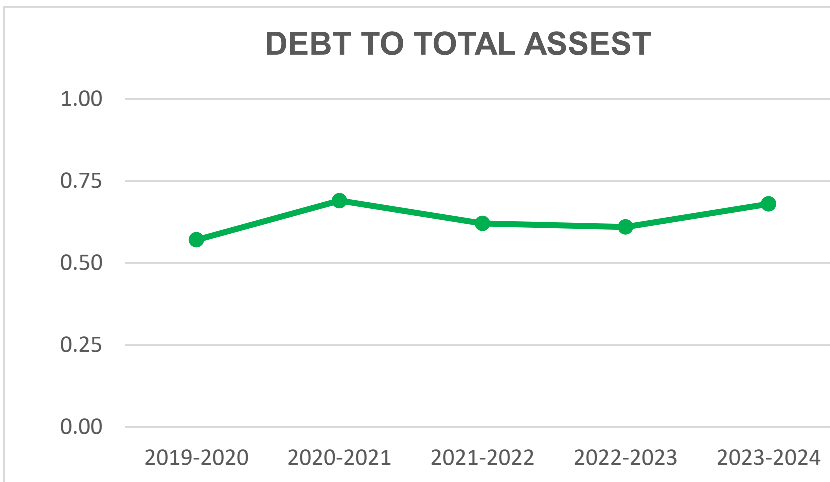

Figure 2.6: Debt to Total Assets
Source: Data collected from the internal financial ratio provided by Finance Department of North End Coffee Roasters during internship period (2025)
(Chart edited by author)

In 2023–2024, the company's debt to total assets ratio climbed from 0.57 in 2019–2020 to 0.68. Greater reliance on debt finance, which may facilitate expansion but also increases financial risk and interest liabilities, is seen in this upward trend. Despite this, the ratio stays within controllable bounds, indicating that the business is appropriately balancing its capital structure.

North End Coffee Roasters has, all things considered, bounced back nicely from a major financial setback in 2020–2021. The company has demonstrated resilience in navigating post-pandemic economic pressures, earnings have increased consistently, and profitability indicators have improved steadily. Nonetheless, areas that require more careful financial management in the upcoming years are indicated by decreasing liquidity and increasing debt levels.

2.1.3 Product/Services/Customer mix

North End Coffee Roasters Ltd. offers the best selection of goods and services to accommodate its diverse clientele's shifting preferences. The company place a high value on quality, variety, and inventiveness in its products, ensuring that both coffee connoisseurs and infrequent drinkers have excellent experience.

I. Products:

a. Coffee Beans

They have mainly two types of coffee beans- Arabica (premium types of coffee

Figure 2.7: Coffee Beans Collection

(Source photo taken by author)

beans) and Robusta (cheaper quality coffee beans, which are mostly used for instant coffee (Hossain et al., 2024).They imported beans from 150 different countries like -Brazil, Ethiopia, Indonesia, Costa Rica, Columbia, Panama etc (Hossain et al., 2024) and they roast the beans. North end cultivate their own beans as well named *'HILL TRACTS BLEND'* collected from Chattogram Hill tract (Hossain et al., 2024). Recently they launched a new coffee bean named 'TRUJO'.

b. Coffee option

They offer 10 varieties of coffee. They have various types of coffee drinks like milked based coffee that are lattle, cappuccino. Also, they have non milk-based coffee like espresso and Americano. Additionally, they have flavored type coffee like hot chocolate coffee.

c. Cold brews and Iced beverage

If someone wants a cold type of coffee then they also have some options like iced lattes and frappes.

d. Non coffee option

Besides they have various types of drinks like Moroccan mint, Lemon Raz, Fresh Lemon Fizz etc.

e. Tea option

If someone wants to refresh their minds with tea then they also have an option. They sell ginger tea, green lemongrass tea, masala tea, black tea etc.

f. Food items

They also offer complementary food items such as pastry, cakes and rich breakfast options etc.

g. Merchandise

Branded merchandise including caps, coffee making equipment etc. Additionally, they sell hand printed Kantha which provided by '*BASHA ENTERPRISE*'.

