

Internship Report On: “Functions of HR and Logistics in Supply Chain: An Intern’s Insight from ACI Logistics Limited (Shwapno)”

Md. Abdul Alim Alve

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

An Internship Report On: “Functions of HR and Logistics in Supply Chain: An Intern’s Insight from ACI Logistics Limited (Shwapno)”.

Submitted to:

Ahmed Imran Kabir
Lecturer, School of Business & Economics
United International University

Submitted by:

Md. Abdul Alim Alve
ID: 111202074
Major: Management Information System
Department: Bachelor of Business Administration



**School of business and economics
United International University**

Date of submission: July 13, 2025

Letter of transmittal

Date: 01.06.2025

Ahmed Imran Kabir

Lecturer,

School of Business & Economics

United International University (UIU).

Subject: Submission of Internship Report on "Functions of HR and Logistics in Supply Chain: An Intern's Insight from ACI Logistics Limited (Shwapno).

Greetings,

I am pleased to present my internship report, "Functions of HR and Logistics in Supply Chain: An Intern's Insight from ACI Logistics Limited (Shwapno)," which is a component of the requirements for my BBA degree at United International University.

During my time at ACI Logistics Limited (Shwapno), I participated in a variety of activities, both in the Human Resources and Logistics departments, and I gained knowledge and experience from those experiences. I have made an effort to make a connection between the instruction I got in school and the experience I gained while working.

My hope is that this report will be useful to you and that it will assist you in comprehending the professional experience that I have. I am grateful to you for providing me with helpful support and guidance at every stage of the process. I would be more than delighted to assist you in better comprehending the situation or to provide any information that may be required.

I appreciate the time you have taken to review this.

Sincerely yours,

Md. Abdul Alim Alve

ID: 111202074

Major: Management Information System

Department: Bachelor of Business Administration

United International University

Certification of Similarity Index

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Declaration

I am Md. Abdul Alim Alve, a student of BBA in Management Information System at United International University declare that this internship report on ACI Logistics (Shwapno) has been prepared by me. I have not committed any copyright act infringement purposefully while making this report and that I also declare that I will not submit this internship report to other establishments for other distinctions or any degree of certificate.

Md. Abdul Alim Alve

ID: 111202074

Corporate Evidence



ACI LOGISTICS LIMITED
NOVO TOWER, LEVEL 8
270, TEJGAON I/A, DHAKA-1208
BANGLADESH
+8802 8870982-7
+8802 8870991
WWW.SHWAPNO.COM

ACILL-HR/FTH/06-2025

June 26, 2025

TO WHOM IT MAY CONCERN

This is to certify that Mr. Abdul Alim Alve from United International University has completed his internship in our Human Resources department as an Analyst under the supervision of the Senior Manager (Lead HR), Talent Acquisition & HR Strategy from April 06, 2025, to June 30, 2025.

We wish him continued success in life.



Rumana Jahan
Senior Manager (Lead HR)
Talent Acquisition & HR Strategy
ACI Logistics Ltd.

Figure 1: Internship Completion Certificate

Acknowledgment

I would like to express my appreciation to everyone at ACI Logistics Limited (Shwapno) for providing me with the privileged chance to work in a firm that is both dynamic and well managed. Through my expertise in Human Resources and Logistics, I was able to get valuable insights into the management structure of actual businesses. I found my internship to be both useful and entertaining since the experts from the company mentored and supported me throughout the experience.

During the course of my studies, I would also want to express my gratitude to the academic supervisors and faculty members at United International University for providing me with consistent assistance and input that was pertinent to my studies. A significant portion of the success of the report may be attributed to the helpful direction that I got from them at various points in time, particularly during my internship.

Please allow me to convey my appreciation for the support and well wishes that I have gotten from all of my family members and friends. Through the whole of my scholastic and professional experience, it has been essential for me to have support, patience, and the trust of others in what I am capable of doing.

Executive Summary

During my internship at ACI Logistics Limited (Shwapno), I gained a lot of knowledge, and this report provides you with a comprehensive overview of those lessons. This paper demonstrates that large-scale businesses may prosper by integrating human resources and logistics. It also stresses the need of providing enough training, making choices based on data, and continuously monitoring employee performance as major factors in their success.

I was responsible for planning trainings, analyzing data pertaining to human resources, evaluating the performance of staff members, and ensuring that everyone was in compliance. The development of training scorecards for workers, the creation of dashboards in Power BI, and the programming of Google Sheets all took up a significant amount of my time. As a member of the team, I was responsible for establishing training invitation systems, keeping track of who showed up, assisting with the development of efficiency measures, and assessing the reasons why employees were leaving the organization.

In addition to the ideas, HR should be given direct access to SQL databases, the HRIS dashboard should be upgraded, the training schedule should be automated, and more methods of collecting feedback should be included.

In the retail sector, I now have a greater understanding of how human resources and logistics work together to contribute to the success of the organization. Additionally, I was able to acquire practical information about vital HR tools such as analytics, compliance procedures, and how to measure performance, all of which contribute to the enhancement of Shwapno's growth and increases in efficiency.

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List of Acronyms & Abbreviation

1. ACI: Advanced Chemicals Industries
2. HR: Human Resources
3. HRIS: Human Resources Information System
4. ICMO: Inventory and Cash Management Officer
5. OOM: Outlet Operations Manager
6. ZM: Zonal Manager
7. RHO: Regional Head of Operation
8. SQL: Structured Query Language
9. KPI: Key Performances Indicator
10. JD: Job Descriptions
11. EDA: Exploratory Data Analysis
12. PMS: Performance Management System
13. AI: Artificial Intelligence
14. RMIA: Risk Management and Internal Audit
15. MIS: Management Information Systems
16. UIU: United International University
17. IoT: Internet of Things
18. SWOT: Strength, Weakness, Opportunity, and Threat

Chapter 1: Introduction

1.1 Background of the report:

This report is based on my time as an intern at ACI Logistics Limited, specifically within Shwapno, one of the largest supermarket chains in Bangladesh. In the human resources and logistics departments, my responsibilities included data analysis, training coordination, and oversight of operational processes. This paper aims to illustrate the internal HR and logistical functions necessary for Shwapno to fulfill the requirements of its broad retail supply chain.

Throughout my internship, I engaged in workforce data management and training activities. I was responsible for the automated verification of personnel data in spreadsheets, the updating of training invitation systems, and the monitoring of completed training for Inventory and Cash Management Officers (ICMOs) and Outlet Operations Managers (OOMs). In addition to the aforementioned points, I proposed strategic recommendations to enhance HR's productivity, including improved dashboard integration, data accessibility, and feedback mechanisms to ensure continuous progress. This research examines the fundamental tasks of human resources and logistics in a retail environment characterized by rapid operations. I also examine how data-driven decision-making and strategic personnel development may facilitate the establishment of large-scale operations and enterprises. The paper seeks to illuminate the convergence of logistical coordination in contemporary retail supply chains and human resource practices, including practical engagement and observation.

1.2 Objectives of the report:

This research aims to elucidate the internal processes of ACI Logistics Limited (Shwapno), specifically on the importance of the Human Resources and Logistics departments within the retail supply chain. The objectives are based on actual experience, observations, and data analysis conducted throughout the internship time.

- Comprehend the fundamental HR duties primarily within the framework of the retail supply chain.
- Examine the procedures of your staff training programs, performance evaluation, and workforce administration.
- To explore the role of logistics in facilitating retail operations
- Analyze elements such as fleet management, dock synchronization, and intricate logistical issues associated with an expanding retail network.
- To assess training management systems
- Evaluate techniques for organizing, monitoring, and categorizing staff training activities.
- Data-informed methodologies in Human Resources and Logistics Decision-Making
- Examine how efficiency is facilitated by tools such as Google Sheets, automation, and performance metrics.
- For the strategic proposals to enhance HR and logistical operations
- Use insights to identify practical enhancements that can enhance engagement, accuracy, and flow of operations.

1.3 Motivation of the report:

This report is driven by my interest in understanding how large-scale retail organizations manage their internal operations through coordinated human resource and logistics functions. In this report, I will discuss the human resource and logistics functions of ACI Logistics Limited (Shwapno). Given the rapid advancement of retail in Bangladesh, the demand for systematic staff training, coordinated supply chain operations, and data-driven decision-making is unprecedented.

