

Internship Report on Analyzing the Supply Chain Process of Savlon Antiseptic Soap: From Raw Material Procurement to Final Consumer



Submitted By :
Md. Atiqur Rahman
ID: 111 193 034
February 2025

**This Report is Submitted to United International
University's School of Business and Economics as
Part of the Bachelor of Business Administration
Degree Requirements.**

Letter of Transmittal

February 28
Dr. Saad Hasan
Associate Professor
School of Business & Economics (SoBE)
United International University (UIU)
Dhaka-1212

Subject: Submitting the Internship Report of Bachelor of Business Administration (BBA).

Dear Sir,

I am submitting my internship report on the topic “Analyzing the Supply Chain Process of Savlon Antiseptic Soap: From Raw Material Procurement to Final Consumer”. This internship report is the result of my own work and analysis that I have done by following your guidance as well as the guidelines provided by ACI Limited. I hope this report to be informative as well as comprehensive. Apart from my academic knowledge, the preparation of this internship report has given me the opportunity to make a survey on analyzing the impact of promotional strategies on consumer purchasing behavior. I believe that the knowledge I have acquired from this study will be an invaluable asset in my life. I am very grateful to you for your constant support. I have tried my level best to make this report presentable and informative worthy and complete the report appropriately as much as possible. I hope that you would like and accept my report and review it.

Sincerely Yours,

Md Atiqur Rahman

ID: 111 193 034

United International University

Acknowledgement

First of all, I would like to give all thanks to the Almighty Allah (S.W.T) for giving me the opportunity to do this work.

Completion of anything requires supports from varied sources and I am thankful to some people for their constant support.

I would like to thank my internship coordinator Prof. Dr. Saad Hasan for his valuable time, guidance, and constant support for preparing this internship report.

I would like to express my gratefulness to my industry supervisor Mr. Asadul Islam Shuvo-Marketing Manager, Consumer Brands- ACI Limited. Similarly, I would also like to express my genuine appreciation to Arnisha Jahan Riya- Brand Executive, Consumer Brands- ACI Limited for being such a supportive supervisor during my internship tenure. I also want to thank Taskin Tariqul Islam- Senior Product Executive, Shokuntola Paul- Brand Executive, Riasat Rahman- Brand Executive, Shadman Aziz- Senior Brand Executive, Saif Muhammad Anwar- Brand Executive, Consumer Brands- ACI Limited for their constant guidance and support. It would have been very difficult to prepare this report without their support.

Lastly, I am thankful to BBA Department, of United International University for providing this opportunity in our curriculum which enabled us to be directly affiliated with the practical working situations as part of our academics.

I tried my best to complete this report in full. Any feedback on this will be greatly welcome.

Md Atiqur Rahman

ID: 111 193 034

United International University

Executive Summary

In the contemporary global marketplace, proficient supply chain management is regarded as a substantial competitive advantage for enterprises. The organization that implements comprehensive supply chain planning enhances efficiencies. Supply chain managers strategize, coordinate, and regulate the movement of commodities to enhance the company's competitiveness and manage expenses. They establish connections among suppliers, enterprises, and customers. ACI, a prominent domestic organization in Bangladesh, has been enhancing the economy by offering quality consumer products at relatively inexpensive prices. The investigation into ACI's winning factor would reveal its exceptional supply chain process. The research aims to elucidate how ACI's supply chain actions enhance the company's efficiency and competitiveness in the market. This study elucidates the supply chain of ACI via the lens of this notion.

Supply chain management is increasingly acknowledged as the administration of essential business processes inside the supply chain. Enhanced supply chain management can reduce overall system costs, inventory levels, and cycle durations while markedly improving stock availability and inventory turnover rates. Resolving these challenges will yield more profitability, enhanced customer service, and a competitive advantage for the organization. ACI has consistently benefited from its exceptional supply chain management. It provides unparalleled professionalism and experience in all commercial activities of ACI, hence achieving a competitive edge and enhancing customer trust and market share. During my internship at ACI Limited, I acquired practical experience in market research, product development, and campaign management, which offered significant insights into the company's supply chain processes. These experiences underscored the significance of data-driven decision-making and interdisciplinary collaboration in enhancing supply chain processes, especially for items such as Savlon Antiseptic Soap.

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CHAPTER ONE: INTRODUCTION

1.1 Objectives of the Study

The priority of this study is to elucidate the relatively novel concept of "supply chain management" within the business domain, as well as to examine its implications and advantages. The research is distinctly centered on the corporation ACI. This investigation will provide an analysis of the supply chain process of the aforementioned company.

In the process I have performed industry study developing a thorough comprehension understanding of the FMCG market landscape within both retail and modern trade sectors. Gained critical insights into competitors' business practices, marketing strategies, and trade pricing structures.

In addition, I have tried to comprehend the activities undertaken by ACI in relation to supply chain operations and to analyze the manner in which these activities have been executed by ACI. The objectives of the investigation are articulated in detail as follows:

- *The initial step is to understand the procedure for forecasting the demand for basic materials required over the course of one year.

- *The second objective is to acquire knowledge regarding the organization's supplier sourcing, procurement processes, and inventory management.

- *The third objective is to acquire knowledge regarding the company's transportation, logistics, and distribution operations.

CHAPTER TWO: INTERNSHIP EXPERIENCE

2.1. Market Research & Analysis

During my internship at ACI Limited, I conducted extensive market surveys across diverse regions, gaining a comprehensive understanding of the Fast-Moving Consumer Goods (FMCG) market in both retail stores and modern trade outlets. This experience enabled me to analyze pricing structures across various levels of the supply chain, from distributors to end consumers, and identify the key factors influencing pricing decisions. Additionally, I developed strong skills in identifying market trends, understanding customer preferences, and evaluating competitors' strategies within the FMCG industry.

2.2. Product Development

I actively contributed to the development of several products, gaining valuable insights into the product development lifecycle. Key projects included:

- **EcoSoft Tissue:** I played a role in the development of a **sustainable tissue product**, focusing on **positioning, pricing strategies**, and **raw material considerations**. This experience highlighted the growing importance of **eco-friendly products** in addressing market gaps and meeting consumer demand for sustainable solutions.
- **AloeShield:** I assisted in the development of a **medicated facewash** targeted at male consumers, emphasizing its key benefits such as **pollution defense** and **antibacterial protection**. This project provided me with insights into the **men's skincare market** and the importance of tailoring products to meet specific consumer needs.

2.3. Industry Knowledge

Through my internship, I conducted in-depth research on **global brands** in the **handwash, body wash**, and **soap** categories. This research allowed me to understand their **unique positioning, product features**, and **market strategies**. I also gained insights into how **global trends** influence local markets and the importance of adapting products to meet the needs of **Bangladeshi consumers**.

2.4. Campaign Management

I had the opportunity to participate in the **Shinex Shera Hamagurian campaign**, where I gained hands-on experience in **campaign planning, execution**, and **consumer engagement**. This experience taught me how to align marketing campaigns with **brand positioning** to drive **brand awareness** and **sales performance**.

Brand Activation Campaign for Savlon Shinex Floor Cleaner:

Every year, ACI Savlon Shinex, a floor cleaning product, set up a baby competition under "Shinex Shera Hamagurian." Babies participate in races in a racetrack that ACI Savlon Shinex Floor Cleaner cleans before the event to demonstrate that this floor cleaner keeps the babies free from germs while they are on the floor. This company advocates its floor cleaner as the finest floor cleaning product in light of this competitiveness. This company advertises

this competitiveness on Shinex Floor Cleaner's social media page before the competition, which generates a lot of interaction with the consumers—mostly new moms who are more concerned about their children running on a clean floor.



A glimpse from the **Shinex Sherā Hamagurian Season 2**

By setting handwashing stations next to the food serving area of the Pooja Mondobs, Savlon Handwash is promoted in this campaign as people wash their hands with it. The brand is demonstrating a fantastic effort because the consumers are concurrently learning about the brand and the product and about the quality of the latter. The individuals using Savlon Handwash will have a good opinion of the merchandise if they discovered it precisely the kind of handwash they want. They will also identify this handwash and strive to purchase it wherever they will visit a retail store, superstore, or internet shop. This is ACI Savlon's primary goal for this campaign. Here is a peep into the Pooja Campaign for this year:



2.5. Communication Skills

My internship significantly enhanced my **communication and interpersonal skills**. Through interactions with **distributors, retailers, and customers**, I learned how to effectively engage with diverse stakeholders. This experience also improved my ability to convey ideas clearly and build strong professional relationships.