Figure 2.8: Hand printed Kantha from Basha Enterprise

(Source photo taken by author)

II. Services

a. Wholesale Distribution

Since 2011 to now the north end coffee roasters have 14 branches, 13 inside the Dhaka and one in Cox's Bazar that is famous for its tourist zone. Besides shop they serve multiple kiosks at school(AISD), hospital(Evercare).North end supplies beans to almost all famous restaurants such as the Westin, Pan Pacific, Le Méridian etc (Hossain et al., 2024).

b. Cafe experience

A well decorated interior with a cozy setting for meetings, socialization, interviews. Additionally, they provide free Wi-fi to their customers.

c. Greetings

Greetings to the customer with a smile and politeness.

d. Catering services

Catering services are available for special occasions, corporate events, weddings(M. M. Rahman, 2024)*.*

e. Online sales

Online grocery shop Chaldal offers north end ground coffee/whole coffee beans at Dhaka, Chottagram and Jashore. Daraz offers coffee beans all over Bangladesh. Since Covid-19 north end partnership with delivery platform like

Foodpanda, pathao food for home delivery (Hossain et al., 2024; M. M. Rahman, 2024).

f. Barista training

North end gives basic barista training and also offers customer service to their employees (*North End Pvt Ltd Company*, n.d.).

III. Customer mix

North end coffee roasted offers quality ful beans and food. They don't compromise quality with their food (Hossain et al., 2024).

a. Casual customers

North end coffee roaster became well known to meet people for refreshment (Ayman, 2021).

b. Students and Professionals

North End coffee roaster gives customers a homely feel, so students and professionals can work there at their own pace without hesitation.

c. Affluent customers

North end coffee roaster products are quite high than others so that posh people are mainly their customers.

2.1.4 Company Operation/Activity

North end coffee roasters own 90 percent of shares in the coffee industry (Monitor, 2021). They are committed to providing premium products, sourcing, distribution and managing cafe retail.

I. **Supply chain management and sourcing**

Imported coffee beans from 150 different countries and after that they roasted the beans. Along with roasting coffee, they also supply it all over the country (Monitor, 2021). They mainly use coffee bean supplies in most reputative shops nationwide. Also cultivate and roast locally brown beans named hill tract. Every year 80+ tons of coffee beans sells like 3500+ people in the country (Monitor, 2021). Recently they launched 'TRUJO' coffee, which is like a teabag.

II. **Cafe Chain**

The business operations network of 14 cafes, including Dhaka and Cox's Bazar, offers a premium, cozy and welcoming ambience.

III. **Training**

North end coffee roasters help the new entrepreneur by barista training and supplying coffee machine equipment, as they aim to grow the coffee culture in the country (Monitor, 2021).

IV. Marketing strategy

North End mainly relies on face-to-face marketing. Along with serving food, they make customers feel at home so that they are encouraged to share their experience with others and inspire them to visit the café.

V. Encourage students for jobs

North End encourages students as part-time or full-time employees with a decent salary. After the class they can join, so that they like that time as well as they get salary. Around fifty percent of the 300 employees are students (Ahmed, 2022).

VI. Waste Management and Sustainability

An essential component of North End's business is sustainability. The company's business plan includes eco-friendly initiatives including encouraging the usage of reusable cups and reducing packaging waste. Furthermore, steps are taken to lessen the waste generated during the brewing and roasting processes.