The real-time operations of workforce training, performance monitoring, inventory management, and logistical planning are, most of the time, developed throughout my internship. My practical experience motivated me to examine the interconnections among these roles and their impact on corporate goals. By articulating these views, we aim to

cultivate a clearer understanding of how the integration of HR and logistics within the retail supply chain may augment operational efficiency.

1.4 Research Methodology

In order to get the clear idea about the HR and logistics function process of ACI Logistics limited (Shwapno), both primary and secondary research methods are used. The use of qualitative along with quantitative approaches enabled researchers to gather relevant data and extract valuable conclusions.

1. Primary Method (Qualitative):

Primary research methodology is used for informal interviews and the interaction with employees of HR and Logistics department directly. Dialogues allowed me to gather insights relating to daily processes, training and engagement challenges and practicalities. Qualitative input also included observation of ongoing activities and participation in tasks related to training.

2. Secondary Method (Quantitative):

Secondary method included reviewing already available organizational documents, training reports, and spreadsheets, internal guidelines and published journals in the area of HR and supply chain management. To evaluate the effectiveness of the system and identify opportunities for improvement, quantitative data such as completion rates, attendance records, and performance metrics were analyzed.

1.5 Scope of the Study

The report only addresses the specific operational duties and procedures in which I participated during my internship at ACI Logistics Limited (Shwapno). The paper addresses subjects such as training data management systems, methods for categorizing and evaluating employee training outcomes, and fundamental automation in HR procedures, highlighting the application of each scenario. It also involves examining the alignment of the HR and Logistics divisions in fulfilling outlet-level personnel and inventory needs. This is not an endeavor to evaluate broader HR or logistical strategies, but rather to contemplate operational-level learning.

1.6 Limitations of the Study

The study aims to provide a comprehensive overview of corporate processes but is limited by the scope and access granted during a three-month internship. Access to certain strategic data, comprehensive company-wide logistical indicators, or whole HRIS modules was limited owing to confidentiality regulations. The findings were obtained from a single department and may not be entirely applicable to other operational procedures and events within the business.

Chapter 02: Analysis

2.1 Analysis of the company:

2.1.1 Overview and history

Imperial Chemical Industries, a British corporation, created a branch in what was then East Pakistan, which was subsequently transformed into a business after independence, entitled ICI Bangladesh Manufacturers Limited. In 1992, ICI ceded its stake in Bangladesh to the management, resulting in the renaming of the company to Advanced Chemical Industries (ACI) PLC (ACI PLC, 2025).



Figure 2: ACI Logo

ACI PLC, one of Bangladesh's major corporations with a worldwide legacy, operates nationwide via its four diverse key business segments. The 'Health Care Division' is committed to enhancing the health of the Bangladeshi population by introducing new and dependable pharmaceutical goods (ACI PLC, 2025).

The 'Consumer Brands Division' enhances customers' everyday lives with its offerings in Toiletries, House Care, Hygiene, Electricals, Electronics, Mobile, Salt, Flour, Foods, Rice, Tea, Edible Oil, Paints, and International Companies. The 'Agribusinesses Division' is the foremost integrator in Bangladesh, including Agriculture, Livestock, Fisheries, Farm Mechanisation, Infrastructure Development Services, Motorcycle, Marine and Riverine

technologies, and Avionics. The 'Retail Chain Department' is the biggest retail chain in Bangladesh, operating via its SHWAPNO stores, which include 136 freshly inaugurated locations nationwide, serving over 65,000 people daily. ACI and its affiliates provided Taka 16,732 million to the National Exchequer in FY 2022-2023 via corporation tax, customs duty, and value-added tax (ACI, 2025).

Mission

ACI's mission is to enhance the quality of life for individuals via the appropriate utilization of information, technology, and skills. ACI is dedicated to achieving excellence with superior goods, innovative methodologies, and empowered personnel, ensuring the utmost pleasure for our clients (ACI PLC, 2025).

Vision:

To achieve the Mission, ACI will,

- Deliver goods and services of superior and consistent quality, guaranteeing value for money to our clients.
- Strive to achieve a leadership position in every sector of our enterprises.
- Foster employee development by promoting empowerment and incentivizing creativity.
- Foster an atmosphere conducive to learning and individual development.
- Achieve optimal productivity in all processes by efficiently using resources and implementing suitable technologies.
- Foster inclusive growth by supporting our distributors and suppliers in enhancing efficiency.
- Achieve optimal return on investment by strategically using resources and enhancing operational efficiency, leveraging our core skills. (ACI PLC, 2025)

ACI's Values:

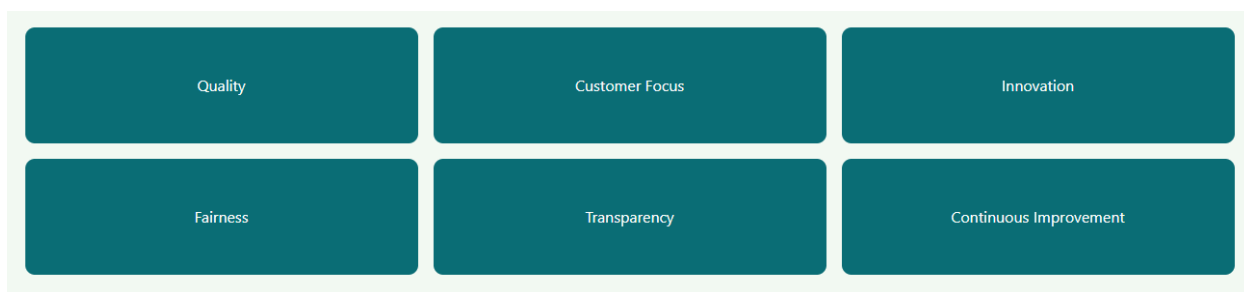


Figure 3: ACI Values

1. Quality

ACI is dedicated to delivering superior products and services. This value underscores their commitment to maintaining global standards and always improving processes to ensure client satisfaction and trust.

2. Emphasis on the Customer

Customers are the central focus of ACI's business. This involves understanding client requirements, delivering value, and fostering lasting relationships via timeliness, reliability, and exceptional customer service.

3. Originality

ACI embraces innovation to maintain relevance and competitiveness. To meet evolving market demands, the organization fosters research, innovative thinking, and the development of new concepts, products, and solutions.

4. Equitable

Equitable is a symbol of moral behavior and unbiased judgment. ACI maintains justice in its dealings with employees, clients, partners, and stakeholders by ensuring equity and respect for everyone.

5. Openness

ACI values honesty and openness in its operations and communications. Transparency promotes accountability and trust by ensuring that all stakeholders have access to precise and clear information.

6. Ongoing Enhancement

ACI is committed to the ongoing enhancement of its operations, productivity, and efficiency. This value reflects an attitude of continuous learning, adaptation, and striving for excellence across all aspects of the company. (ACI PLC, 2025)

2.1.2 ACI Logistics Limited (Shwapno):

Shwapno, operated by ACI Logistics Limited, is the premier retail brand in Bangladesh. As the preeminent retail chain in the nation, Shwapno impacts the lives of more than 35,000 homes daily (Parvez, 2023). ACI Logistics entered the retail sector in 2008 under the name “Fresh and Near” to realise the company’s “Seed to Shelf” objective of linking farmers directly with customers. Initially offering fresh vegetables and everyday household necessities, Shwapno stores today provide a diverse range of products, including fashion, home décor, electronics, and more. This encompasses many food private label businesses along with the proprietary apparel label Shwapno Life. Currently, Shwapno manages approximately 450 locations in 62 districts, with a total retail area of 1,208,868 square feet and employing more than 7,000 individuals. Shwapno manages various outlet forms, from little convenience shops to expansive megamall configurations (spanning 200 to 15,000 square feet), ensuring an optimal experience for consumers at each site. The company has attained its status as market leader (with a 51% market share) due to its exceptional quality, value, convenience, and customer service, as well as its successful development of a world-class retail architecture and shopping experience for the first time in the country (ACI, 2025).



