

Internship Report on the Marketing Department of SAIF POWERTEC LTD

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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 Bachelor of Business Administration

Internship Report on the Marketing Department of SAIF POWERTEC LTD

Submitted to:

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Marketing

17th Trimester



School of Business and Economics
United international university

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Letter of transmittal

Date: 29th January, 2025

Dr. Seyama Sultana

Associate Professor,

School of Business & Economics

United International University

Subject: Submission of internship report on marketing department of Saif Powertec ltd.

Dear Maam,

I am submitting my internship report "Internship on the marketing department of SAIF POWERTEC LTD" as a part of the requirement for completing the BBA Program of United International University.

Throughout the preparation of the report, I have tried to follow each and every guideline that you have provided. It has been a very insightful experience working for this company and I have thoroughly enjoyed my internship term at SAIF POWERTEC LTD. The top management of SAIF POWERTEC LTD has also revealed their cooperation whenever required.

Sincerely,

Hafsa Binte Rahman

ID- 111 183 010

Certification of similarity index

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Declaration of the student

I, Hafsa Binte Rahman, student of Marketing Department, School of Business and Economics of United International University, Bangladesh, do hereby declare that the internship Report on "Internship in the marketing department of Saif Powertec Ltd" is an original work and has not been previously submitted for any degree, diploma, title, or recognition.

Hafsa Binte Rahman

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School of Business and Economics

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Acknowledgement

I would like to express my gratitude to internship Supervisor Dr. Seyama Sultana, who had great support for my internship. I am highly grateful to Mr. Tarafder Ruhul Saif for giving me the opportunity to complete my internship in Saif Powertec Ltd. I am sure that their dynamic managerial activities will motivate anyone to build one's career appropriately.

I also want to extend my gratitude to all the members of the Saif Powertec Ltd, as they have provided me with the required support to work on my report. I basically worked with them, tried to represent their perception, feeling and based on my realization prepared report from my own point of view. Then I shall be grateful to all the people who have read this report and who will be gaining advantage from this report in the current and future.

Executive summary

This writing is about Saif Powertec Limited, established in 2003 and headquartered in Dhaka, Bangladesh, has evolved into a prominent provider of infrastructure support services within the nation's engineering sector. Over its journey so far, the company has diversified its operations across multiple domains, including power and material handling solutions, EPC (Erection, Procurement & Commissioning) services, river dredging, construction, battery production, renewable energy solutions, and LED lighting. In the power sector, Saif Powertec is involved in the import, trade, assembly, and installation of generators, substations, electrical equipment, and grid lines. In summary, Saif Powertec Limited has established itself as a versatile and socially responsible entity in Bangladesh's infrastructure and engineering sectors, with a diverse portfolio spanning power solutions, port operations, and renewable energy initiatives. Saif Powertec Limited investment in innovation and comparative advantage has also been identified in its overall process of functioning, which has also been highlighted in this writing. Proper recommendations for future action for the company and appropriate conclusions will also be included in this writing.

Key Words

Engineering

Procurement

Construction

Renewable energy

Consistent

Operations

Diversification

Economic Growth

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List of Abbreviation

1. **SPL** - SAIF Powertec Limited
2. **CSR** - Corporate Social Responsibility
3. **EPC** -Engineering, procurement, and construction
4. **CRM** - Customer Relationship Management



CHAPTER I: INTRODUCTION

I.1 Background of Report:

This report aims to explore and document the business operations, strategies, and overall contributions of Saif Powertec Limited (SPL) to the industrial, energy, and logistics sectors in Bangladesh. SPL, established in 1991, has emerged as a key player in power and material handling solutions, with significant contributions to port operations, renewable energy, and manufacturing. By examining the company's achievements, strategies, and future directions, this report seeks to provide insights into its pivotal role in national development.

I.2 Objectives of the Report

- Analyze SPL's core business areas and contributions to Bangladesh's economy, particularly in infrastructure development and renewable energy.
- Evaluate the company's competitive positioning within the local and global markets.
- Highlight strategic initiatives, including recent expansions into the international shipping and logistics sector.
- Assess challenges and opportunities SPL faces in achieving sustainable growth and operational efficiency.
- Provide actionable recommendations for enhancing performance and market presence.