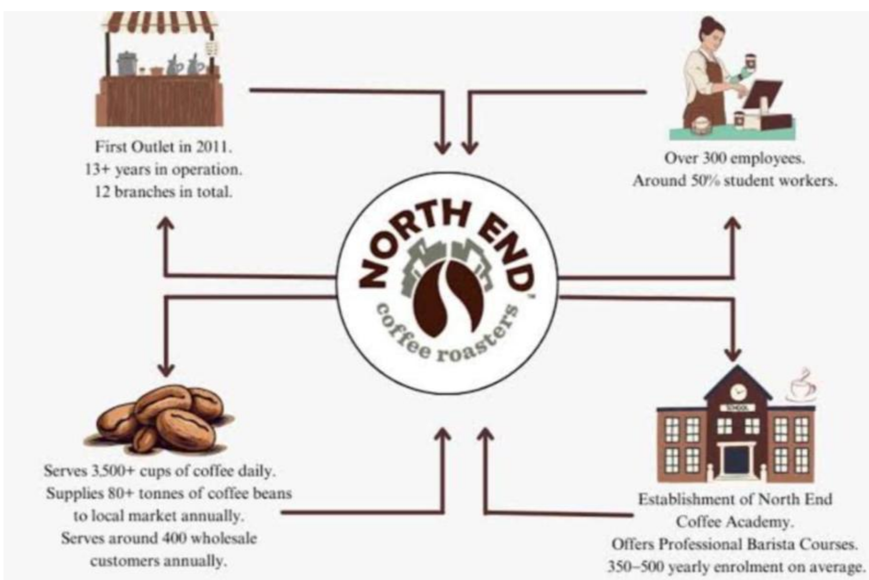

Figure 2.9: North end coffee roaster's operational activities

Source from Sage publication (Sadrul Huda et al., 2025)

2.1.5 SWOT Analysis

I. Strengths

a. Reputative brand

North end coffee roaster known as the first coffee brand in Bangladesh, they are maintaining their marketing strategy strongly. North End has a competitive advantage thanks to its well-known brand, which helps it stand out in a crowded market and keep customers' trust.

b. High quality product

Due to the high-quality product, more than 35,000 coffee beans are sold every year, and beans are supplied to over 350 wholesale clients. Offerings of the highest caliber support consistent sales volume and extensive distribution, enhancing the brand's dependability in both the retail and wholesale markets.

c. Customer loyalty

They have a cozy ambiance. They feel safe with the product, which is why they become repeat customers and build long-term trust in the North End. This solid customer relationship promotes word-of-mouth advertising and helps the brand have a steady clientele.

d. Eco friendly product

To cut waste and encourage sustainability, North End uses packaging that is both reusable and biodegradable. Additionally, they advise patrons to bring their own mugs. This eco-friendly strategy improves their business image and is consistent with the values of consumers who care about the environment. These eco-friendly actions improve the brand's reputation and reflect the ideals of environmentally conscious customers, making it more appealing to a target market that is concerned about the environment.

II. Weaknesses

a. Higher price

Their customer base is limited because they maintain high product quality, which drives up prices that many middle-class and lower-middle-class consumers cannot pay.

b. Limited geographic presence

Their stores are mostly in Dhaka and Cox's Bazar, which limits the market reach and makes it difficult for clients from other areas to visit.

c. Depending on imported beans

Most coffee beans are imported, even though some are sourced locally, leaving the supply susceptible to disruptions and high import prices.

d. Limited online experience

Their ability to fully capitalize on the expanding digital consumer market is hampered by the website's simplicity and lack of extensive online ordering and client engagement capabilities.

III. Opportunities

a. Franchise

By opening nationwide franchises, North End would be able to expand its consumer base and improve brand awareness. In Bangladesh, implementing a franchise model can also boost market presence and expedite domestic expansion, resulting in a wider global audience and quicker growth.

b. Expand domestic sourcing

Growing more coffee beans locally will lessen North End's reliance on imported beans, improving cost control and supply chain stability.

c. Rising coffee demand

Growing consumer interest may inspire others to take up coffee, increasing the clientele and possible revenue.

d. Collaboration in partnership

Working together with restaurants, roaster shops, and co-working spaces helps strengthen international relationships and increase brand recognition abroad.

IV. Threats

a. Strong competitors

Brands like Gloria Jean's and Crimson Cup are fierce rivals of North End. Market share may decrease, and consumer turnover may rise if rivals provide greater variety or value.

b. Tea- loving culture

Because of its low cost and rich cultural heritage, tea is still the most consumed beverage in Bangladesh. This limits the coffee industry's ability to expand in mass markets by making it difficult to adapt to local consumer tastes.

c. Price volatility

Significant taxes and substantial logistics costs are associated with importing coffee beans. These elements cause pricing instability, which can make it challenging to stick to long-term pricing plans.

d. Changing customer preferences

The expectations and preferences of consumers are changing quickly. If companies fail to adapt and introduce new products accordingly, customer turnover may rise, and brand loyalty may weaken.