2.6. Broader Understanding of FMCG Dynamics

I developed a comprehensive understanding of the **FMCG industry dynamics**, particularly the differences between **retail** and **modern trade distribution systems**. This included analyzing the **challenges** and **opportunities** in each distribution channel. Additionally, I gained insights into **product lifecycle management**, from **conceptualization** and **pricing** to **distribution** and **marketing**.

2.7. AI-Driven Planning and Distribution Process

ACI Limited utilizes **Artificial Intelligence (AI)** to enhance supply chain efficiency. AI projects SKU-wise demand for a 6-month period, refines forecasts using historical data, and finalizes production plans to ensure optimal stock availability. AI-driven **distribution planning** helps allocate stock to regional depots, minimizing stockouts and ensuring smooth logistics operations.

2.8. Circular Process Flow in Production and Distribution

ACI follows a **collaborative production and distribution model**, ensuring continuous product availability. The process involves manufacturing SKUs based on demand forecasts, securing raw and packing materials, finalizing production schedules, and efficiently distributing products to regional depots. Strong coordination between **Supply Chain Management (SCM), Procurement, and Business Teams** ensures optimized resource allocation and minimal disruptions.

2.9. Monthly Operating Plan (MOP) Process

The **MOP framework** enables ACI to forecast and plan sales volumes for SKUs over 3-month and 6-month horizons. It involves setting brand-wise topline targets, analyzing SKU-wise volume sales using historical data, and refining forecasts through manual adjustments to align with market trends and seasonality. This structured planning enhances resource allocation and demand forecasting accuracy.

2.10. Production Requirement Alert Process

To maintain optimal stock levels, ACI has implemented an automated **Production Requirement Alert System**. It involves finalizing MOP, projecting short-term sales, tracking current stock levels, and triggering alerts when inventory falls below a critical threshold. This ensures timely production, reduces stockouts, and enhances supply chain responsiveness.

Through these processes, ACI has successfully integrated **AI-driven analytics, strategic planning, and efficient coordination** to streamline operations and improve overall supply chain performance.

2.11. Key Takeaways

My internship at ACI Limited provided me with invaluable insights into the **FMCG industry** and the **supply chain processes** that drive business success. Through hands-on experience in **market research, product development, campaign management, and stakeholder engagement**, I developed a strong foundation in **data-driven decision-making, strategic planning, and effective communication**. These learnings will undoubtedly contribute to my professional growth and future endeavors in the field of marketing and supply chain management.

- **Data-Driven Decision-Making:** I learned the importance of leveraging **data-driven insights** in product development and market entry strategies to ensure informed decision-making.
- **Branding and Positioning:** My experience highlighted the critical role of **branding** and **positioning** in shaping consumer perception and driving sales performance.
- **Cross-Functional Teamwork:** I observed the value of **cross-functional collaboration** in achieving project goals, from product development to execution and distribution.

CHAPTER THREE: METHOD

3.1 Data collection

This exploratory study report is based on both primary and secondary sources. The particulars of these sources are outlined below:

Primary Sources: Primary data were obtained straight from the officials. I have engaged with the relevant executive official regarding the relative supply chain activities and utilized their comments as primary data. I am currently undertaking an internship in the commercial section of that firm for an extended duration. This section oversees all supply chain activities. My professional expertise also serves as a main source of data for this research.

Secondary Sources: The yearly budget in house training materials corporate handbook, internal meeting textbook, marketing report, annual report (2023–2024), business handbook, online and other data has been gathered.

3.2 Research methodology

The way the study is organized helps the reader to easily understand the general meaning of the report. Primary and secondary sources together provide the data used for the study. The nature of the problem makes only qualitative evidence useful for climbing the decision-making ladder. This research philosophy is pragmatic. Pragmatism rejects the idea that cognition's goals are to reflect, describe, or portray reality.

Pragmatists build their theory on the idea that mind is a means of prediction, action, and problem-solving process. Pragmatists contend that most philosophical topics are not really relevant. More often than not, the practical uses and achievements of knowledge, language, ideas, meaning, religion, and science help one to grasp their essence rather than their representational correctness.

3.3 Limitation

- The limited time and resources of the research make it impossible to investigate all the elements for every supply chain activity of every consumer products company operating in Bangladesh in great detail. Rather, I had to be burdened with focusing on the supply chain activities of the ACI.
- Insufficient sources made information verification impossible.
- The company might regard many parts of the report as confidential.
- Lack of experience means that the report might have flaws even if maximal labors have been used to prevent any form of error.

CHAPTER FOUR: COMPANY OVERVIEW

4.1. Historical background of ACI

Founded in 1968 as a division of Imperial Chemical Industries (ICI), ACI was based in what then was East Pakistan. Following its independence, the business was incorporated as a Public Limited Company and opened in Bangladesh on January 24, 1973 under the name ICI Bangladesh Manufacturers Limited. Having first share transactions on March 9, 1994, this firm was also listed on the Dhaka Stock Exchange on December 28, 1976. Then on May 5, 1992, ICI sold the local management team seventy percent of its stock share. As such, the firm registered formally under Advanced Chemical Industries Limited. On October 22, 1995, the listing with the Chittagong Stock Exchange became live.

ACI's goal is to achieve business excellence by means of a thorough understanding, appreciation, fulfillment, and exceeding of client expectations—that is, by means of quality. Following International Standards for Quality Management Systems helps ACI to ensure constant quality of its goods and services, therefore assuring client satisfaction. Following all national regulations relevant to its present activities, ACI makes sure it complies strictly with current Good Manufacturing Practices (CGMP), as advised by the World Health Organization. The World Economic Forum, the main body for corporate networking, has named ACI a Founding Member of the Community of Global Growth Companies. Distinguished by its worldwide legacy, Advanced Chemical Industries (ACI) Limited is among Bangladesh's top companies. The corporation now runs four main Strategic Business Units out of its activities.

4.2. Consumer Brands Department's Activities

This company was formed in 1995 and is known as ACI Consumer Brands that brought ACI aerosol and Savlon to the market as key products. The company over the years has been expanding its global footprint by partnering with Dabur India, Tetley UK and bringing in new products like ACI Mosquito Coil and ACI Pure Spices and Flour. The market leaders, with an undiluted market share of nearly 80 percent each, are ACI's brands ACI Aerosol and Savlon. The company has also done quite well to promote international brands in the country, such as Colgate, Palmolive and Savlon, to meet the growing demand for global household and personal care products. As a result, ACI has brought to Bangladeshi consumers notable brands like Tetley tea, making good their market position (Aci-bd.com, 2024).

Toiletries

Comparatively to the year before, toiletries company FY 2023–24 had a 6.5% increase. Rising prices caused consumers to give food first priority over non-food needs, hence modulating the growth pace. The company moved into the tiles cleaning market with Shinex in response to changing customer requirements and introduced 11 new items including the Baby Soft brand with baby soap, baby lotion, and baby wash. With Savlon Liquid Antiseptic earning 19.7% sales increase and the ACI Neem Original portfolio showing a 29% rise over last year, Savlon, the flagship brand in the portfolio, kept leading in personal care. Driven by strategic innovation and category development, the toiletries company is focused on improving consumer lives and expanding healthcare access.

International Business

With a 3.4% increase over previous year, the International Business Unit came to finish FY 2023–24. This expansion tracks the founding of the joint venture "Colgate Palmolive ACI Bangladesh Pvt. Limited," intended to increase oral care market capacity. Future scalability finds a solid basis in the cooperation. Using Joint Business Plans (JBP), the company is focused on expansion and effectively increasing sales with important contemporary trade and e-commerce partners. Under macroeconomic difficulties, a "visibility drive" has enhanced brand presence and established relationships all throughout the nation.

Hygiene

With an amazing 49% revenue increase over previous year, ACI Hygiene Business closed FY 2023-24. New product introductions, successful marketing efforts, and improved sales practices drove this expansion. The company deftly negotiated supply restrictions and inflation's issues with strategic initiatives. Important products like sanitary napkins and baby diapers saw notable increase in all sales outlets. Looking forward, ACI Hygiene Business wants to keep on its double-digit growth path by expanding its range of products and enhancing its market presence.