Figure 4: Shwapno Logo

2.1.3 Market presence:

Shwapno first catered to an esteemed, sensitive clientele; however, after an extended period of embracing the evolution of its traditional retail and other channels, the organisation now serves a diverse sector including several facets. Shwapno has evolved along this journey and is now shifting its emphasis from being a motivating factor to supporting its objectives. By prioritising stylish organisation and fostering effective communication, Shwapno has transformed into the most recognised and trusted retail brand in the country, a development evidenced by its receipt of the Best Retail Brand Award from the Bangladesh Brand Forum in 2016. Shwapno has 600,000 curated clients, 2,500 partners, and a significant network of suppliers and producers, establishing a notable presence nationwide. While continuing to expand its fundamental retail operations, enhancing standards and addressing customer requirements, as well as exploring new innovative initiatives like as E-exchange, the organisation is poised to become one of the largest entities in Bangladesh in the next years (Studocu, 2020).

2.1.4 Operations:

The core of the Shwapno vision is the commitment to positively influence many lives. From its inception, Shwapno aimed to fundamentally transform how the mass consumer base in the country meets its daily requirements, introducing contemporary retail to people who had long depended on wet markets and other risky conventional purchasing methods. In addition to guaranteeing the quality of its goods, Shwapno has been a prominent proponent of the healthy living movement, conducting several campaigns focused on nutrition and food safety. To guarantee the procurement of only the freshest fruits, vegetables, fish, and meat, ACI Logistics has established a sourcing network with growers nationwide, resulting in over 20% of Shwapno's fresh food being sourced directly from farmers (ACI PLC, 2025). In 2016, the firm attained a significant milestone by becoming a member of Global G.A.P., the preeminent private sector organization focused on promoting safe and sustainable agriculture globally. By participating in Global G.A.P., Shwapno is enhancing product quality while promoting the welfare of producers nationwide (TBS Report, 2022).

2.1.5 Mission & Vision of Shwapno :

Mission: "To capture customer loyalty by consistently delivering superior quality products and services, while maintaining a robust and sustainable supply chain that advantages farmers, partners, and communities." (Shwapno, 2025)

Vision: "To become the most trusted and customer-focused retail chain in Bangladesh, establishing the standard for excellence in retail through innovation, efficiency, and social responsibility." Shwapno executes its objective and vision by consistently enhancing customer satisfaction while fostering robust partnerships among buyers, suppliers, and diverse stakeholders. The corporation sustains its leadership in retail by always innovating contemporary business methods, embracing digital transformation, and managing responsible business practices. (Shwapno, 2025)

2.1.6 Shwapno Value Tree: Fundamental Principles

Shwapno's company philosophy functions inside a structured framework utilising Value Trees. Corporate ethics operate at all staff tiers as the essential catalyst for sustaining firm success alongside elevated consumer satisfaction levels (Shaon, n.d.). The Value Tree has three fundamental organisational components that constitute its foundation:

1. Respect and Responsiveness — Shwapno demonstrates its dedication to value-based stakeholder engagement by ongoing involvement in addressing and fulfilling stakeholder needs.
2. Fairness - Shwapno ensures equitable treatment for all participants throughout all corporate processes, encompassing internal operations and employee interactions.
3. Fact-Based Decision-Making — Shwapno depends on empirical business data obtained from market research and contemporary observations to provide accurate and effective business outcomes.

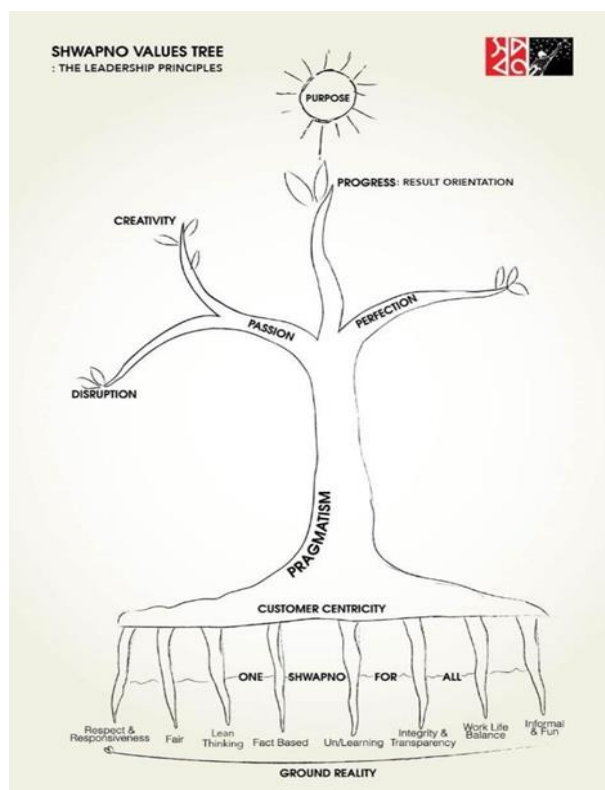


Figure 5: Shwapno Value Tree

4. Unlearning & Adaptability — Shwapno acknowledges the necessity of discarding obsolete methodologies, as the organisation seeks to foster open-mindedness towards ongoing novel prospects, technology innovations, and evolving market dynamics.
5. Integrity & Transparency - Shwapno's essential organisational values encompass integrity and transparency, as the organisation upholds ethical business practices alongside open communication throughout all operational sectors.
6. Work-Life Balance – Employee productivity and contentment are elevated due to the company's program that integrates professional and personal life success.
7. Casual and Enjoyable Work Environment - Shwapno fosters a casual workplace to encourage inventive teamwork via the liberty of collaborative employee engagement.
8. Purpose-Driven Culture – The whole Shwapno team operates in alignment with the company's mission and vision to achieve significant advancements in attaining long-term business objectives.
9. Creativity & Innovation - Creativity and innovation are essential operational elements at Shwapno, since the organisation fosters unconventional thinking and executes inventive responses that augment organisational knowledge across all tiers.
10. Ongoing Advancement & Development - The company gradually pursues business excellence through the ongoing enhancement of its organisational functions at Shwapno.
11. Embracing Disruption and Change — Challenge-driven transformation serves as an opportunity for Shwapno, as the company proactively adjusts to industry shifts and business challenges.
12. Passion and Dedication - The workforce at the organisation exhibits both fervour and commitment to attain corporate success.

13. Operational Excellence and Perfection - The organisation mandates operational perfection and excellence to provide impeccable client experiences while maintaining market leadership.

14. Pragmatism in Decision-Making – Shwapno reconciles idealistic choices with practical realities to implement durable and strategic decision-making methodologies.

These fundamental principles illustrate Shwapno's objective to lead the retail sector by prioritising clients via creative, ethics-based business decisions that foster sustainable growth

2.1.7 Corporate Divisions and Departments, and Outlet Count

ACI Logistics Limited (Shwapno) necessitates the identification of its corporate divisions and departments, as well as labour allocation, to furnish a comprehensive overview of its commercial activities. The organisational structure facilitates operational excellence and a customer-centric purchasing experience across all markets in Bangladesh. The several specialised divisions and their departments within Shwapno significantly contribute to its success.

1. Outlet Operations: The Outlet Operations section oversees and manages the daily activities of all retail locations to ensure a uniform premium shopping experience for each consumer. The primary revenue-generating section manages around 568 retail establishments in Bangladesh (Shwapno, 2025).

2. Distribution: The distribution department guarantees dependable supply chain operations and facilitates effective product delivery to all Shwapno locations. The distribution facility for this department is located at Tejgaon, Dhaka.

3. Corporate Sales: The Corporate Sales department focusses on catering to corporate

clients through bulk purchasing choices and the cultivation of B2B partnerships, hence enhancing total income (Babu, 2024).

4. Non-Retail Sales: The non-retail sales team manages sales activities that expand beyond retail channels to encompass both business-to-business and wholesale markets, hence optimising income streams.

5. Commodity Category: The Commodity Category Department guarantees the provision of key commodities to retail outlets. The department executes tactics designed to enhance product quality and accessibility across distribution channels.