I.3 Motivation of the Report

Saif Powertec Limited's consistent growth and diversification, coupled with its significant impact on the logistics and energy sectors, make it a subject of interest for industry professionals and, investors. The motivation behind this report stems from the need to:

- Understand how a Bangladeshi company has successfully expanded into various industries.
- Highlight its innovative approaches to solving logistical and energy challenges.

I.4 Scope and Limitations of Report

Scope:

This report covers SPL's history, business operations, core competencies, and strategic initiatives. Special emphasis is given to its contributions to port operations, power solutions, manufacturing, and renewable energy. The report also assesses SPL's partnerships, CSR activities, and financial performance.

Limitations:

- The analysis is based on a limited time frame, potentially overlooking long-term trends.
- A comprehensive benchmarking of SPL against global competitors is not included due to resource constraints.

I.5 Definition of Key Terms

- **Port Operations:** The management of container terminals and related facilities to streamline shipping and logistics.
- **EPC Solutions:** Engineering, procurement, and construction services provided for projects like power plants and infrastructure.
- **Renewable Energy Solutions:** Products and services promoting sustainable energy, including solar panels, inverters, and solar-powered equipment.
- **CSR (Corporate Social Responsibility):** A company's initiatives to contribute positively to society, often involving charitable activities and sustainable practices.
- **Market Capitalization:** The total value of a company's outstanding shares of stock, used as a measure of corporate size.

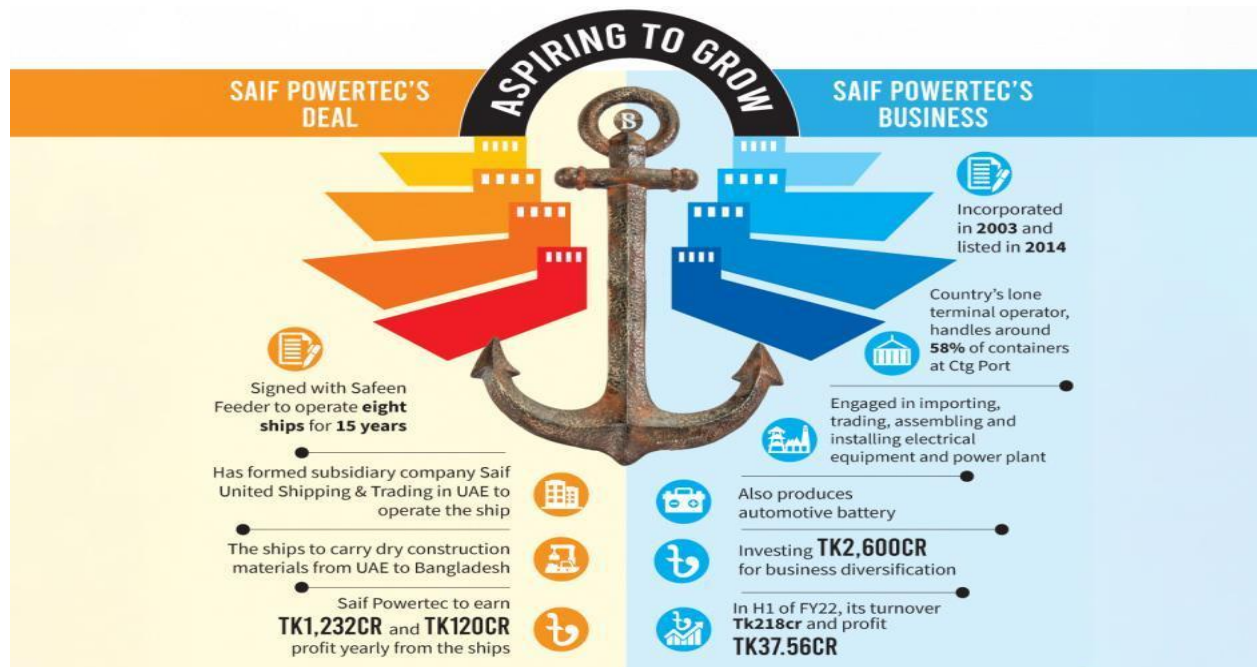
CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history