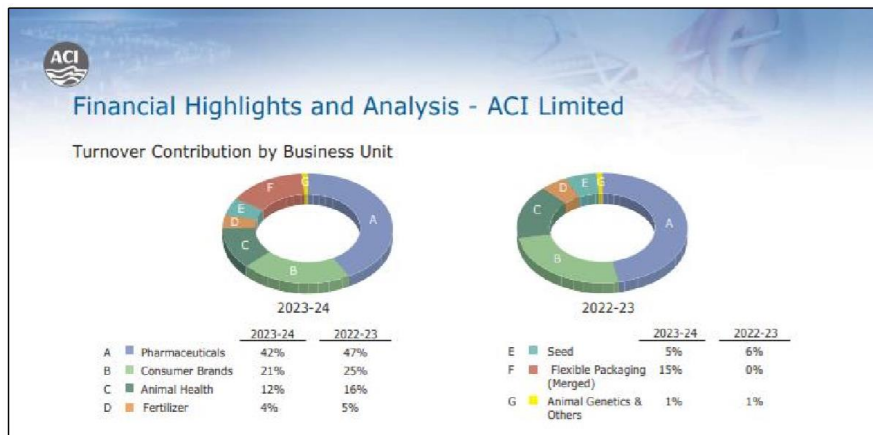
Home Care Solution

Solution for Care Home Care Solutions saw a strong 42% increase over the year in FY 2023–24. This accomplishment came from a varied portfolio spanning Pest and Non-Pest divisions. With a 50-year heritage, ACI Aerosol Insect Spray maintained a 90% market share and had 17% expansion in front of inflation and competition. Supported by a range of scents and improved messaging, Angelic Air Freshener dominated the Air Care category with 38% growth. Vanish maintained the Toilet Cleaner segment's consistent increase under effect of advertising and increased distribution.

Salt

With de-growth of 2% over the previous year, ACI Salt Limited finished FY 2023–24. Mostly, this drop was brought on by major production difficulties brought on by inconsistent gas supplies throughout year. ACI Pure Salt maintained its leading position in the vacuum salt industry despite these operational challenges. Our constant dedication to excellence keeps ACI Pure Salt's reputation as a reliable household brand growing stronger. Emphasizing its position as the most popular salt brand in the nation, ACI Pure Salt was named the Best Brand for the 12th straight year and kept its prestigious Superbrands designation for the third year in a run.

4.3. Contribution of all the Business Units in the Financial Statement



Financial Highlights of ACI Ltd. (2023-24)

The analysis provides an insight on the financial highlights of ACI which signifies that the Pharmaceuticals and Consumer Brands sectors were the major drivers that pushed the revenue of the company in fiscal year 2023-24. The overall turnover is mainly contributed by these sectors. Moreover, divisions other than fertilizer that has been included as supplementary divisions like Animal Health, others as well have also been substantially contributing to improving ACI Ltd.'s (Aci-bd.com, 2023) overall financial performance.

4.4. Product/Service offered by ACI

Name of the Product	Consumer Brand
<u>Household Insecticides</u>	• ACI Aerosol and ACI cockroach Spray • ACI Mosquito Coil
Antiseptic & Personal Care	• <u>Savlon</u> Antiseptic Cream • <u>Savlon</u> Liquid Antiseptics • First Aid Kit • <u>Savlon</u> Antiseptic Soap • <u>Savlon</u> Antiseptic Hand Wash • <u>Savlon</u> Shower Gel
Home Care	• Angelic Fresh Air Freshener • Angelic Auto Dispenser Air Freshener • Angelic Aqua Fresh • Vanish Toilet Cleaner • <u>CleanIT</u> ROBO Car Wash • <u>CleanIT</u> Shinex Floor Cleaner • <u>CleanIT</u> Shinex Glass Cleaner
Female Hygiene	• <u>Savlon</u> Freedom Sanitary Napkin
ACI Consumer Electronics	• Panasonic television • Panasonic camera • Panasonic home theatre • Panasonic refrigerator
Commodity Foods	• ACI Pure Salt • ACI Pure Sugar
ACI Electrical Division	• Sparkle LED light
Mobile & Electronics	• STYLUS Mobile Handset

Table: ACI Consumer Brands

4.5. Strategic Business Unit

- **ACI Formulations Limited:** ACI Formulation Limited (AFL) operates as a subsidiary of ACI Limited and is situated in Gazipur. AFL is responsible for the production of the preponderance of the products for ACI Strategic Business Limited, with the exception of those pertaining to the Pharmaceutical Division. The factory is outfitted with cutting-edge facilities designed for product formulation and process innovation. This encompasses contemporary computerized apparatus. The product portfolio produced by AFL encompasses a variety of Crop Protection Chemicals, including insecticides, herbicides, and fungicides available in granular, powder, and liquid formulations. Additionally, the range includes mosquito pesticides offered in aerosol, vaporizer, and coil forms, as well as household chemicals such as toilet cleansers and hand washes.

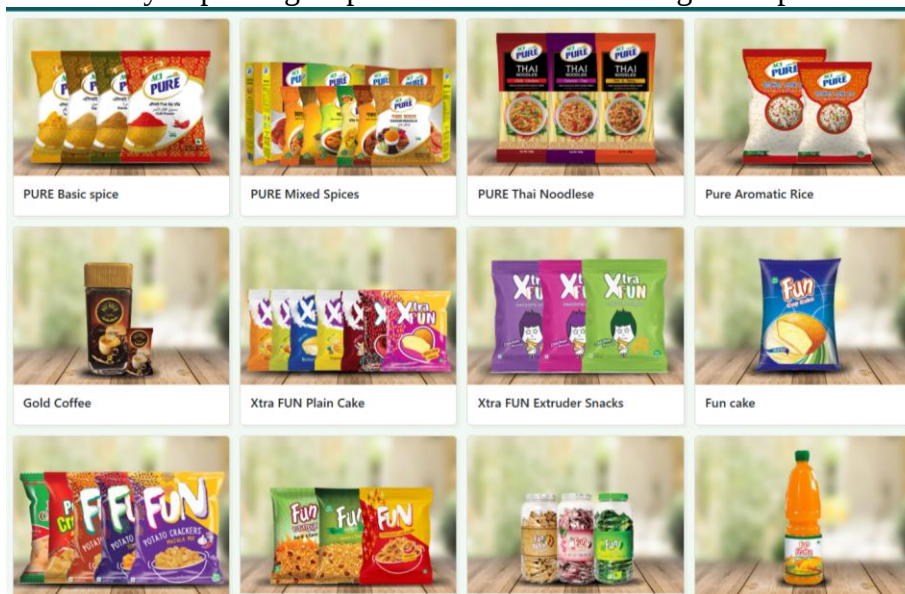
- ACI Logistics Limited:** Operating under the Shwapno brand, ACI Logistics Limited grew 25% over the last year in FY 2023-24. At Shwapno, we want to be the finest store in the nation—where people enjoy working, shopping, and making investments. Our workers and customers, who form the core of what we do, first reflect our dedication. Our priorities were learning more about our customers. Using our recently introduced CRM system, we have been able to examine need and pinpoint customer groupings. Shwapno's main value is convenience, hence we are dedicated to widen our influence. Having 62 districts already, we have effectively linked medium-sized investors into our ecosystem. We established 163 new stores this year, increasing our overall store count to more than 500, and enhanced our profile in rural and urban locations. We kept our pricing at a 95% index and presented over 1,000 deals each month despite 9.8% inflation and sluggish economic development. This strategy cleared obstacles, generated buzz, and motivated customers to visit Shwapno. We so saw a similar-store footfall increase of 3.5%. With a 4.7 rating in the iOS store, our new app introduction in e-commerce got an extremely good reception. Enhanced delivery lead times built trust in our system, which helped our e-commerce division expand at 11.2%. Emphasizing experimentation that moves through our scaling process and into the development phase, our methodology stays philosophically pragmatic. Refined in 2017, the franchise concept is now expanding and additional 600–800 square foot variants under trial. These provide the conditions for future expansion with their modified gondolas and improved operations. Another pillar of our company strategy is trust, and we understand that customers nowadays pay more attention to sustainability. Recently joining the UN Global Compact (UNGC), Shwapno has matched its objectives to the Sustainable Development Goals (SDGs) for 2024. As we expand, we give perfecting and optimizing our company top priority in order to stimulate EBIT increase. Driven by 14 initiatives focused on areas like assortment, security, workforce, and waste and stock loss reduction, cost optimization is important. Our ideals are based on progress, hence our attention is on producing observable outcomes. In line with our commitment to excellence, customer happiness, and creativity, we are also privileged to have been named the Number 6 Brand in Bangladesh by the Bangladesh Brand Forum in association with n Search-a.
- ACI Pure Flour Limited:** ACI Pure Flour Ltd is the preeminent flour manufacturing firm in Bangladesh, providing the cleanest, healthiest, and most sanitary flour through the use of cutting-edge technology. The combination of double-digit growth and consistent production of a pure product has made the 'Pure' brand a significant success, transforming it into a household name almost instantaneously. 'Pure' swiftly established itself as the preferred morning beverage for customers, securing a distinguished second place by surpassing all competitors in the market. 'Pure' flour conveys to customers that ACI Pure is equivalent to Purity. The facility is situated beside the Sitalaksha River, using cutting-edge European technology and a fully equipped laboratory to provide the highest quality flour for customers.
- ACI Foods Ltd:** The desire for pure food among consumers in Bangladesh, particularly in the commodity food sector, has compelled ACI to meet market needs by manufacturing items such as spices, edible oils, snacks, and confectionery. ACI specializes in the manufacture, marketing, and distribution of diverse branded culinary items and condiments. Customers in Bangladesh are guaranteed 100% pure food goods under the trademark 'Pure'. This brand has rapidly attained the second top position in the industry since the beginning. Fun Candy and Fun Chanachur, crafted from premium imported raw ingredients using cutting-edge technology, have gained significant appeal among

customers. ACI Foods Ltd. is concentrating on enhancing the food habits of Bangladeshi consumers by offering an increased variety of ready-to-cook and ready-to-eat goods.