2.2 Industry Analysis

With millions of producers, exporters, and consumers spread across continents, the coffee industry is an essential worldwide enterprise. Although coffee is mostly consumed in North America, Europe, and increasingly Asia, production is centered in the Global South, which is dominated by nations like Brazil, Vietnam, and Colombia.

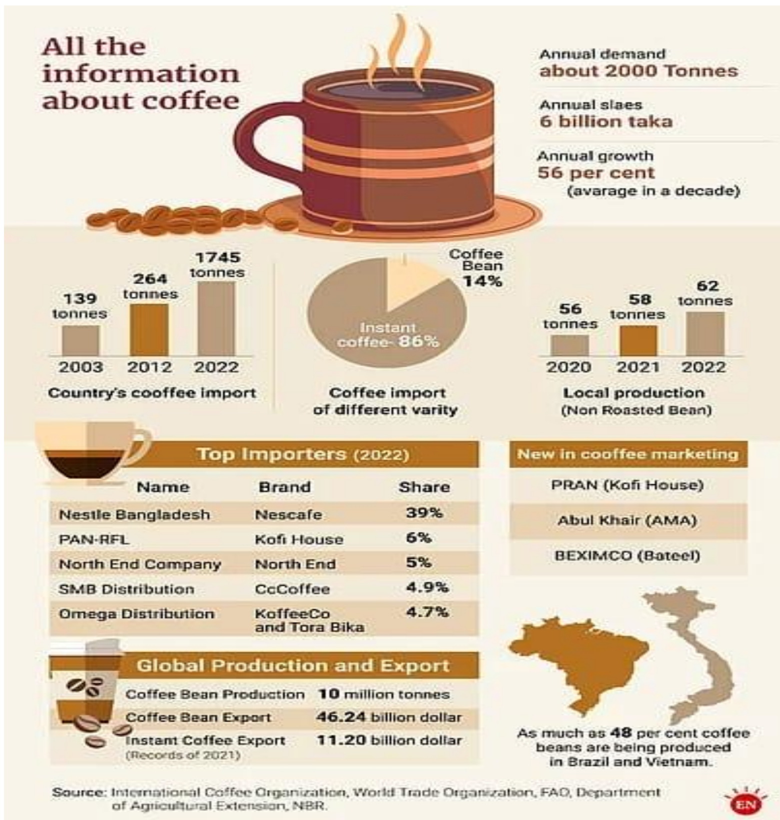

Figure 2.10: All the information about coffee

Source: International Coffee Organization, World Trade Organization, FAQ, Department of Agricultural Extension, NBR (Milad, 2023)

In Bangladesh, before morning doesn't start with tea but now people prefer instant tea (Milad, 2023). The coffee industry is rapidly growing. At first Swiss multinational food processing company Nestle had a 67% market share in 2003 (Milad, 2023). For that reason, industrial entrepreneurs are interested in investing in coffee places in Bangladesh such as North end coffee roasted, glorious jean's, Crimson etc.

2.2.1 Specification of industry

Due to growing urbanization, changing customer preferences, and increased awareness of global coffee culture, Bangladesh's coffee industry is a new and rapidly growing one. Bangladesh, a country that has traditionally preferred tea, is seeing a shift toward coffee consumption, particularly among young people and urban working professionals.

The following segments can be used to broadly classify the industry:

I. **The segment for specialty coffee**

This section features premium coffee, typically from companies like North End Coffee Roasters, featuring single-origin and artisanal blends. The demand for specialty coffee is rising among affluent, quality-conscious consumers.

II. **Coffee Shops and Cafés 24/7**

Businesses in this category offer freshly brewed coffee and a welcoming atmosphere where patrons can unwind, mingle, or work. These cafés serve night shift workers, students, and urban professionals, and many of them have extended hours—some even provide 24/7 service. Key companies in this market include coffee shops like Gloria Jean's, Crimson Cup, and North End, which prioritize ambiance, high-quality service, and a wide selection of beverages to draw in a devoted clientele.