Saif Powertec Limited, established in 2003, has become a leading infrastructure solutions provider in Bangladesh. Headquartered in Dhaka, the company operates across sectors including power, material handling, and renewable energy. Over its journey, Saif Powertec has diversified its portfolio to include battery production, EPC services, and river dredging, contributing significantly to national development. In the power sector, Saif Powertec is involved in the import, trade, assembly, and installation of generators, substations, electrical equipment, and grid lines. The company also undertakes the installation and erection of power plants and the production of batteries and electrical transformers. A significant aspect of Saif Powertec's operations is its role as a berth and terminal operator for the Chittagong Container Terminal and the New Mooring Container Terminal under the Chittagong Port Authority. This involvement underscores the company's contribution to enhancing Bangladesh's port infrastructure and logistics capabilities. Saif Powertec Limited has established itself as a versatile and socially responsible entity in Bangladesh's infrastructure and engineering sectors, with a diverse portfolio spanning power solutions, port operations, and renewable energy initiatives.

“To become a Pioneer in the engineering arena by providing significant contributions to create an Economically powerful, Self-sufficient, and Prosperous Bangladesh.” (Saif Powertec Ltd. , 2024)



2.1.2 Trend & growth

The company experienced steady growth over the past years, driven by its strategic diversification and increasing demand for infrastructure solutions in Bangladesh. Its involvement in renewable energy projects and modern port logistics has positioned it as a forward-thinking organization. Financially, Saif Powertec has demonstrated resilience with a reported revenue of approximately \$48.45 million and a net income of \$5.74 million as of 2022. This growth reflects its ability to capitalize on emerging opportunities in infrastructure and energy sectors.

2.1.3 Customer mix

Saif Powertec serves a diverse customer base across multiple sectors. Its clientele includes government agencies, private sector companies, and international organizations. The company's strategic role at the Chittagong Port ensures it caters to a wide range of logistics and shipping clients, while its power solutions are utilized by industries and urban infrastructure projects nationwide.

2.1.4 Product/service mix

Saif Powertec's offerings as follows:

- Power Solutions: Import, assembly, and installation of generators, substations, and power grids.
- Logistics and Port Operations: Management of Chittagong Port's container terminals.
- Renewable Energy: Solar power solutions and LED lighting.
- EPC Services: Infrastructure projects, including construction and river dredging.
- Battery and Transformer Production: Manufacturing and supply for domestic and international markets.

2.1.5 Operations

Saif Powertec operates through a network of projects and facilities across Bangladesh. Its logistics operations are a key aspect of its business, managing container terminals at the Chittagong Port. In the power sector, the company focuses on assembling, installing, and maintaining electrical equipment and renewable energy solutions. Its EPC services support construction and infrastructure projects, enhancing national development.

2.1.6 SWOT analysis

Strengths:

- Diversified business portfolio across multiple high-demand sectors.
- Strategic position as a logistics operator at Chittagong Port.
- Proven financial stability and consistent revenue growth.
- Strong leadership and corporate governance.

Weaknesses:

- High dependency on government contracts and infrastructure projects.
- Exposure to fluctuating market conditions in logistics and power sectors.

Opportunities:

- Growing demand for renewable energy and sustainable solutions.
- Expansion of port operations and logistics infrastructure.
- Increasing urbanization and industrial development in Bangladesh.

Threats:

- Intense competition in infrastructure and logistics sectors.
- Regulatory and political uncertainties in key markets.
- Potential economic slowdowns impacting capital-intensive projects.