- ACI Salt Limited:** ACI Salt launched in 2005. The term Brand Leader has just lately been utilized. The best ACI Salt comes free-flowing, vacuum evaporated, iodized. free-flowing and permeable as well. Every grain covers iodine, which is essential for children; a shortage of it in their diet might cause mental problems. For the last 12 years in a succession, ACI PURE Salt has received the Best Brand Award and Most Loved Brand in Salt. Being among Bangladesh's top 15 brands, ACI Pure Salt makes us proud. Founded in 2008 to encourage Bangladesh by honoring its most beloved companies, the Bangladesh Brand Forum created the Best Brand Award. This award has evolved over years to become Bangladesh's most prestigious brand distinction. The 15th award recognized the most loved brands in many categories, and ACI Pure Salt's constancy ranked it once again among the top brands. Using a global approach and a direct consumer survey of 10,000 consumers worldwide—including self-administered assessments—this year the Best Brand Award was chosen.
- ACI Motors Limited:** On November 6, 2007, ACI Agribusinesses opened ACI Motors, a new firm targeted at selling premium agricultural tools and light commercial vehicles. With the launch of agromachineries, ACI Agribusinesses now offers a complete solution for farmers. Now advertising many types of Sonalika tractors, ACI Motors is the fastest growing brand with third top position in India. It also introduced the Hardy Sprayer from China and the premium Bull Power brand power tiler and small combine harvester. Its own sales and service locations in Bogra, Comilla, Jessore, and Dinajpur help to provide exceptional quality after-sales service, repairs, and spare parts. It also provides flexible financial choices for farmers to improve consumer satisfaction and service. To help farmers move their goods, ACI Motors plans to provide light commercial vehicles like mini trucks and pickups. Not too far off will also be premium diesel engines and irrigation-oriented pumps. This company has great potential to increase Bangladeshi agricultural productivity.
- Creative Communication Limited:** Established in 2000, Creative Communication Ltd. is an integrated communication firm consisting of dedicated and pragmatic experts working as a one-team. Having developed multiple relationships with top companies across several industries, Creative Communication Ltd., a progressive marketing and advertising firm, is a dependable partner at both strategic and tactical level. Creative Communication LTD. specializes mostly on providing results-driven advertising, public relations, and complete corporate communication solutions. Specialized in photography, television commercials, conceptualizing, design of corporate manuals, annual reports, corporate brochures, calendar diaries, and press ads, Creative Communication Ltd. has Creative Communication LTD. also boasts great knowledge in project management, outdoor sports, and events.
- Premiaflex Plastics Limited:** Premiaflex Plastics Limited is a private limited company established in 2007, registered with the Joint Stock Companies in Dhaka, Bangladesh, under the Companies Act of 1994, with 80% of its shares owned by ACI Limited. The company's primary operations are the manufacture and distribution of plastic goods,

flexible printing, and various related auxiliary businesses in the plastic and flexible printing sectors. The company's plant is situated at Sreepur, Gazipur.

- **Foods:** The food industry faced substantial obstacles in 2023-24, including inflation, supply chain disruptions, and increasing input costs. ACI Foods experienced a 4% decline in growth from the previous year. Nevertheless, the organization successfully addressed the situation by implementing strategic marketing initiatives, timely procurement practices, effective distribution strategies, and innovative product introductions. During this time, ACI Foods announced the introduction of a variety of new products, such as the first-ever fortified Cup Cake, Instant Noodles, Chow Mein Noodles, Egg Noodles, Ghee, Ghee Toast, Dry Cake, and some new additions to the ready-mix category. We introduced the "ACI Fun Super Champ," the first-ever vitamin and mineral-fortified cupcakes, which are available in five variants. These cupcakes are intended to address the nutrition challenges faced by children in the country and provide a nutritious refreshment option. The Company maintained its Mustard Oil Consumer Engagement Campaign. ACI Food is consistently improving its product line and exceeding the expectations of its consumers.



Edible Oil

In contrast to the previous fiscal year, ACI Edible Oils Limited experienced a 46% decline in growth, primarily as a result of the direct price regulation of soyabean oil. ACI Edible Oils has prioritized capacity optimization through automation and has increased the sales of alternative products, including rice bran oil, mustard oil, and imported items. Despite their reduced volume, these products are more profitable. ACI Nutrilife Rice Bran Oil was the subject of aggressive initiatives to increase demand. These initiatives included the promotion of healthful recipes, endorsements by fitness professionals, and consumer-centric engagement programs. By securing the ongoing supply of soybean oil, increasing the range of value-added products, and promoting packaging integration, ACI Edible Oils is enhancing the quality of the business, thereby mitigating all the challenges and hindrances.

Rice: ACI Rice has effectively completed the fiscal year 2023-24, with a growth rate of 9%. ACI Rice has exhibited adaptability and resilience in the face of substantial obstacles, such as a macroeconomic crisis and stringent regulations. ACI Rice effectively introduced ACI Nutrilife Black Rice in FY 2023-24, improving our Nutrilife Rice Range to appeal to health-conscious consumers. Our dedication to quality is further bolstered by targeted in-store

promotions, geo-tagging campaigns, and digital marketing initiatives, which are all designed to enhance brand equity. Furthermore, we are dedicated to the continuous pursuit of consumer insights through research, which enables us to introduce a wide variety of high-quality and innovative products. Our commitment to innovation and excellence guarantees that ACI Rice remains a dependable option for our clients.

- Pharmaceuticals:** By providing outstanding medications and healthcare products to Bangladesh's people, ACI upholds the legacy of ICI, an internationally known British corporation. The modern pharmaceutical plant is a shining example of Bangladesh's quest of a really world-class manufacturing facility. Including all major therapeutic classes and several dosage forms—including tablets, capsules, dry powders, liquids, lotions, gels, ointments, ophthalmic preparations, and injectables—ACI Pharmaceuticals has a broad product range. Modern facilities for Novel Drug Distribution Systems (NDDS) abound at ACI Pharma. Exporting premium pharmaceuticals to many countries in Asia, Africa, and South America, it produces world-class modified release medications and medicines to satisfy the demands of pharmaceutical makers in both local and international markets. From prestigious multinational companies like ASTRAZENECA, UK, and UCB, Belgium, ACI also supplies worldwide known branded prescription drugs like Arimidex, Casodex, Zoladex, and Atarax. To meet future needs, ACI is continually developing creative chemicals and Novel Drug Delivery Systems (NDDS). Being the first company in Bangladesh to get ISO 9001 certification in 1995, ACI pioneered the use of a quality management system and follows a constant improvement approach throughout all its operations. Following the idea that a pharmaceutical firm has to provide effective environmental management, ACI follows accepted environmental management guidelines and received EMS 14001 in 2000. A competent staff is dedicated to produce items in compliance with ISO 9001 quality system criteria that follow consistent quality standards defined in the Standard Operating Procedures (SOP).



- ACI Agrochemicals Limited:** ACI Agrochemicals Limited was incorporated in July 2006 with the Registrar of Joint Stock Companies, Dhaka, Bangladesh under Companies Act 1994. ACI Agrochemicals Limited's 80% shares are held by ACI Limited. The principal business of the company is manufacturing, formulating and packing of pesticides, fertilizers, plant nutrients and animal foods as well as other nutrient products.