6. Company Goods Category: The Company Goods Category at Shwapno is tasked with strategically placing branded commercial items from external sources to enhance their exposure and sales performance in retail outlets.

7. Non-Lifestyle Category: Within the Non-Lifestyle Category, the department guarantees that clients may obtain all essential home items.

8. The Lifestyle Category: The Lifestyle Category at Shwapno encompasses fashion and home décor goods, aiming to expand the current variety of lifestyle offerings.

9. Protein & Perishable Category: The sales director concentrates on protein-rich perishable goods to maintain elevated quality standards and mitigate spoilage. This department offers fish, meat, and both fresh fruits and vegetables.

10. Merchandising: Establishes the optimal positioning of items within retail environments to enhance consumer happiness and maximise commercial results.

11. Supply Chain: The Supply Chain Department oversees product deliveries by enhancing inventory management to ensure effective transportation of goods and flow.

12. Marketing: The Marketing team formulates branding strategies to enhance consumer engagement and elevate sales performance for Shwapno.

13. Communication: Communication serves as a fundamental obligation to sustain both external and internal information channels that ensure the effectiveness of business communications.

14. E-Commerce: E-Commerce spearheads the digital retail sector of Shwapno, facilitating a seamless electronic buying experience that broadens the client population.

15. Private Label Branding: The company's Private Label Branding department creates branded items that enhance Shwapno's market reach.

16. Quality Assurance & Audit: Ongoing Quality Assurance & Audit procedures undertake routine assessments to verify product quality and adherence to standards, ensuring the maintenance of exceptional goods.

17. Inventory Management: The system ascertains optimal stock levels for online availability and mitigates inventory costs that might result in financial detriment.

18. Non-Inventory Procurement: The corporation acquires essential non-inventory items crucial for the effective operation of retail facilities.

19. Corporate Affairs & Employee Welfare: The department's maintained organisational links enable the establishment of employee initiatives that enhance staff morale and productivity.

20. Maintenance: Adequate upkeep of store facilities conducted by maintenance operations enhances retail shopping environments.

21. Project Development: Project Development oversees all new projects and retail expansion strategies to boost growth through creative ideas.

22. Health and Hygiene: The primary purpose of Health and Hygiene entails establishing rigorous safety standards that safeguard the safety and hygiene protocols of each retail establishment.

23. Food and Non-Food Management: The responsibility is supervising the warehouse to regulate inventory for both food and non-food items, ensuring a diverse assortment of commodities.

24. MD's Office: The MD's Office formulates strategic management approaches that facilitate large-scale corporate operations.

25. MIS (Management Information Systems): This department concentrates on creating data-driven operational support services and actively enhances decision-making processes.

26. Legal: This department oversees legal operations to guarantee compliance and effective handling of legal difficulties.

27. RMIA (Risk Management and Internal Audit): Identifies and mitigates financial and operational risks.

28. Finance (Support Office): Finance guarantees financial stability by conducting budgeting, planning, and reporting procedures that yield precise financial records.

29. Administration: The administrative department manages organisational support services to enhance operational efficiency with daily administrative operations oversight.

30. Billing: Their supervision of billing operations guarantees transaction correctness and preserves meticulous financial records.

The Human Resources (HR) department manages employee recruiting, training requirements, and adherence to employment standards.

Shwapno has developed over 560 sites across Bangladesh, where it employs a substantial workforce to manage its extensive commercial activities. Upon my induction into Shwapno in November 2024, the firm operated 528 shops; by February 2025, this figure had increased to 568 outlets, demonstrating sustained expansion within the retail sector (Shwapno, 2025). The company's leadership position in Bangladesh's retail industry is maintained via its commitment to effective management across all business divisions.

2.1.7 Product Lines and Market Share: Market Share

Shwapno commands the predominant retail market in Bangladesh, accounting for 45% to 51% of total sales (Habib, 2023). Shwapno leads the retail industry by providing exceptional service, superior client assistance, remarkable value, and efficient ease. Shwapno has set a new industry standard for shopping facilities by constructing advanced retail architecture nationwide (Israfil, 2019). Product Lines Shwapno's product assortment comprises five main divisions, which include:

1. Protein and Perishable Goods

The perishable products section include fruits, vegetables, meat, poultry, fish, and dairy items. Shwapno maintains superior product quality by directly sourcing from local farmers and producers, ensuring the delivery of fresh, healthy food. The firm sources 72% of its vegetables and 60% of its seafood from local farms, ensuring freshness and bolstering support for agricultural producers (TBS Report, 2024).

2. The Corporate Sector

The corporate sector manufactures a range of consumer goods categorised into toiletries, home care items, sanitary needs, and kitchen requirements, purchased from various suppliers. Shwapno curates distinctive brands in their stores while implementing marketing strategies to promote these brands and providing customers with a range of high-quality items.

3. Commodity

Essential household products, like rice, wheat, lentils, edible oils, sugar, and other staple foods, fall within this group. All essential products are abundantly supplied to provide a continuous supply for consumers who acquire these items as daily necessity.

4. General Merchandising

The shop offers a range of non-consumable things, including electronics and kitchen equipment, as well as an extensive selection of home décor and more products outside food items. Shwapno fulfils its consumer base with a comprehensive range of products in this category.

5. Way of Life

The lifestyle category of Shwapno include apparel, footwear, home textiles, and accessories. Shwapno fulfils client fashion and lifestyle needs with its inexpensive, fashionable products, enhancing the purchasing experience.

2.1.8 Operational Details

Shwapno started operations in 2008 and became into the largest retail chain in Bangladesh through rapid development. Shwapno operates 568 stores nationwide, including a total retail space of 1,208,868 square feet.

Supply Chain and Inventory Administration

Shwapno employs a meticulously structured supply chain system to ensure effective product delivery from warehouse, through transportation, to inventory control at all its locations.

This approach enables Shwapno to resolve two prevalent issues: inventory shortages and excess stock surplus (2024).

Direct Procurement of Fresh Produce

Shwapno procures its fresh vegetables directly from farmers and growers. The business model enables Shwapno to maintain product quality and freshness while supporting local agricultural goods. Shwapno sources about 20% of its fresh products directly from farmers across its operations.

Quality Assurance

Shwapno implements a sophisticated quality assurance procedure that maintains product requirements. The organisation conducts routine audits alongside compliance assessments as integral components of its food safety and quality processes (aci-logistics-limited, 2024).

Integration of Technology

Management Information System

Shwapno employs MIS technology alongside innovative functionalities that improve operational efficiency, promote customer satisfaction, and support strategic business choices. The firm employs Big Data in conjunction with the Internet of Things (IoT) platform to oversee inventories and manage supply chains via personalised consumer recommendations (BBF Digital, 2020).

Retail Formats and Consumer Experience

Shwapno's retail activities encompass several shop formats, from little convenience stores to enormous megastores, strategically located to facilitate consumer access. Each store fosters an atmosphere that facilitates seamless consumer purchasing experiences. Knowledgeable personnel prioritise customer care, guaranteeing a gratifying shopping experience (aci-logistics-limited, 2024).

Expansion of E-commerce

Shwapno's platform development include an e-commerce website and offers delivery options, including home delivery and shop pickup for clients. The strategy fulfils client demands for enhanced online purchasing accessibility (BBF Digital, 2020).

Marketing and Consumer Engagement

The corporation employs consistent marketing strategies alongside promotional initiatives to acquire and retain its clientele. The organisation provides discounts with loyalty programs and unique events that enhance client happiness and engagement (2024).

Initiatives for Sustainability

To demonstrate their commitment to sustainability Shwapno has instituted measures that foster environmentally sustainable practices, encompassing trash management and plastic reduction, as well as sustainable supply chain methodologies. The corporation upholds 15 environmental criteria globally and effectively attracts eco-conscious consumers (2024).

Promotion of Health and Nutrition Shwapno aims to enhance healthy living via quality assurance and active involvement in nutrition and food safety initiatives, extending beyond mere product quality control. The firm sources fresh food directly from farmers while adhering to Global G.A.P. standards to prioritise health and nutritional value in its product offerings.