2.2 Industry Analysis

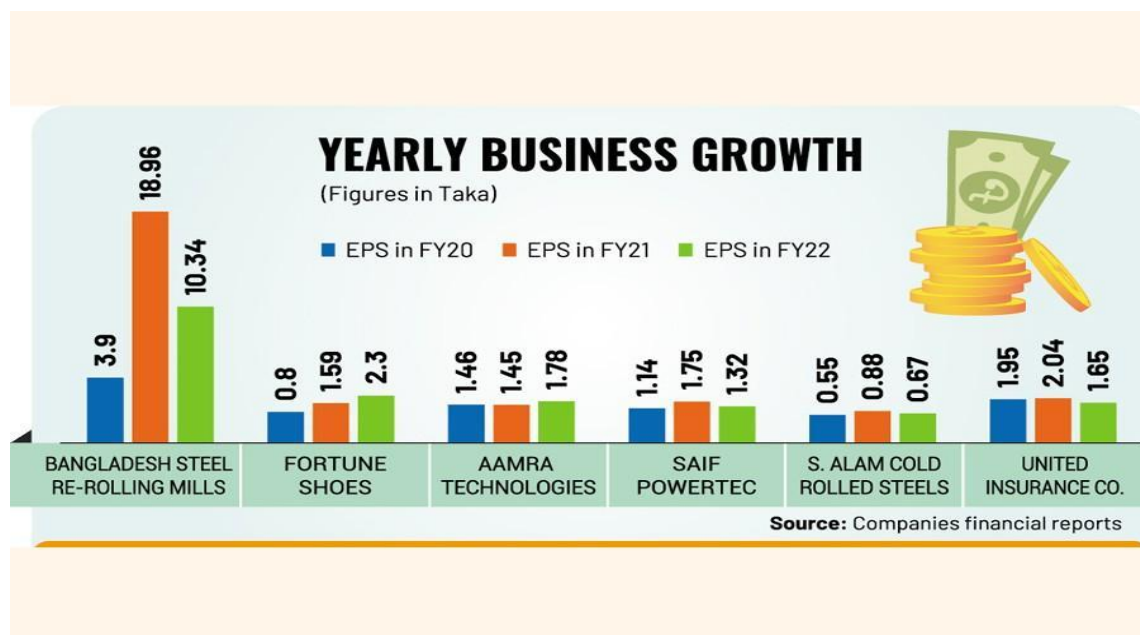
2.2.1 Specification of the industry

Saif Powertec operates in infrastructure support and engineering industry, which encompasses power generation, logistics management, renewable energy, and construction. Within this sector, the company's focus areas include power equipment installation, port logistics, battery production, and renewable energy solutions. This industry is critical for supporting Bangladesh's industrial growth, urbanization, and trade activities.



2.2.2 Size, trend, & maturity of the industry

Bangladesh's expanding industrial base, infrastructure projects, and increased need for reliable power sources are all contributing to the country's rapidly expanding power generation and construction equipment industries. With a significant increase in the number of building projects, port expansions, and energy generating requirements, the sector is seeing rapid growth. Diesel generators, in particular, remain in high demand across a variety of industries, including industry, telecommunications, and agriculture, due to their dependability and cost. Investments in new ports, transportation networks, and industrial facilities are increasing the construction and material handling businesses. The company is expected to expand even more as the country's economy improves, notably through government-led plans for energy security and infrastructure development. The industry is transitioning from a growth stage to a maturity phase in some segments, such as logistics, while renewable energy remains in its growth phase.



2.2.3 External economic factors

- Economic Growth: Bangladesh's consistent GDP growth (~6-7%) fuels infrastructure development.
- Government Policies: Favorable policies, including tax incentives and subsidies for renewable energy, support industry growth.
- Global Trade: Increasing exports and imports contribute to the demand for port and logistics services.
- Currency Fluctuations: Dependence on imports for equipment and materials makes the industry vulnerable to exchange rate volatility.

2.2.4 Technological factors

The industry is increasingly adopting automation and digital solutions in logistics and port management. Renewable energy advancements, such as improved solar panel efficiency and battery storage, are driving innovation. Technological upgrades in power generation and grid systems are enhancing operational efficiency.

2.2.5 Barriers to entry

- High initial investments for infrastructure projects and equipment procurement.
- Complex approval processes and compliance requirements in sectors like energy and construction.
- Dominance of existing players with significant market share creates competitive challenges for newcomers.

2.2.6 Supplier Power

Supplier power is moderate in this industry. Many suppliers of power equipment and renewable energy components are international, giving them leverage. Local suppliers of raw materials and construction inputs face competition, reducing their influence.

2.2.7 Buyer Power

Buyer power is relatively high due to government entities being major clients with significant negotiation leverage. Moreover, competition among service providers forces companies to offer competitive pricing and quality.

2.2.8 Threat of Substitutes

In logistics, alternative modes of transportation (e.g., rail and air) can substitute for port services but lack the same scale. Renewable energy faces limited substitutes as the shift away from fossil fuels accelerates.