Crop Care And Public Health: Though the sector dropped 20%, ACI Crop Care maintained its sales base in FY 2023-24. This was ascribed to improved client reach, better sales and marketing techniques, and better inventory control. Our main brand, Flora, had notable 27% sales increase. Thanks to timely availability and targeted placement, fungicides also saw interesting 11% increase. The government's removal of Carbofuran was mostly responsible for the 20% decline in the granular insecticide. While the powder insecticide stayed the same as last year, we grew by 9% in liquid insecticide. Seasonal delay and lack of

moisture caused de-growth of 11% in the Herbicide section. Examining the portfolio, we are always looking for farmers affordable, environmentally friendly alternatives. To add the newest chemicals to enhance our portfolio, we are always in communication with Global MNCs. This year there were significant supply chain interruptions. By means of sophisticated planning and meticulous monitoring, we have been able to sustain the agrochemical flow to satisfy our needs. Driving success was much aided by the sales and marketing staff. By means of training, ACI Crop Care keeps developing and empowering staff members to enhance their performance and career advancement. In order to solve the problems caused by the macroeconomic climate and stimulate growth in our main business sectors, ACI Crop Care has undertaken many activities.

Seed: ACI Seed secured first place in the seed sector with a 10% market share by attaining 21% sales increase in FY 2023–24. While Hybrid Maize by 64%, Seed Potato by 31%, ACI Hybrid Rice portfolio rose by 11%, Vegetable Seed portfolio by 36% By means of research and technology, ACI Seed is tackling climate sensitivity, boosting the yield percentage, thus enabling the wealth generation of farmers. Under ACI Plant Genetics Program, a team of talented scientists is developing trait-based diversity. Among five crops, ACI produced ten vegetable types; one maize variety, one hybrid and four exotic hybrid rice kinds; and one potato variety. First time in Bangladesh, ACI Seed created a small-grain fragrant rice variety with great yield. Through contract farmers all throughout the nation, ACI now generates about 70% of its given seeds for rice, vegetables, potatoes, and other crops. Among them are 40 kinds of high-yielding inbred rice, 7 varieties of hybrid rice, 50 open-pollinated and hybrid variants of 26 vegetable crops, and 11 varieties of seed potatoes. The company has started initially producing two high-yielding wheat varieties and one maize variety. The company has enlarged its dehumidified storage facility in Rangpur by 400 MT, thus increasing the overall capacity to 1,900 MT and so improving timely supply of quality seeds. Using Facebook, YouTube, and WhatsApp, ACI Seed digitally links its dealers, stores, farmers, and other channel members. Along with many institutions, the company also works with national and international organizations such as FAO, CARE, IRRI, CIP, and CIMMYT to develop and advertise new creative technology.

Fertilizer: Strategically divided into many portfolios to address farmers' particular needs—Soil Conditioner, Soil Nutrition, Foliar Fertilizers and Basic Fertilizers—ACI Fertilizer Company At 15% in FY 2023-24, ACI Fertilizer has grown somewhat steadily. The success of ACI Fertilizer rests on providing improved soil solutions, complete plant nutrition, premium goods, and new technology. With our clients and specialized fertilizers showing notable yield increases, these initiatives have improved agricultural productivity. Growing fast as the country moves toward smart and digital agriculture is the production of high-value commodities such as fruits, vegetables, and spices. Inspired by organic fertilizers, bio-stimulants, and microbial fertilizers, ACI Fertilizer has reacted to this chance giving organic farming first priority. Our own laboratory generated these items. In the Foliar, Aqua Nutrition and Bio-organic fertilizer industry, we have also unveiled fresh technical innovations. ACI Fertilizer has expanded its reach by means of digital channels, providing contemporary fertilizing technology to over 17 million users. Complementing the "Green City" project, the "Aronno" E-commerce portal gave urban farmers agricultural supplies.

Premiaflex Plastics: Using top-notch raw materials for creative packaging solutions, Premiaflex Plastics is a B2B firm with a strong emphasis on great client connections. The firm is concentrating on companies with well-known brands and global enterprises if it is to properly use its resources and increase income. With a 2.5% growth rate and a 20% market share, the corporation shows FY 2023-24. The business is including green technology. By keeping great quality via its strict control measures, Premiaflex is dominating the area of premium market. Having certifications in Sedex, ISO 9001, SGS FSSC: 22000, Premiaflex

meets the highest quality requirements in the nation. For Bangladesh's flexible packaging market, this emphasis on quality and safety offers the company a main competitive edge. Prize Plastics ACI Premio Plastics now has 9% market share and has expanded 10% over previous year in FY 2023–24. Through line extension, penetration increase, FF engagement, and targeted brand marketing, business has seen 39% growth in Toys Portfolio. Overall industry growth in FY 2023-24 was 9%. In 2018 ACI Premio Plastics set off on its adventure. Premio plastics is the production of consumer plastics including home, furniture, and toy objects manufactured of plastic. The company now has a network of about 1,200 distributors covering Premio goods all throughout the nation. To appeal more customers, ACI Premio Plastics launched many projects to improve its digital communication. Premio Plastics presented six-line extensions in Toys portfolio and ten creative art works and line extensions in the Furniture category, therefore developing a competitive edge in product design and much valued by consumers. Development of more than 2,000 additional stores enhanced our retail footprint. Business is focused on a meticulously designed horizontal and vertical penetration via the growth of a devoted clientele. Business is resolved to seize these possibilities by means of next investments in products, capacity, people, and brand development.

- ACI Healthcare Limited:** ACI Pharmaceuticals achieved substantial success during the fiscal year 2023-24, despite the dynamically changing pharmaceutical market in Bangladesh. The total market value of the industry was BDT 328.7 billion, with a five-year compound annual growth rate (CAGR) of 9%, an increase of 7.2%. ACI Pharmaceuticals accomplished exceptional performance, growing by 19%. This achievement resulted in a market share and a five-year compound annual growth rate (CAGR) of 11.8%. ACI's product portfolio currently includes 414 active medication trademarks in 700 Stock Keeping Units (SKUs). The growth trajectory was further accelerated by the inclusion of 20 new molecules and 40 SKUs. Othera has experienced exceptional growth, with a 40% increase in the previous year, and has emerged as a top choice for medical professionals in the treatment of gastrointestinal disorders. It is one of ACI's most notable performers. Othera's distinctive bi-phasic bi-layer formulation has made it one of the most trusted Proton Pump Inhibitors (PPIs) in the country, used to treat conditions such as acid reflux and indigestion. ACI is well-positioned for future expansion, as it boasts prospective brands such as Ornova, Coport, Tirzep, and Gavilac-M. Tirzep is distinguished by its enhanced weekly treatment option for Type 2 Diabetes, which offers a novel therapeutic solution and patient convenience. Key products such as Fluclox, Cefim 3, Gavilac, Biocal, Abecab, Diasulin, and Recogen have been successful as a result of ACI's strategic emphasis on meeting both domestic and international medicinal needs. Actifol, Isoben, Fincor, Potenza, and Momcare are emerging brands that exhibit significant potential for future growth. Significant market share has been achieved by ACI in critical therapeutic areas, including calcium antagonists, topical nasal preparations, antipsychotics, antacids, corticosteroids, anti-rheumatics, cholesterol regulation, and diabetes care. This impressive performance underscores the organization's capacity to establish and sustain a dominant position in critical healthcare sectors. ACI was instrumental in the enhancement of healthcare quality and the advancement of medical knowledge in Bangladesh. ACI has engaged more than 100,159 medical professionals through 1,927 Continuing Medical Education (CME) programs, ensuring that they are informed about the most recent medical advancements and treatment methods. ACI's dedication to improving healthcare standards nationwide is founded upon these initiatives. ACI Pharmaceuticals achieved a 30% increase in exports by expanding its international presence on a global scale. The company has expanded its international presence by entering two new markets and obtaining marketing authorizations for 62 products. Additionally, it has submitted over 100 dossiers for new approvals, which has

further solidified our presence in emergent markets. ACI Healthcare Equipment, a portfolio of ACI Pharmaceuticals, maintained its commitment to improving the healthcare ecosystem in Bangladesh. The organization initiated the distribution of Medtronic's continuous glucose monitoring system and insulin pumps to facilitate the management of diabetes. ACI's partnerships with global leaders such as Wellesta, Molnlycke, and ERBE have enabled the company to introduce innovative healthcare technologies, such as Butterfly iQ and FathomX, to the Bangladesh market. This has established the company as a critical factor in the advancement of medical solutions and diagnosis throughout the nation.