2.1.9 Philanthropic Initiatives / Corporate Social Responsibility

Assisting Local Agricultural Producers

Shwapno started assistance to farmers in the Rajbari and Naogaon districts during January 2025. Farmers in the region encountered challenges in obtaining sufficient compensation for their crop due to an excess of newly harvested produce. The livestock ranchers obtained equitable recompense when Shwapno facilitated direct purchases of cauliflowers from these farmers, therefore obviating the necessity for intermediaries. This effort provided immediate financial assistance to farmers while concurrently enhancing regional agricultural economic activity.

Health and Safety Programs

In demonstration of their commitment to public health, Shwapno initiated a dengue fever prevention campaign. Shwapno made insect repellents and essential supplies more accessible to the public by offering them at lower costs. The corporation implemented this preventative technique to halt the spread of dengue and protect community health (Dhaka Tribune, 2025).

Employee Well-being Throughout the COVID-19 pandemic Shwapno committed to employee welfare by designating them as "Shwapno Joddha" (Shwapno Warriors) amid the challenges posed by the COVID-19 epidemic. The organisation implemented robust security protocols and provided necessary protective equipment with helpful working amenities. The organisation implemented crucial measures to maintain staff motivation while ensuring uninterrupted service to all clients (The Daily Star, 2021).

Sheba Pack Initiative - Assisting Communities During Crisis

Shwapno initiated the "Sheba Pack" effort to aid low-income families and other persons in need because of the COVID-19 outbreak (Awal, 2020). The Sheba Pack comprised essential everyday household items, including rice, lentils, salt, and sugar, along with other fundamental commodities available to clients at discounted prices. This program allowed users to purchase Sheba Packs for personal use or to contribute packages to underprivileged areas through the campaign's extension. Shwapno received widespread

acclaim for their "Sheba Pack" campaign, receiving the bronze prize in the Social Campaign category at Commward (Rahman A. M., 2023).



Figure 6: Sheba Pack Logo

2.2.0 Management Practices

ACI Logistics Limited (Shwapno) employs a democratic leadership style, wherein all departments are interconnected during the decision-making process about the organization's development.

“Shwapno” operates over 490 stores, governed by a comprehensive set of guidelines (Shwapno, 2025). Decisions are made by consulting subordinates and thoroughly considering their views and recommendations to determine the organization's direction.

“Numerous individuals possess multiple perspectives.” They rely on this quote to cultivate their thoughts and enhance creativity in the decision-making process. Shwapno maintains operational order by using a disciplined organisational framework that allows departments to collaborate efficiently across the whole company. Shwapno attains swift decision-making through the implementation of a leadership structure, leading to improved retail operations and dependability. Shwapno operates under the Group Managing Director of ACI Limited, who oversees other affiliated entities in his senior capacity. The managing director of ACI Logistics Limited (Shwapno) oversees all organisational tasks in his capacity as MD of ACI Logistics.



Department Name: Corporate Sales & B2B

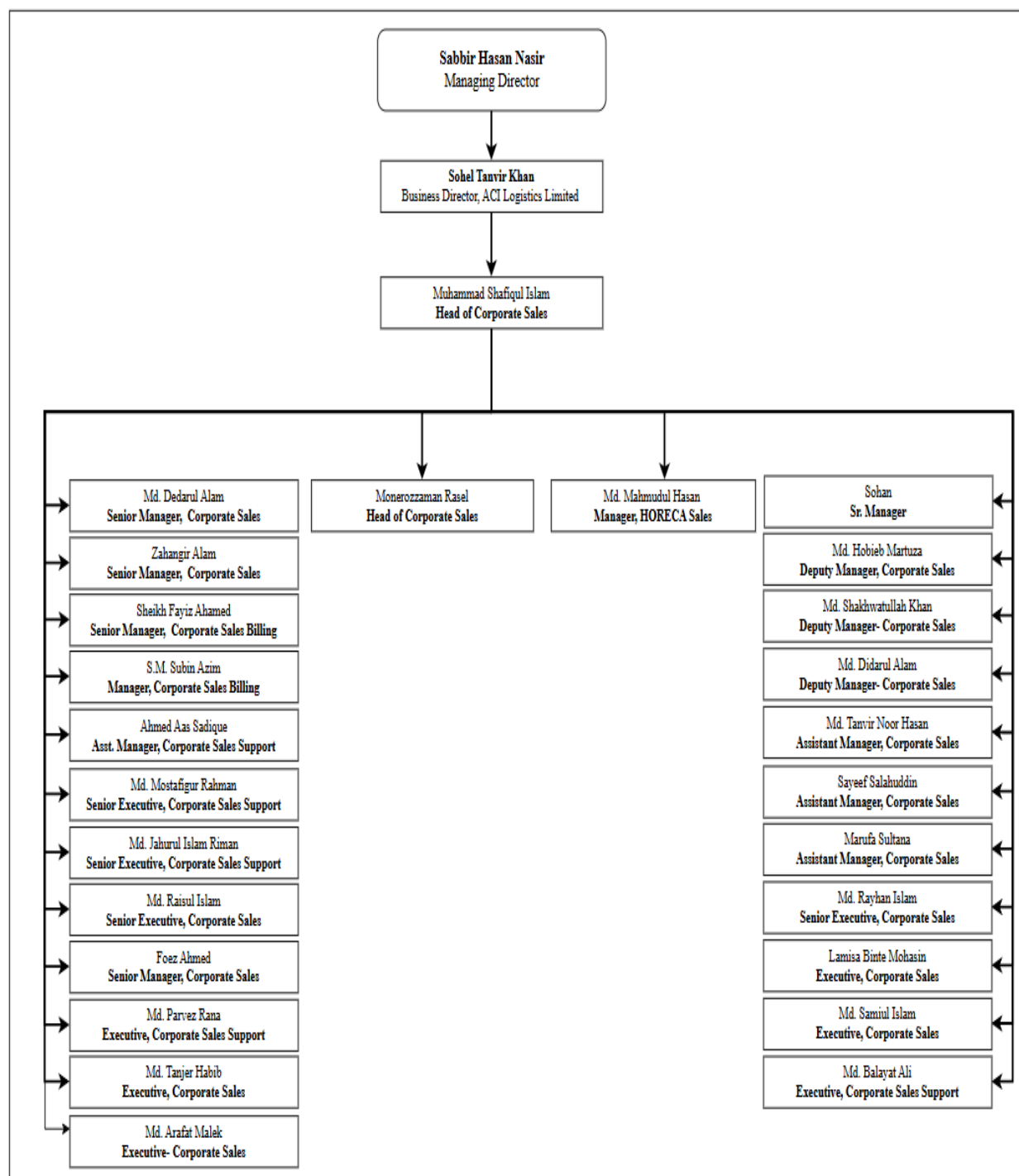


Figure 7: Corporate Organogram

2.2.1 Marketing Mix of Shwapno (4Ps of Marketing)

Product: Shwapno deals with various kinds of products across its 495 outlets around the country. Shwapno mainly categorizes their products in 10 distinctive categories (Shwapno, 2025). Which are,

1. Food: Includes fruits, vegetables, meat, fish, baking needs, drinks, snacks, frozen, canned foods and so on.
2. Baby Food & Care: Includes baby food, baby wipes, baby bath and skincare, baby oral care, baby accessories.

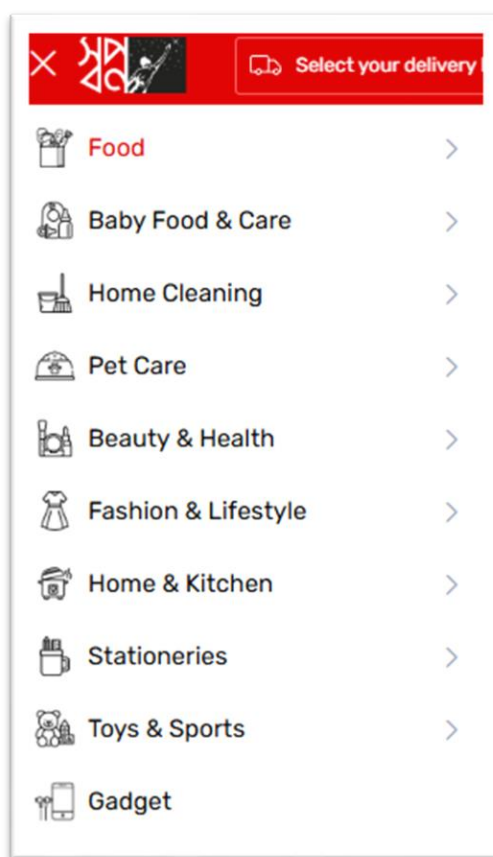


Figure 8: Shwapno Product Category

3. Home Cleaning: Includes dish cleaner, laundry, air fresheners, floor glass cleaner, toilet cleaners, pest controls, trash supplies.
4. Pet Care: Includes pet food and litters.