2.2.9 Industry Rivalry

Industry rivalry is intense in this sector due to the presence of established competitors in logistics, power solutions, and renewable energy. There is a price competition, particularly in government tenders and private contracts. Companies strive to differentiate themselves through innovation, customer service, and project efficiency. This analysis demonstrates the dynamic and competitive nature of the industry, offering growth opportunities for companies like Saif Powertec while highlighting the challenges of operating in a rapidly evolving environment.

CHAPTER IV: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

During the internship period at Saif Powertec Limited, I was an Intern in the Marketing department. My responsibilities included:

- Assisting in daily departmental operations.
- Conducting research and data analysis related to company projects.
- Supporting administrative and documentation tasks.
- Participating in meetings and preparing reports.
- Coordinating with different teams for project execution.

4.2 Training

The internship involved both formal and on-the-job training, which covered:

- Company policies, structure, and operational procedures.
- Industry-specific knowledge, including power solutions and logistics management.
- Software tools used for data management and analysis.
- Communication and professional etiquette training.

4.3 Contribution to departmental functions

Throughout the internship period, I contributed by:

- Assisting project planning and execution.
- Preparing reports and presentations for management.
- Analyzing market trends and competitor activities.
- Supporting the team in logistics coordination and client communications.

4.4 Evaluation

My performance was evaluated based on my

- Work quality: Accuracy and efficiency in completing assigned tasks.
- Time management: Meeting deadlines and prioritizing assignments effectively.
- Teamwork: Ability to collaborate and contribute to team goals.
- Willingness to take on new challenges and responsibilities.

4.5 Skills applied

During my internship, I applied skills learned in school, such as data analysis, communication, and research approaches. For example, I contributed to the company's marketing strategy by analyzing consumer data and market trends to identify the target markets for its products. I applied several skills gained from my academic background, including:

- Analytical Skills: Conducting research and data interpretation.
- Communication Skills: Writing reports, emails, and interacting with professionals.
- Time Management: Handling multiple tasks within given deadlines.
- Problem-Solving: Addressing challenges in project execution.

4.6 New skills developed

The internship helped me develop immense Industry-Specific Knowledge, Practical insights into power solutions and logistics. Technical Skills along hands-on experience with software tools and data management systems. Also taught me Professional Networking through building relationships with industry experts. Lastly helped me adapt by learning to work in a dynamic corporate environment

4.7 Application of academic knowledge

My academic learning was effectively applied in:

- Business and Market Analysis: Utilizing theoretical frameworks to analyze industry trends.
- Project Management Concepts: Understanding real-world implementation of project planning and execution.
- Finance and Accounting Principles: Assisting in financial documentation and budgeting.

CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

Based on my experience of internship at Saif Powertec Limited, I suggest the following improvements for departmental efficiency:

- Implementing advanced data management software to streamline administrative and operational tasks.
- Encouraging cross-departmental collaboration through structured meetings and digital communication tools.
- Conducting regular workshops to enhance employee skills and technical expertise.
- Identifying inefficiencies in logistics, procurement, or reporting processes and introducing automation where feasible.
- Providing structured learning modules and mentorship programs to maximize intern contributions.

5.2 Key understanding

During my internship, I gained valuable insights into the operating framework of a major infrastructure and power solutions company. Logistics and supply chain management play an important role in increasing business efficiency. The value of data-driven decision-making in company strategies. How government policy and economic considerations affect industrial growth. In today's competitive corporate world, ongoing improvement and adaptation are essential.

5.3 Conclusion

My internship at Saif Powertec Limited was a valuable learning experience that bridged the gap between academic theories and real-world applications. I gained practical exposure to industry operations, developed key professional skills, and contributed meaningfully to departmental functions. The experience has strengthened my understanding of corporate work culture, problem-solving approaches, and industry-specific challenges. Moving forward, the insights and skills gained will be instrumental in my future professional career. This internship provided a valuable learning experience, bridging the gap between academic knowledge and practical industry exposure.

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Appendix-A:

What sets Saif Powertec Limited apart from its competitors?

What additional products or services would you like to see from Saif Powertec Limited in the future?

How satisfied are customers with the products/services provided by Saif Powertec Limited?

How well does Saif Powertec Limited understand and meet your specific needs as a customer?

What improvements Saif Powertec Limited could make to better serve its customers?