III. Instant Coffee Market

Companies like Nescafé and MacCoffee dominate this market, which is driven by the public's continued preference for ready-to-use coffee due to its affordability and simplicity of preparation.

IV. Purchasing Coffee in Bulk

This section includes supplying coffee beans and associated goods to restaurants, lodging facilities, and other businesses. Serving this market niche requires North End Coffee Roasters and similar companies.

Important Features of Bangladesh's Coffee Industry:

I. The Market Focused on Cities

Coffee is primarily popular in urban areas, particularly in Dhaka and Chattogram, where there are many coffee shops and upscale shopping options.

II. The Culture of Coffee Emergence

Coffee use is commonly associated with lifestyle choices, such as spending time in aesthetically pleasing café environments. Global trends and the influence of social media are driving this emerging culture.

III. The Young Population

The primary customer consists of younger people who are drawn to coffee as a lifestyle beverage and as an alternative to traditional tea.

IV. Variations in Seasonal Demand

Although the popularity of iced coffee and cold brews has largely offset this trend, the demand for coffee peaks during the winter months.

V. Low Production of Coffee in the United States

Since most coffee beans come from places like Africa, South America, and Southeast Asia, coffee cultivation in Bangladesh is still in its infancy.

VI. Prospects for Growth

There are significant development prospects in Bangladesh's coffee industry, particularly in the specialty and premium segments, as disposable incomes increase, metropolitan areas grow, and lifestyles change. In Bangladesh, businesses like North End Coffee Roasters support the growth of this new industry by prioritizing quality, innovation, and consumer engagement.

2.2.2 Size of the Industry

The coffee industry is expanding with changing consumer preferences, especially urban youth and professionals, coffee consumer consumption is rising rapidly despite the country's historical reliance on tea.

Unroasted Coffee in Bangladesh

Figure 2.11: Unroasted Coffee in Bangladesh

Source: *Desk Report*(*Bangladesh's Coffee Renaissance: Growth, Challenges, and Market Dynamics*, 2025)

The annual market size of the coffee industry is approximately $35-$45 million USD. Bangladesh produces approximately 56.26 tons of coffee beans every year and imported 1300 tonnes annually (*Bangladesh's Coffee Renaissance: Growth, Challenges, and Market Dynamics*, 2025).

2.2.3 Trend and Maturity of the Industry

Bangladesh's coffee industry is still in its infancy and has a lot of untapped potential. Unlike the long-standing tea industry, coffee consumption has only lately started to increase in popularity due to changing lifestyles and urbanization. Despite the availability of international brands like Gloria Jean's and Starbucks, the industry is still fragmented, with regional businesses like Crimson Cup Coffee House and North End Coffee Roasters fighting for customers. 30 Despite its potential for expansion, the business faces many challenges, such as the need to educate consumers about specialty coffee, the low level of domestic coffee production, and the industry's heavy reliance on imports. However, the coffee business is expected to continue growing in the years to come as consumer awareness and café culture advance.

2.2.4 Industry SWOT Analysis

I. Strengths

a. Increasing Demand in Cities

Coffee consumption is significantly increasing due to urban lives and increased exposure to the world, especially among young adults and professionals in large cities. A robust and expanding consumer base for specialty coffee is being created by this movement (W. Rahman, 2021).

b. Café Culture's Ascent

Cafés in urban areas like Chattogram and Dhaka are developing into thriving community centers. In addition to increasing specialty coffee sales, this change is fostering brand loyalty and a culture of coffee use (Hasan Shuvo, 2024).

c. Geographic Possibilities

The temperature and elevation of areas like Sylhet, Bandarban, and the Rangamati hill tracts are perfect for producing high-quality coffee. These regions offer unrealized agricultural potential that might boost homegrown output and lessen dependency on imports.

d. New Skills for Baristas

The nation's coffee service is becoming better because to the growth of barista training programs and coffee competitions. This expanding local knowledge improves the client experience and upholds the industry's general professionalism.