5. **Beauty & Health:** Primarily consisted of beauty care like body wash, soaps, creams, shampoo etc and health care products like first aid, antiseptics, medical devices etc.
6. **Fashion & Lifestyle:** Mainly focused on feminine products like Kurtis Tunics, Tops, Skirts and Palazzos. Lungi is also showcased in the section.
7. **Home & Kitchen:** Includes home appliances, kitchen accessories, kitchen essentials, home accessories, lights & electircs etc.
8. **Stationeries:** Primarily focused on writing and drawing materials like pen, pencil, notebooks, drawing books, and batteries.
9. **Toys & Sports:** Mainly kid's toys are showcased in this section.
10. **Gadgets:** Some basic feature phones are showcased in online marketplace.

Price: As Shwapno has diverse product section they implement 2 strategies to stay competitive in the market. First one is offering less price for the product compared to rivals. Secondly, implement discount offers for showcased products.

Promotion: Shwapno's promotional operation consists of TV advertisements, Newspaper sections, Social Media, Innovative Bill Boards, Stand Boards, and Promotional prices on festivals and religious occasions. Furthermore, Shwapno creates brands relations with the help of brand ambassadors like Chanchal Chowdhury and other prominent influencers of the country.

Places: Shwapno has around 495 outlets that includes retail locations across 65 regions in the country. The primary location of Shwapno includes Dhaka, Narayangonj, Mymensingh, Chittagong, Feni, Sylet, Moulovi Bazar, Bogra, Natore, Rangpur, Khulna, Jesore, Norshindi, Borishal, and Pabna.

2.2 Analysis of the Industry and Competition

2.2.1 SWOT Analysis

Strengths

Each organisation possesses distinct strengths influenced by the market. “Shwapno” is renowned for its extensive market presence and vast network including 495 outlets, including express and retail locations across 65 areas. Shwapno's extensive inventory enables them to expand with a diverse array of products, including food items, clothing, electronics, and perishables, therefore attracting a variety of clientele. They consistently deliver superior items to consumers. Furthermore, “Shwapno” consistently makes commitments to its consumers and strives to fulfil them for its devoted clientele. Additionally, it possesses a robust supply chain that guarantees an efficient and successful plan for delivering food to the shop, distributing items, and managing stocks (Shwapno, 2025)

Weaknesses

Despite "Shwapno" holding a leading position in the field, it possesses several limitations that may impede its future growth. A primary cause is the intense competition. We recognise that this is a retail sector, and maintaining a competitive pricing for the goods is a difficulty. It can provide both profit and loss. Furthermore, reliance on external suppliers for fresh items, like meat, fish, fruits, and vegetables, might elevate the risk of supply chain disruptions and compromise product quality. Currently, the E-commerce industry is one of the areas attracting client attention. Nevertheless, "Shwapno" may struggle to expand its digital presence due to its inadequate web platform.

SWOT ANALYSIS



Figure 9: SWOT Analysis

Opportunities

"Shwapno" possesses significant potential to seize diverse chances to enhance its market presence. The burgeoning E-commerce sector presents a significant chance to augment the company's market share and revenues (Rahman M. , 2024). Consumers are increasingly adopting internet buying habits. If the "Shwapno App" can enhance its framework, it may present a significant potential to seize market share. Furthermore, "Shwapno" might cultivate a strategic alliance with the local company to diversify its product range. It can also offer eco-friendly products that create a sustainable market.

Threats

Although "Shwapno" is the market leader, it encounters several challenges and dangers. External dangers might impact the retail industry. Emerging internet enterprises like Panda Mart and Chaldal pose a significant challenge to "Shwapno." It may jeopardise market leadership in financial growth, pose significant risks to customer retention, and result in operational and managerial costs, as well as disruptions in the supply chain. Furthermore, technological advancements may pose a potential challenge to physical retail establishments such as "Shwapno." These further measures should be used to alter consumer purchasing behaviour.

2.2.2 Porter's Five Forces

Porter's five forces primarily address corporate rivalry. Simultaneously, several factors affect customers according to cultural distinctions (G. Peter, 2024). This competition may lead to significant marketing competitions, pricing disputes, and minor enhancements. It assists rivals in producing high-quality food, enhancing services, and maintaining a steady market share.

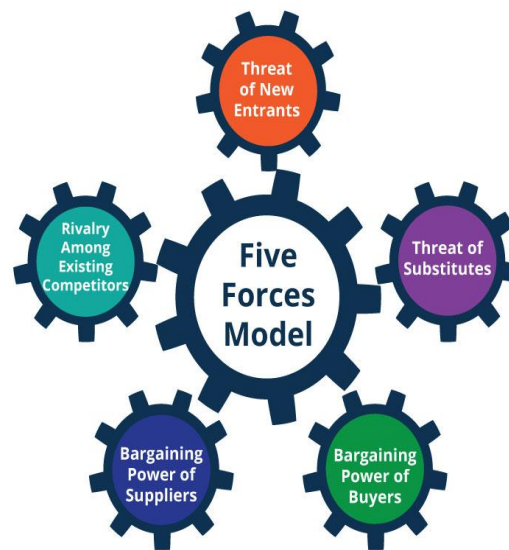


Figure 10: Porter's Five Forces Model

- **Potential for New Entrants:**

The new entrants are limited due to the substantial capital required to establish a retail chain in Bangladesh. Shwapno is recognised as the largest retail chain in Bangladesh, including 490 stores. It possesses a comprehensive network and supplier connections that present significant barriers to prospective entrants.

- **Power of Buyers:**

The bargaining strength of buyers is limited, mostly due to Bangladeshi consumers' consistent focus on product pricing. "Shwapno" offers an extensive array of product categories, including food, groceries, clothing, and gadgets, each catering to diverse

consumer desires. They provide the most advantageous and competitive price arrangements. They provide membership cards and guarantee an enjoyable shopping experience for consumers.

- Power of Suppliers:

The supplier power of "Shwapno" is moderate to high. It possesses a significant degree of influence attributable to its brand equity, corporate scale, and stability. Additionally, its parent business is ACI Limited, which offers a wide range of food and grocery items. Moreover, additional Fast Moving Consumer Goods (FMCG) companies are inclined to negotiate agreements with "Shwapno."

- Competing Rivals:

The competitiveness of an industry is intensified by the number of competitor firms. In the case of "Shwapno," the primary competitors are Agora, Uni-mart, Mina Bazar, Lavender Super Stores, and Khulshi Mart (Islam, S. (2024, January 27). "Shwapno" emphasises product enhancement via innovation and provides exceptional customer assistance via promotions and other offerings. They employ analysis and data collection to enhance customer comprehension.

- Threat of Substitutes:

The threat of substitutes is moderate to high. The regional marketplace and local retail establishments. Additionally, several online retail and grocery establishments, such as Chal-dal. Individuals need everyday necessities may go for the closest store for acquisition. Nevertheless, "Shwapno" has launched their online purchasing platform and offers complimentary delivery.

It is evident that "Shwapno" holds a reasonably good market position due to its brand value, extensive network, and diverse product lines. By innovating methods and implementing distinctive market competitiveness concepts, they can become a premier retail brand in the future.