4.6 Joint Ventures

Godrej Agrovat Private Limited, ACI Advanced Chemical Industries Limited, Bangladesh and Godrej Agrovat Limited, India form a 50:50 joint venture business ACI Godrej Agrovat Private Limited (ACI-GAPL). ACI-GAPL specializes in producing and marketing a range of animal feeds (including chicken, aqua, and cattle feeds) along with Day Old Chicks. Developed at "Nadir Godrej Centre for Animal Research and Development," ACI - GAPL's creative goods are evaluated via several scientific field studies to provide enhanced cattle yields in areas of Poultry, Fishery and Cattle production in a sustainable way. Revenue of the Company grew 1.4% in FY 2023-24. At now, the Company ranks second in Bangladesh's feed sales volume. The firm has established a research center for cattle feed at Sirajganj Feed Mill, known as "River Project," which will assist in providing high quality bovine feed to farmers thereby enhancing milk output and weight increase. Since the species has been licensed for farming by the government, the firm is also developing tailored vannamei feed (Aqua shrimp feed). The firm has recently introduced two new products: layer concentrate (Poultry feed) and Bovino calf grower (Cattle feed). ACi CO-RO Bangladesh LTD. ACI CO-RO Bangladesh Ltd. aims to manufacture, promote, and distribute the premium, worldwide juice brand Sunquick to Bangladeshi customers. Modern equipment has been put in place, a state-of-the-art plant constructed, and a capable crew has been assembled. The firm began small-scale commercial manufacturing at now and wants to grow over time. ACI Bangladesh Pvt. Limited Colgate-Palmolive ACI Colgate- Palmer Olive Recently established as a joint venture between Advanced Chemical Industries (ACI) Limited and worldwide well-known Colgate-Palmolive (Asia) Pte. Limited is ACI Bangladesh Pvt. Limited Through manufacture and distribution of premium items to meet the fast-growing consumer market, this joint venture seeks to significantly raise knowledge of dental care among Bangladeshians. Shortly after December 2025, the commercial operation of the plant is expected to start in a world-class manufacturing facility in Bangladesh that follows all relevant environmental, social, and governance criteria. With ACI owning a 49% share, pladis ACI Bangladesh Limited (ACI) teamed with global snacking behemoth pladis to create pladis ACI Bangladesh Limited. Renowned for well-known brands such as McVitie's and Jacob's, pladis provides a selection of biscuits, chocolates, and snacks according to regional preferences. By means of this joint venture, Bangladeshi customers may savor premium snacks emphasizing freshness and quality. While following international trade rules, pladis runs with speed and customer insights to satisfy market needs. Dedicated to the wellbeing of the society, it backs environmental projects, health, and education in Bangladesh.

4.7. Operational Network Organogram

Management Committee:	
Dr. ArifDowla	Managing Director
Dr. F H Ansarey	Executive Director, Agribusinesses
Mr. Syed Alamgir	Executive Director, Consumer Brands
Mr. M. MohibuzZaman	Chief Operating Officer, Pharmaceuticals
Mr. PradipKarChowdhury	Executive Director, Finance and Planning
Mr. SabbirHasanNasir	Executive Director, Logistics
Mr. PrivatoshDatta	Director, Quality Assurance, Pharma
Mr. AbdusSadeque	Director, Marketing & Sales, Pharma
Ms. SheemaAbedRahman	Director, Corporate Affairs
Mr. Md. MonirHossain Khan	Financial Controller
Mr. Imam Ahmed Istiak	Director, Operations, Pharma

Board of Directors:	
Mr. M. AnisUdDowla	Chairman
Dr. ArifDowla	Managing Director
Mr. WaliurRahmanBhuiyan.OBE	Director
Mr. GolamMainuddin	Director
Mr. Md. Fayekuzzaman	Director
Mrs. NajmaDowla	Director
Ms. ShusmitaAnis	Director
Mr. Abdul-MuveedChowdhury	Director
Mr. Juned Ahmed Choudhury	Director
Ms. SheemaAbedRahman	Director

4.8 Company Mission and Vision for the future

Mission of ACI Limited

The aim of ACI is to improve the quality of living for people through a responsible use of information and skills, and technology. The firm is dedicated to excelling with better products, better process and better people to meet the satisfaction standards of customers (Aci-bd.com, 2024).

Vision of ACI Limited

ACI Limited's Visions are:

- To position for leadership across all divisions in the company.
- Deliver high quality and reliable goods and services providing superior value to our customers.
- It would find efficiency in time management and strategic technology usage for high productivity of all operations.
- To foster empowerment in order to recognize innovation and ultimately, promote the development of the workforce. The use of core competencies in the most effective way to get the best return on investment through good operational and resource management practices.
- Supplying means to push and promote suppliers and distributors to enhance their Operational effectiveness to assist even development.
- One of it, to grow up the environment that will encourage the people to get education and personal development (Aci-bd.com, 2024).

Core Values of ACI Limited

The core values of ACI Limited are given below:

- Quality
- Client Focus
- Fairness
- Innovation with Transparency
- Continuous Improvement

CHAPTER FIVE: JOB PERFORMED

5.1. Job Description

Product Costing

For the acquisition of finished goods and repacking items, the Commercial department calculates the landing cost using the specified format (attached), taking into account all tariffs, VAT, and other expenses at the current dollar exchange rate. The commercial department will then communicate the landed cost with the marketing department, accompanied by a comparison statement to inform the import choice. All tariffs, VAT, and other charges must be ascertained from the legal MFN Tariff schedule, the First Schedule, and relevant SROs. For the procurement of a new item, all relevant parties according to the specified format must confirm the HS code.

Collecting Indent

Upon approval of the price, quantity, and manufacturer name, the commercial department collects the Pro Forma Invoice or indent to open a Letter of Credit or issue a purchase order.

Opening L/C

Prior to dispatching the Pro Forma Invoice or indent to initiate the Letter of Credit, the purchaser verifies the details of the Pro Forma Invoice or indent. Upon receiving the PFI or indent, the operations team will initiate the opening of the L/C. The operations team initiates the letter of credit in accordance with the standard operating procedure for L/C opening.

Shipment Follow Up and Documents Collection

The purchaser consistently monitors the shipping status of the materials for which a letter of credit has been established. In the event of a shipping delay, the purchaser must promptly notify their Supervisor to determine the further course of action. Upon completion of the cargo, the purchaser retrieves the necessary documentation to facilitate delivery at the site (in accordance with IRC). The operations team is accountable for clearing and delivering to the plant or location as specified.

Goods Receive Note

Goods Receipt Notes (GRN) are recorded in the Material Plan and registration books promptly upon receipt of the goods from the transport agency at the plant. GRN is guaranteed upon the collection of appropriate documentation. In the event of missing papers, Commercial must be notified promptly. Goods may be obtained upon confirmation from Commercial.

Claim for Problem Found In ACI

Any variations in imported goods have to be reported immediately to the appropriate Operations team member and the intended customer without generating a products Receipt Note (GRN). The responsible carrier cannot be allowed to leave the manufacturing premises before receiving a business answer. Commercial says the warehouse will provide a goods receipt note (GRN). Should the anomaly seem to have originated at the importer's end, the

operations team will immediately get in touch with the relevant buyer to handle the situation. Should such an anomaly arise at AC's end, the operations team will react in appropriate manner against the CNF agent or transporter. Should it be needed, the operations team will launch an insurance claim.

Claim for problem found in supplier

Should any issues arise attributable to the supplier's fault, a claim must be filed against the supplier or the local indenter. The claim amount must be substantiated by the actual loss incurred as a result of the anomaly. The claim amount must include the PFI price, duty, insurance charge, carrying cost, and any associated expenses. The reimbursement for this claim amount should be processed as follows:

- Main Suggestion: Local indenter monetary refund
- Secondary Preferred Option: Cash flow from the importer via banking channel.
- Third suggested choice: L/C will help to change the value.
- Fourth advised choice: Another item of the same manufacture or from another manufacturer with the same indenter should be paid for to balance it.

The purchase should monthly update the claim. Should the buyer not get the claim amount, they should quickly let the Materials Controller know. The supplier, local indenter, or manufacturer should be banned if they refuse to pay the designated fee even if their negligence caused the abnormality. Should necessary, the Legal Department might also be involved in collecting claim money. The claim file will be closed upon receipt of the whole claim funds. Once the Materials Controller approves the claim file might be closed.