II. Weaknesses

a. High import taxes (a factor of the external economy)

Coffee-related products are subject to import taxes of up to 95%, which dramatically raises expenses for both consumers and businesses. As a result, locally accessible products become less competitive and retail prices rise.

b. Restricted Domestic Manufacturing

While the country's need for coffee surpasses 1,300 tonnes per year, Bangladesh produces only 56.26 tons. Due to this significant supply gap, the market is heavily dependent on imports, which exposes it to external risks and price volatility.

c. Poor Infrastructure (Technological Barrier)

It is challenging to scale operations and maintain constant product quality when there are insufficient facilities for processing, roasting, and distribution. This restricts local producers' and businesses' ability to grow.

d. Return on Investment (ROI) is delayed (Barrier to Entry).

It usually takes three to four years for coffee plants to produce fruit. Because faster-yielding crops are frequently more alluring for quick profits, small-scale farmers are deterred from engaging in coffee growing by this lengthy maturity period.

III. Opportunities

a. Growing Market Capacity

The retail coffee market in Bangladesh is presently worth between $35 to $45 million a year, and there is a lot of room for expansion due to factors including young enthusiasm, urbanization, and café culture (*Coffee Market Report June 2025*, n.d.).

b. Technological Advancements

Modern cultivation methods, climate-resilient coffee varieties, and precision roasting technology can all improve production and processing chain efficiency, uniformity, and quality.

c. Government and non-governmental organization support

In order to improve local capacities and knowledge transfer, public-private partnerships are increasing funding for training programs and infrastructure development centered on coffee production and processing.

d. Sustainable Agriculture Methods

By preserving soil and boosting biodiversity, agroforestry methods which combine the production of coffee with other crops and trees support sustainable farming methods.

IV. Threats

1. Volatility of the global market (external economic factor)

Global price swings and currency devaluation have a significant impact on Bangladesh's retail coffee prices and import expenses, which can alter cost structures and supply stability.

2. Dominance of Global Competitors (Industry Rivalry)

Large-scale producers like Brazil, Vietnam, and Ethiopia dominate the world market for coffee because of their well-established supply chains, economies of scale, and global brand recognition (*Coffee Market Report June 2025*, n.d.).

3. Tea as a Cultural Alternative (Substitute Threat)

In Bangladesh, tea is still a reasonably priced and culturally significant beverage. Coffee's reach is limited by its pervasiveness in daily life, especially in rural and low-income areas (Saha, 2025).

CHAPTER 3: INTERNSHIP EXPERIENCE

3.1 Position, Duties and Responsibilities

I perform a variety of daily financial and administrative duties as a finance intern in the accounts and finance department, which helps the department run smoothly.

3.1.1 Daily financial and administrative tasks

My primary responsibilities include supporting my supervisor and making sure that all administrative and financial records are appropriately maintained, arranged, and documented. Scanning papers including purchase and sales invoices, checks, and other financial records is one of my regular duties. This guarantees that all crucial documents are digitally backed up and are readily accessible and shareable within the workplace when required. To reduce errors and ensure that copies are constantly available, I also photocopy a range of documents, including checks, internal memos, and buy Musak and Musak 6.3. When many sets are needed for internal meetings or auditors, this is especially helpful.

3.1.2 Assisting with financial recordkeeping and documentation

I assist the accounts officer in preparing journal and debit vouchers for daily transactions in terms of financial recordkeeping. This helps me keep correct transaction records in addition to improving my comprehension of financial procedures. The coordination of the acquisition of Musak documents is another important duty. I make two photocopies of each Musak: one is filed separately for auditing purposes, and the other is attached to the pertinent purchase invoice for internal records. The original documents are kept in a special file that is readily available for compliance checks and verification.

3.1.3 Organizing POS receipts and managing checks payments

In addition, I am in charge of organizing the Point of Sale (POS) receipts that are gathered from various coffee shops. These receipts can be easily tracked and reconciled because they are arranged by outlet, date, and month. I keep track of the check numbers in a register book and make sure that copies are handled appropriately when payments are made by check. One copy is given to auditors, and the other is kept for internal use.

3.1.4 Communicate with vendors and visitors

I help at the front desk by greeting visitors and vendors, guiding them to the right staff, and supplying paperwork as required. Due to my frequent interactions with many departments and external stakeholders, this aspect of my internship has improved my coordination and communication abilities.