Chapter 3: Internship Experience

3.1 Responsibilities

During the time that I spent working as an Analyst intern in the Human Resources department at Shwapno, I was responsible for managing projects and HR training, in addition to getting some experience in data analysis and visualization. My analytical and data-driven decision-making abilities were further boosted by the fact that I was more motivated to optimize the HR procedures by utilizing the PowerBI tool and Google sheets and excel. The purpose of this report is to provide an outline of my internship experience at Shwapno and my work in the Human Resource department.

3.2 Data Analysis & Power BI Visualizations

3.2.1 Training Course Evaluation

I was assigned to analyze the completion rates of twelve foundational training courses for Outlet Operations Managers and Inventory and Cash Management Officers. All of the outlets were targeted for improvement in terms of both their operational efficiency and the quality of their service. The Content of Training:

1. Training for Point-of-Sale Systems: How to Operate and Troubleshoot POS Systems
2. Managing interactions with customers and being able to resolve complaints
3. Standards of housekeeping and cleanliness inside retail establishments: maintenance
4. The practice of arranging things on shelves, often known as shelving, is a method of displaying goods in a manner that enhances their availability and increases their appeal.
5. Daily Stock Inventory: The process of carrying out precise inventory evaluations on a daily basis or more often
6. Product Acumen: Acquiring a comprehensive awareness of the benefits and characteristics of a product
7. Maintaining high standards for product quality and freshness.
8. Demand generation: creating demand from the point of view of the current product level

9. Obtaining information on sales and operational access, in addition to analysis
10. Promotional Tag Printing: The process of creating and displaying price tags for promotional purposes
11. The Operating Procedures of Weighing Scales Digital weighing scales are used for accurate functioning
12. Receiving and organizing: As soon as goods are delivered, arrange them.
13. Cash Management
14. How to download daily operational reports

Six trainings per month were planned as an average, with other sessions like housekeeping, product knowledge, and POS training performed more than 10 times monthly. The training sessions were taken mostly on company classrooms or conducted online depending on the situation. My responsibilities also included creating reports, and processing the overall performance of the effective training programs in addition to aggregating data from twenty-one sources.

3.2.2 Training Evaluation Procedure

My supervisors helped me develop a system that invites workers to training depending on their performance in previous sessions through email. I performed this by utilizing spreadsheet formula to compare every worker's data with the latest training outcomes kept in my Google Sheets. I divided the employees into three groups after evaluation.

Passed: individuals who successfully finished the training

Failed: individuals have to retake the training

Absent: individuals who completely missed the training

New staff were recruited every month as Inventory and Cash Management Officers (ICMOs) or Outlet Operations Managers (OOMs), and new outlets are established. I needed to verify that every OOM or ICMO was included into the system, since many bigger outlets had a lot of employees.

I was tasked with regularly updating the invitation list and assigning all workers to the proper training sessions per the training requirements. This ensured that all individuals attended essential training sessions and facilitated the organization's management of training attendance more efficiently

One of my monthly responsibilities was to update and maintain the All-Score Sheet, which I created by amalgamating individual score sheets from many training sessions. This document was very comprehensive and included essential information such as:

1. Employee name, identification number, job title, outlet code, and employee name
2. Training Title, Trainer's Name, Venue, and Duration of Training
3. Influence of Training, Skill Deficiency, Initial Score, and Final Score

I used calculators and foundational formulae to ensure precise outcomes, and I diligently verified the data to avert inaccuracies. A vital component of my process to guarantee the accuracy and consistency of all data was data validation.

Owing to the company's rapid expansion, many new employees are recruited each month. This necessitated the continual collection and compilation of fresh data sets. Data cleansing was among my most challenging responsibilities, especially in rectifying absent or erroneous employee IDs for contract workers. I confirmed that these IDs corresponded with the official business records to guarantee the proper usage of the training data.

For the HR department, maintaining precise and uniform training records was essential. It facilitated the monitoring of employee development and the evaluation of each training program's effectiveness.

One of my monthly duties was updating and maintaining the All-Score Sheet, which I developed by amalgamating separate score sheets from various training sessions. This document was comprehensive and included significant information, including:

1. Employee Identification Number, Name, Position, Outlet Code and Designation
2. Training Title, Instructor Name, Location, and Duration of Training

3. Pre-Assessment, Post-Assessment, Competency Discrepancy, and Training Effectiveness

To guarantee precise outcomes, I used foundational formulae and calculators, meticulously verifying the data to prevent errors. Data validation was an essential component of my procedure to ensure the accuracy and consistency of all information.

Due to the company's fast expansion, several new workers are being recruited each month. This necessitated the continual collection and amalgamation of fresh data sets. A significant problem I encountered was data cleansing, particularly rectifying erroneous or absent employee IDs for contractual workers. I ensured that these IDs corresponded with the company's official records to facilitate the effective use of the training data. Ensuring the consistency and accuracy of training records was crucial for the HR department. It facilitated the monitoring of employee growth and the assessment of the efficacy of each training program.

3.2.3 Training Attendance Check & Report

I assisted in the development of a system that monitored the progress of training across the organization by initially compiling the training attendance form at the beginning of each month. The following was included in these graphic reports:

1. The number of staff members present at each session is indicated in the monthly attendance summary of training.
2. Attendance and completion rates for each training program were monitored over time in the graphic.
3. Impact of Workplace Safety Training: This document documented the attendance of female employees at safety training courses and incorporated feedback that was received subsequent to the training.

4. I monitored program participation with the objective of preventing the misuse of loyalty cards.
5. I oversaw the attendance and participation of staff members in training courses that addressed ethical conduct in the workplace.



Figure 11: Report Analysis

I also managed attendance records that were either missing or inaccurate for each training session. I consistently contacted staff members to encourage and remind them to come to the training sessions, thereby contributing to an increase in participation. I created visual reports to identify trends in employee feedback, particularly in terms of consistent security concerns, in addition to data management. These realizations facilitate the more effective resolution of workplace safety concerns. I was also responsible for ensuring that privacy was upheld during training announcements. I diligently concealed personal information from the communications by employing Bangladesh's bulk SMS system. In order to ensure that female employees' privacy was protected and that appropriate communication was maintained throughout the organization, they were granted private invitations to training courses.

3.3 HR Compliance Responsibilities

My regular duties included the monitoring of HR compliance records and the support of numerous compliance-related tasks. I created an Excel file at the end of every month outlining all compliance concerns and displaying which ones were fixed satisfactorially. I was able to more effectively manage compliance issues by working closely with Mousumi Akter Mou, the Manager of Training & Compliance. The primary compliance issues that I was focused on were:

1. Behavioral Issues
2. Job Negligence
3. Female Issues
4. Rules Violation
5. Loyalty Card Issues
6. Theft

These 6 are the primary focus of monthly compliance maintenance along with some other irregular issues as well. Routine compliance assessment was done for individual issues. We generally conducted at least one session for each issue per month and sometimes multiple sessions if the issue requires. This facilitated the development of my communication skills and the identification of innovative HR concepts. Working with the training and loyalty departments enabled me to complete my assignments efficiently, as I was required to verify critical information to ensure that compliance procedures were accurate and effortless. This experience helped me to have a strong awareness of general HR operations and compliance requirements by means of insightful knowledge of core HR functions and data analysis.

3.4 HR Project Work

3.4.1 Business Scope Analysis Using Sales Growth Rate & Attrition Data

I examined sales growth rate (GR) data from June 2024 to November 2024 using six months of employee attrition data to determine the impact of high staff turnover on business performance. The study found that while stores with frequent staff turnover had lower sales results, those with stronger employee retention saw higher sales growth. This study showed that employee retention is critical to long-term revenue growth and business stability. I was able to hone my analytical abilities and increase my Excel proficiency for more precise data management and interpretation by working closely with the head of the business analysis department on this project.

3.4.2 HR Meetings & Documentation

I regularly updated task trackers with relevant information and recorded notes during meetings to maintain responsibility for current HR tasks. Attending a KPI training with the full HR team, including the Managing Director (MD) and other department heads, was one of the best internship experiences. This experience provided me with a solid awareness of the process, relevance, and role that KPI (Key Performance Indicator) creation has in a business's overall success. I realized that a great KPI must conform to the SMART framework, which ensures that every aim is,

Specific: Conscious and targeted

Measurable: Predicated on measurable results

Achievable: Practical and doable

Relevant: In line with corporate goals

Time-bound: Constructed within a specified time frame

If I understand and apply SMART KPIs, I will be able to better express my duties and create clear performance targets in future employment. With this information, I want to confidently communicate my KPIs to prospective employers, ensuring that my duties and objectives are reasonable and clearly linked.