5.2. Specific Responsibilities of the Job

- Requesting banks via letter for LC (Letter of Credit) opening and closing policies
- Inputting bank Opened LC data into Office Software to Track the Record Getting ready to send a requesting letter to Banks
- Maintaining effective import related works by means of strong communication with other departments (Finance & MIS).
- Enter data like HS Code, Assemble Value, Bill Number and Appraisal Date etc. Running Materials Planning and LC Controlling Software
- Business concerns including customs assessment, commercial invoice, and bill of entry.
- Delivering to Chittagong customs office bill of exchange, Commercial Invoice, Certificate of Analysis, Detailed Packing list, Certificate of Origin etc. thus releasing the products off ship.
- Handling banking activities such as to submit and receive LC documentation. Faxing Important Documents Including Necessary Details to the Correspondent Banks.

5.3. Aspect of Job Performance

Push Strategy Of ACI: Modern supply chains are under great pressure to follow a more "demand-driven" model. Manufacturers, distributors, and stores have to decide on the course

of action they think will provide the most profits. ACI uses a forecasting technique often referred to as the "Push system."

In supply chain management, a push-pull system defines the movement of a product or information between two companies. Items in a push-based supply chain are driven from the production level to the retailer over the distribution channel. The manufacturer sets output in line with prior retail ordering patterns. Delayed reaction to demand changes in a push-based supply chain might cause overstocking, bottleneck congestion, bullwhip effect, poor service levels, and product obsolescence.

Whereas in a pull-based supply chain real demand drives procurement, production, and distribution instead of projections. Whereas pull output depends on actual or consumed demand, push production depends on expected demand. With the push-based and pull-based phases referred to as the push-pull border, a supply chain frequently consists of both push-based and pull-based parts with their interface.

Depending on the media utilized, the buyer's and seller's correspondence might be either interactive or non-interactive. For example, the customer cannot participate actively when ACI does advertising campaigns on radio or television. On the other hand, should communication take place by phone or online, the buyer has chances to interact with the seller. In the one case, knowledge is merely "pushed" to the client; in the second, the buyer could ask for the required information depending on their needs.

Regarding ACI, the client is not able to interact or communicate with it; hence, ACI uses a push approach. For goods with little demand uncertainty, a push-based supply chain strategy is usually advised as predictions essentially direct manufacturing and inventory levels and for products where economies of scale greatly reduce costs. ACI uses the push approach for the following purposes:

- The uncertainty about market demand is rather little.
- Production and distribution choices are informed by long-term projections and historical orders from the retailer's warehouse.
- To optimize the usage of resources, raw materials, or infrastructure at minimal expense.
- Inability to adapt to evolving demand patterns due to time and cost constraints.
- Extensive and diverse manufacturing batches.
- Inadequate service standards.
- Cultivated supplier connections and collaborative partnerships with customers to reduce forecasting inaccuracies.
- Excessive inventories resulting from the need for substantial safety stockpiles.
- Reduced spending on advertising compared to a pull approach.

5.4. Critical Findings

1. This is the general concern for the companies; 40% of the personnel in the commercial department seem unsatisfied working for ACI Limited. Certain
2. There is a lot of LC modification connected to expenses.
3. Choosing the product HS code connected to the customs duty becomes difficult.
4. The lack of IT understanding among the commercial department staff members

compromises the smoothness of the job output.

5. The vendors have no central database. Thus, the material about the companies is lacking.

6. Most of the items are carried by local hired cargo that is not safe; cargo for transporting the commodities is not available.

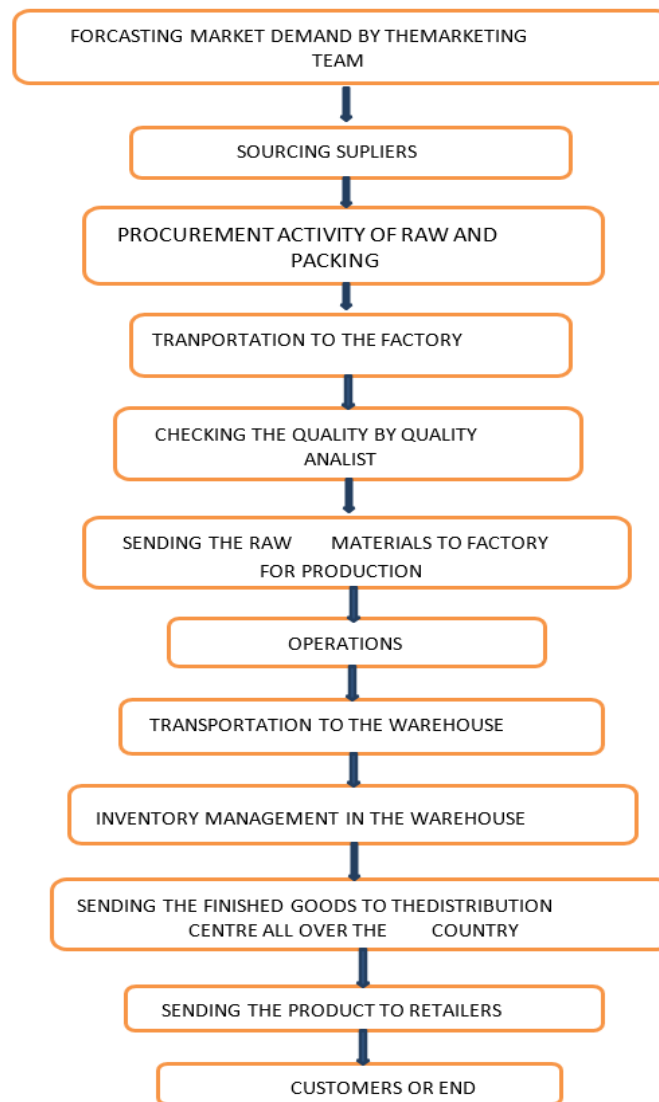
CHAPTER SIX: SUPPLY CHAIN PROCEDURE OF ACI

6.1. Procedures

Since supply chain management involves the duty of anticipating and satisfying end consumers' demand, which extends back to the supplier, it becomes very important within the company and presents chances for procurement experts to improve the performance of the company. Supply chain management seeks to optimize value for the complete supply chain network—including the final customer. Good supply chain management calls for activities both within the company and among suppliers to be coordinated.

The supply chain of the organization covers many functional spheres. This covers activities connected to supply chain management including inventory control, transportation both inbound and outbound, and warehouse operations. Under the supply chain domain also covered are sourcing, procurement, and supply management. The process consists in great part on forecasting, production planning and scheduling, order processing, and customer service. Since they may supervise and influence the complete cost structure of the business and supply chain, supply chain managers are very important in cost control.

An important functional element in charge of the supply chain activities of ACI is the Commercial Department. The conscientious employees of this department build close ties with customers, both local and abroad, therefore guaranteeing the smooth running of all businesses. The Commercial Department frequently finds best prices for bought goods, which helps the company save a lot of money. It offers in all ACI's business activities unmatched expertise and experience.