3.2 Training & Development

3.2.1 Orientation and initial training

I was introduced to the company's internal systems, work culture, and general expectations at a brief orientation program held by the HR and finance departments to start my internship.

I received step-by-step training during the first week to help me better grasp my responsibilities. In order to help me understand how to complete my daily tasks effectively, the financial staff was quite helpful. To start, I learnt how to scan and photocopy documents correctly and arrange them by date and serial number so that records are kept both digitally and physically accessible.

3.2.2 Training in financial documentation

I learned how to create diary and debit vouchers as my training went on. Since these vouchers are important financial records, my supervisor went over the precise information that must be included in them, how to check supporting documentation, and why accuracy is so important. Additionally, I received training on how to manage Musak 6.3 and 6.6 purchases. I discovered that while Musak 6.6 is given to vendors following the completion of all internal checks and the recording of a receiving copy for documentation, the photocopy of Musak 6.3 needs to be linked to the bill prior to creating a voucher.

3.2.3 Data confidentiality and corporate policies

Understanding the significance of data confidentiality was a key component of my training. I learned how to adhere to corporate policies regarding information sharing and security, as well as how to shield private financial data from prying eyes. The group also offered advice on how to communicate professionally. I developed my ability to communicate with visitors, suppliers, and auditors in a courteous and self-assured manner by giving precise information and concise answers to their inquiries.

3.2.4 Communication skill

I had gained a better comprehension of professional behavior and company culture. I became more adept at managing challenging circumstances with composure and learned a great deal about financial paperwork and processes. All things considered, the experience made me more courteous, patient, and self-assured in both my personal and professional dealings.

3.3 Contribution to Organization / Operations

I actively supported the finance team and the auditors during my internship at North End (Pvt) Ltd by helping with a variety of crucial tasks. My contributions made it possible for the department to operate more effectively by streamlining a number of procedures. By managing the regular photocopying and scanning of necessary papers and making sure that all files were appropriately backed up and categorized, I reduced the strain for the Finance team. To contribute to the fullness and correctness of financial records, I also prepared journal and debit vouchers and entered purchase and spending data.

To track sales data and facilitate the team's ability to obtain particular information when needed, I also arranged POS receipts by date, outlet, and month. I kept a well-organized filing system for different documents, making sure that everything was accessible and in the right location. In order to ensure that the paperwork was properly prepared and turned over, I kept in regular contact with the vendors who came to pick up Musak 6.6. This guaranteed a seamless transfer procedure and relieved the team of follow-ups. Additionally, I communicated with auditors, answered their inquiries, and supplied the paperwork they needed to back up their work.

Even though my efforts might not seem like much, they were crucial in assisting the finance team and auditors in working more productively and without interruption. Being able to assist my colleagues and support the organization's financial operations makes me proud.

3.4 Evaluation

Throughout my internship at North End Coffee Roasters, I was guided and evaluated by my supervisor and the finance team. From the first day, I was encouraged to ask questions, follow instructions carefully, and learn step by step. As I became more confident, I was trusted to take responsibility for several tasks, such as creating vouchers, organizing receipts, and handling Mushak documents.

I was regularly given feedback about my work. For example, when I created debit and credit vouchers correctly, my supervisor praised my accuracy. If I made small mistakes, they were explained to me in a friendly way so I could improve. I always tried to listen, learn quickly, and avoid repeating the same errors.

My team appreciated that I came to work on time, completed my tasks without delay, and maintained a positive attitude. During busy times, like when the auditors were expected, I supported the team by managing extra photocopying and document sorting.
My supervisor told me that I had done a very good job. They were happy with my progress and said I was dependable, careful, and respectful in the workplace. This feedback gave me more confidence in my ability to work in a real office environment. I arrived at work on time, finished my assignments quickly, and kept a cheerful disposition, all of which were valued by my colleagues. I assisted the team by handling additional photocopying and document sorting during peak periods, such as when the auditors were scheduled to arrive. My supervisor informed me I did a really nice job at the end of my internship. They were pleased with my development and praised my dependability, caution, and civility at

work. I now have greater faith in my abilities to function in a genuine office setting thanks to this input.