3.4.3 PowerPoint Presentations for HR Projects

As part of my work on HR projects, I created PowerPoint presentations for the following purposes:

1. Compliance and Training Report Presentation;
2. PMS Application Presentation;
3. KPI Seminar Presentation.

I used Canva, Microsoft PowerPoint and Google Slides to enhance the visual presentation of each slide. Through the use of Canva, I was able to create presentational material that had an improved and more professional look.

3.5 Trainer's Profile Development & Shwapno Value Tree

During my time at Shwapno, I took the effort to build a Trainer's Profile. This profile included essential information about the trainer, such as their credentials and their track record of teaching. As a result of this program, trainers were motivated by being recognized for their achievements. Furthermore, this assisted trainees in recognizing and establishing confidence in their supervisors. Also, this initiative developed a methodical record of the credentials of trainers for the H.R. department. During the course of this project, the efficiency of the training was increased by appropriately appointing



Figure 12: Trainer's Profile Development

experienced mentors to provide the staff members with high-quality instruction. As a presenting tool for demonstrating to employees the essential Shwapno concepts together with their practical significance in business environments, I developed the PowerPoint presentation known as the Shwapno Value Trees (Values). In the form of a presentation, the values of Shwapno were transformed into a visual metaphor. The Managing Director envisioned the presentation as a tree, with each branch representing a basic concept. I was able to transform the organizational idea into an engaging training resource that offered participants knowledge that was of great utility to them. I leveraged consultations

with top executives to build a presentation structure that integrated engaging stories, visuals, and relevant practical examples to make it easier for staff members to comprehend the organization's essential principles. The goal of the training was to increase employees' grasp of corporate ethical standards, as well as their ability to work together effectively and their professional precision, all of which would lead to everyday work improvements that would be directed toward Shwapno's purpose.

3.6 HR KPI for GMD Reporting

While I was working as an intern at Shwapno, I was responsible for preparing HR Key Performance Indicators (KPIs), which were required for GMD reporting reasons. For the purpose of developing insights on staff retention and management, the assignment required me to gather workforce data from colleagues in human resources at the company.

Among the most important metrics that I obtained and reported were:

1. The number of clusters that were communicated: The level of employee engagement with different clusters was monitored by keeping a record of all the clusters that were conveyed throughout the reporting period.
2. The total number of clusters: In order to identify the exact coverage area, the organization uses a complete set of clusters to conduct its operations.
3. Employee Turnover Report (Voluntary): This report lists the employees who quit on their own during October so that the appropriate turnover rates can be calculated.
4. The Number of Average Employees During the Period: It is important to determine the average size of the workforce in order to comprehend the stability of the workforce.
5. Number of New Active Employees Hired in the Past 12 Months: This shows how much staff has grown and stayed stable.
6. Number of New Employees in the Past 12 Months: Find out about hiring trends and how the company plans to grow.

7. Employee Cluster Communicated Percentage: Determines the efficacy of communication directed at employee clusters.
8. Rate of New Hire Retention in the Last 12 Months: This shows how well the company keeps new employees for the first year.

Strategic choices about human resource management benefitted from this crucial reporting since it provided leadership staff with comprehensive knowledge on workforce patterns, as well as statistics regarding communication dispersion and employee retention trends. My job to check records, together with information validation and correct reporting responsibilities, helped me acquire superior data analysis skills, which I was able to do as a result of the reporting process. By participating in this event, I was able to obtain information about HR analytics, as well as its capacity to improve the employee experience and the operational effectiveness of the firm.

CHAPTER 4: CONCLUSIONS AND KEY FACTS

4.1 Recommendations for HR Efficiency

Based on my data-driven research and insights, I have recommended a few strategies, which can dramatically increase HR efficiency and training effectiveness —

1. **Direct Access to SQL Database for HR:** One of my suggestions would be direct access for the HR team to the SQL employee database. To facilitate employee observation and reduce reliance on ad hoc requests for information regarding employee skills and training management, this would mean the hassle-free management of information which is furnished for the training schedules of new employees.
2. **HRIS Improvement:** I propose an upgrade to HRIS by creating a role-based configurable dashboard. This would enable HR personnel and management to make quicker and better decisions based on appropriate employee metrics.
3. **Visual dashboard on training performance analytics with respect to different outlets, roles and time frames:** I think developing a visual dashboard which helps them track the training performance across various outlets and roles over a period of time will be more efficient. HR and department heads would then be able to track trends, detect gaps and improve their decisions based on the metrics.
4. **Monthly Training Calendar with Automated Reminders:** I suggest to move to a single digital calendar mechanism where all training will be there with reminders via emails or sms. It would enhance communication, decrease absenteeism, and ensure that employees are kept in the loop regarding their training.
5. **Collect Post-Training Feedback for Improvement:** I suggest to get the feedback from the participants after every training batch. HR could have a reliable way to assess how well a training worked, and could iteratively improve training based on employee feedback if it had a formal feedback mechanism.

4.2 Key Understandings

During my period at Shwapno, I encountered challenging circumstances that were a result of the rigorous work environment and the high operating pace of the company. As a result, I had to take some time to adapt to the professional culture. It took me around 14 days to grasp workflow operations, data processing methodologies, and departmental protocols. The most significant challenge I encountered throughout my internship was understanding how to master data analysis procedures while also gaining knowledge about HR file management systems inside the department. Standardized database management encountered challenges due to the fact that human resources data was spread out over many Google Spreadsheets, which made it impossible to obtain files when they were needed. In order to remember the names of spreadsheets as well as the connecting points between them, it was necessary to make a consistent commitment to memorizing and practice. Because of my considerable experience with this system, I have now achieved mastery of navigation, which has resulted in an improvement in my operating speed when working with HR analytics data. The assignment of taking notes during meetings turned out to be yet another significant obstacle that I had to overcome. In the beginning, I had a hard time distinguishing between statements meant for documentation that were vital and those that were not relevant. The Human Resources meetings included a wide range of subjects, ranging from strategic planning issues to operational choices. While observing senior workers and receiving advice from my bosses, I was able to acquire the skills necessary to establish a systematic approach to note writing. I was able to gain the ability to select important points from conversations over the course of time, which enabled me to capture information that was actionable and thus influenced the operations of the department. I was able to properly handle data administration, file organization, and meeting documentation as a result of my expertise, which allowed me to adapt to the changing environment of the workplace.

4.3 Conclusion

During my internship at ACI Logistics Limited (Shwapno), I gained valuable knowledge about the integration of human resources and logistics. I also contributed to the development of training scorecards, dashboards in Power BI, and Google Sheets programming. As part of the team, I established training invitation systems, tracked attendance, and assessed employee reasons for leaving the organization. This knowledge has helped me understand the role of human resources and logistics in the retail sector, and how to use tools like analytics and compliance procedures to enhance growth and efficiency. This experience also helped me improve my communication skill which is one of the crucial skills to have to operate in a corporate. My internship period at ACI Logistics Limited (Shwapno) has helped me get accustomed with the corporate culture and day to day work operations of a company and it helped me get ready to start my professional career with confidence and proper capability.

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Appendix



ACI LOGISTICS LIMITED
NOVO TOWER, LEVEL 8
270, TEJGAON I/A, DHAKA-1208
BANGLADESH
+8802 8870982-7
+8802 8870991
WWW.SHWAPNO.COM

ACILL-HR/FTH/06-2025

June 26, 2025

TO WHOM IT MAY CONCERN

This is to certify that Mr. Abdul Alim Alve from United International University has completed his internship in our Human Resources department as an Analyst under the supervision of the Senior Manager (Lead HR), Talent Acquisition & HR Strategy from April 06, 2025, to June 30, 2025.

We wish him continued success in life.

Rumana Jahan
Senior Manager (Lead HR)
Talent Acquisition & HR Strategy
ACI Logistics Ltd.