3.5 Skills Applied

I was able to practice and hone a wide range of talents throughout my internship. Both technical and soft skills were among them. For instance, I understood how debit and journal vouchers operate by applying my accounting expertise. I appropriately recorded the transaction using the knowledge I had gained in class when I received a purchase invoice. This made it easier for the accounting team to update their records. My ability to stay organized was crucial to maintaining the order of the documents. I ensured that photocopies documents were appended to the appropriate files, scanned files were saved with the correct titles, and all Mushak forms were arranged correctly. The team was able to remain audit ready as a result.

Another ability that I employed daily was time management. In a short amount of time, I had to finish a lot of jobs, including scanning, filing, making vouchers, and greeting guests. I developed my ability to prioritize, prepare, and prevent delays in my work. Another important talent was communication. I addressed questions from vendors, greeted guests with courtesy, and spoke with other staff members in an understandable and expert manner. This gave me more self-assurance when interacting with others.

Lastly, I discovered how to handle financial records and other private documents with caution, accountability, and deference. Through this internship, I gained real-world experience and improved my understanding of how to function in an actual office environment.

CHAPTER 4: CONCLUSIONS AND KEY FACTS

4.1 Recommendations

North End Coffee Roasters Ltd. should think about opening locations outside of Dhaka and Cox's Bazar in other developing cities like Chattogram and Sylhet, where there is a growing demand for specialty coffee, in order to guarantee sustained growth and bolster its competitive advantage. Improving digital capabilities with a strong mobile app, better website functionality, and loyalty-based e-commerce can increase customer retention and draw in tech-savvy clients.

To foster confidence with stakeholders and investors, financial transparency should also be given top priority through the adoption of standardized internal reporting procedures and the dissemination of regular performance summaries. Business should also concentrate on product innovation by launching ready-to-drink formats that suit changing consumer preferences, seasonal beverages, and health-conscious options.

Finally, highlighting sustainability through ethical sourcing, less plastic use, and eco-friendly packaging would not only adhere to international best practices but also appeal to consumers who are socially concerned, especially young people. When taken as a whole, these tactical moves can improve North End's long-term market presence, operational stability, and brand value in Bangladesh's expanding coffee sector.

4.2 Key understanding

The expansion of Bangladesh's specialty coffee market is indicative of a more general change in consumer behavior brought about by youth culture, urbanization, and changing lifestyle choices. Through the provision of superior products, sustained consumer interaction, and the development of a brand based on craftsmanship and community, North End Coffee Roasters Ltd. has effectively established itself as a pioneer in this developing market.

The company has consistently demonstrated operational resilience and financial recovery in the face of industry-wide problems like supply shortages and rising global coffee prices. Tighter financial control and improved planning are required to maintain sustainable growth, according to an analysis of profitability and liquidity metrics.

The research also emphasizes the significance of digital innovation, product diversity, strategic expansion, and environmental responsibility as critical areas for North End's future growth. The company's success serves as an example of how, even in a culture that has historically been dominated by tea, customer-focused business methods backed by quality and innovation can result in long-lasting market supremacy.

4.3 Conclusion

With an emphasis on North End Coffee Roasters Ltd. as a case study of strategic expansion and market leadership, this paper has explored the dynamic evolution of Bangladesh's coffee sector. By prioritizing quality, consumer involvement, and community values, North End has effectively led the specialty coffee market since its founding in 2011. Its tenacity in a cutthroat and changing industry is demonstrated by its sustained financial recovery following the epidemic, steady profit margins, and growing brand recognition.

According to the analysis, North End's strength is its dedication to quality, creativity, and regionalized client experiences. However, proactive approaches are needed to address issues like diminishing liquidity, restricted geographic reach, and escalating competition. The business needs to make investments in sustainability, product diversification, financial transparency, and digital transformation if it wants to stay at the forefront.

All things considered, North End Coffee Roasters' expansion shows Bangladesh's growing desire for specialty coffee and provides insightful information about how local companies can prosper by balancing the demands of the local market with those of the global market. North End's long-term success and capacity to shape Bangladesh's coffee culture will depend on its ability to strategically adapt as consumer preferences continue to change.

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