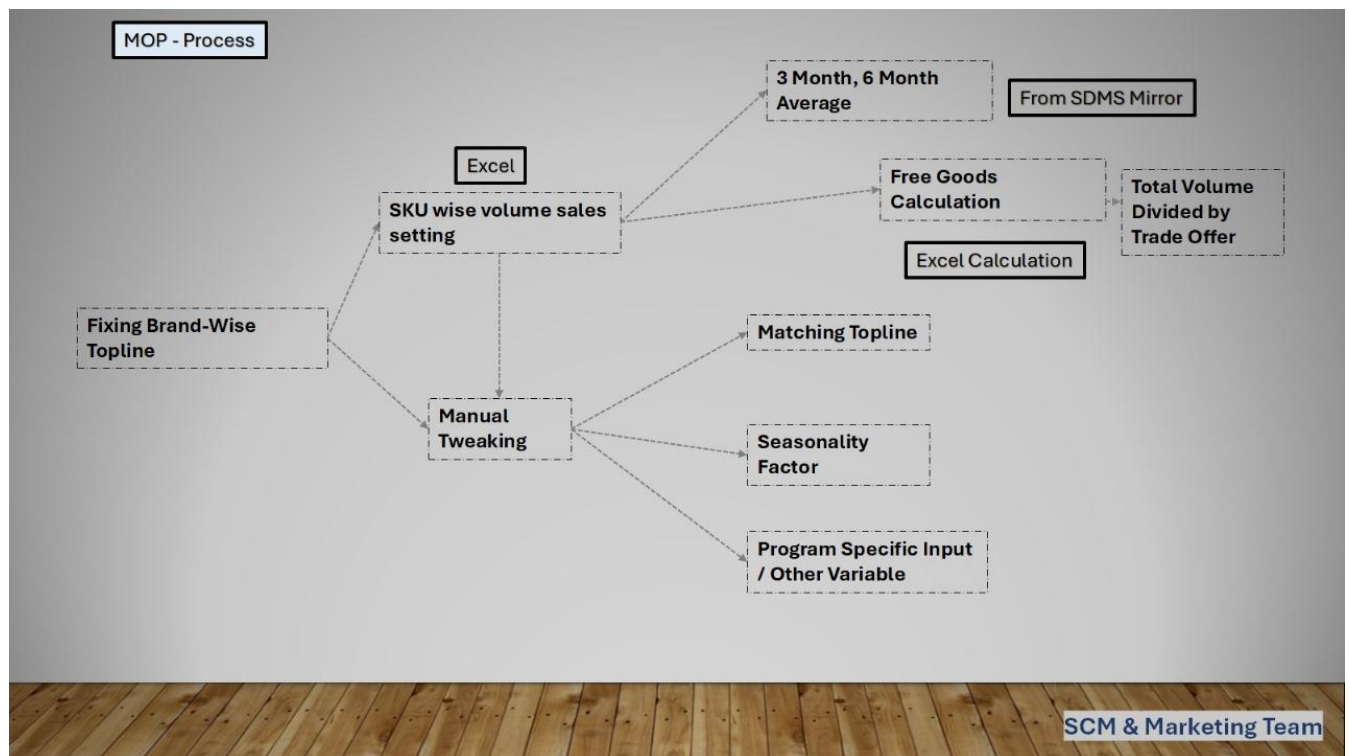
Steps of supply chain functions of ACI

6.2. Forecasting Demand

While pull output is dictated by real or consumed demand, push production depends on expected demand. To foresee future demand, ACI uses statistical forecasting techniques used in push manufacturing. Methodologies of statistical forecasting help to evaluate the impact of marketing campaigns and reveal historical and seasonal trends. ACI understood that statistical forecasts are just guides and that the most accurate projections come from the cooperation of all relevant parties. The demand planning system provides a basic statistical forecast along with a framework for merchant interaction and monitoring. The proprietary program utilized to enable the seamless running of ACI's supply chain operations is Mat Plan.

ROFO Circulation: Each month a six-month rolling forecast (ROFO) is provided. The relevant corporate director has to approve the ROFO. Its preparation falls on the Marketing Manager, Product Manager, Executive, or any other pertinent person from the particular company. It is generated in Excel style and in the approved hard copy form. "MatPlan assures ROFO." The commercial, finance, production, warehouse, quality assurance, and other relevant divisions share the ready ROFO. Ten days in advance of the past months define the period. January 20th must be the submission of the Right of First Offer (ROFO) for the period of six months, February to July. There will be suspension of the first three month ROFO. These three months will allow no changes. Four months might change ROFO. Researching retail and modern trade dynamics and helping to conduct market surveys helped me to better understand ACI's demand forecasts for its products. I saw how demand projections for Savlon Antiseptic Soap are improved using seasonal trends, past sales data, and promotional activity. This ensures that production plans line with market needs, hence lowering overstocking and stockouts.

Production Plan: The Production Manager or relevant production staff submits a six-month production plan 1-5 days prior to the commencement of production as outlined in the plan. The Commercial or Production team ensures the entry of the production plan into "MatPlan." The Commercial team verifies the production plan against ROFO to identify any discrepancies. If any substantial differences are detected between the production plan and ROFO, the production team will clarify the inconsistencies.



Monthly Operating Plan (MOP) Process

This image illustrates the **Monthly Operating Plan (MOP) Process**, a strategic framework used by ACI Limited to forecast and plan sales volumes for individual products (SKUs) over **3-month and 6-month horizons**. The process involves:

1. **Fixing Brand-Wise Topline:** Setting overall sales targets for each brand.
2. **SKU-Wise Volume Sales Setting:** Determining sales targets for individual SKUs using historical data and Excel analysis.
3. **Manual Tweaking:** Refining forecasts by considering seasonality, program-specific inputs, and alignment with topline goals.

This process ensures **accurate sales forecasting, efficient resource allocation, and alignment with market demand**.

6.2 Sourcing Supplier

ACI relies more and more on outside vendors for raw materials, component fabrication, complete product assembly, shipping, distribution, and other services in a highly globalized and technologically linked corporate environment. The importance of suppliers increases the requirement of cooperative supplier relationships. Developing a good relationship calls both time and effort.

Approved Vendor List: The Commercial Department maintains a vendor list for Raw Materials and Packing Materials in accordance with the specified format of the International Organization for Standardization. The Quality Analyst must approve the vendor list. The Commercial department also maintains a vendor list for Finished Goods and repackaging commodities. The vendor list requires approval from the business unit or quality analyst.

Vendor Enlistment: Each local vendor must be registered in advance to collaborate with ACI. Vendors must send all requisite documents accompanied by a forwarding letter to the Materials Controller in the specified format. Conduct a commercial assessment and evaluate his qualifications as a supplier, visiting his location if necessary. Upon achieving a good outcome, the provider is provided a letter confirming their qualification as a vendor for collaboration with ACI.

Preferred Supplier: Items requiring specialized design or processes may lead Commercial to adopt a preferred supplier model, choosing and approving suppliers based on cost, reputation, dependability, and timeliness. A detailed itemized cost analysis with frequent reviews is conducted to evaluate a provider as a preferred supplier. An agreement is then established with the provider.

Vendor Evaluation: The vendor requires annual evaluation. Vendor assessment must be conducted in the specified format. The vendor has been notified of the review and requested to make necessary improvements.

Throughout my internship, I acquired knowledge about ACI's management of an authorized vendor list and the assessment of suppliers based on quality, dependability, and cost. I noted that Savlon Antiseptic

Soap partners with suppliers to guarantee the prompt delivery of essential raw ingredients, including antiseptic agents and packaging materials, which are vital for sustaining product quality and adhering to manufacturing timelines.

Vendor Profile: Commercial department prepares vendor profile containing the following information:

1. Vendor's specific details address
2. Name of the individual with meticulous address
3. List of goods; 4. Financial situation
5. List of other businesses they provide.
6. Address of the manufacturing facility.
7. ACI purchase history from this supplier
8. Non Compliance Report, Problem Alert and other Quality Analysis Report about this provider.
9. Claim status.

Sample Management: Together with all supporting records, the commercial division gets the required samples from the supplier. The Quality Analyst figures the required sheets and the required quantity. They follow ISO guidelines and direction for the process of sample approval. They send all samples together combined with supporting documentation to the Quality Analyst for clearance using the ISO authorized approach and format. After assessing the Commercial department's sample, the Quality Analyst starts the purchase process upon clearance. For the samples sent in to the Quality Analyst, they maintain an Excel log under "MatPlan". Every month they report the sample status with each other. Suppliers are listed as approved authorized vendors upon sample approval.

Alternative Source Development: The commercial department works hard to increase the supplier base in order to get competitive pricing and more benefits for the supply chains. It looks for vendors based on Business or Quality Analyst standards. The commercial department could find new vendors using the following programs:

- *Direct sourcing; procurement from local indenter
- *Procurement from supplier
- *Sourcing straight-forward

6.3 Procurement

The business management process in charge of spotting, acquiring, organizing, and controlling the outside resources a firm needs to reach its strategic objectives is called procurement. Novak and Simco characterized procurement as "...the act of purchasing... all activities essential for obtaining goods and services in accordance with user specifications." Other authors define it similarly. Procurement, according to CIPS Australia, is the corporate management tool in charge of locating, acquiring, organizing, and controlling the outside resources a firm needs to reach its strategic objectives. Procurement is to look at supply market options and carry out resourcing plans that provide best supply outcomes for the company, its suppliers, and customers.

ACI has moved from a bid-and-buy procurement strategy to including important suppliers all through the product development process as a working supply chain management tool. This action shortens the

product-cycle length. As such, strategic ties between consumers and suppliers have to be developed globally. The following describes the specific activities carried out by the Procurement Department:

Material Requirement Planning: Procurement is the process of business management in charge of detecting, purchasing, coordinating, and managing the outside resources a company requires to fulfill its strategic goals. Procurement was defined by Novak and Simco as "...the act of purchasing... all activities essential for obtaining goods and services in accordance with user specifications." Different writers describe it identically. CIPS Australia defines procurement as the corporate management tool in charge of discovering, obtaining, arranging, and managing the outside resources a company requires to fulfill its strategic goals. Procurement looks at supply market possibilities and implements resourcing strategies that provide optimum supply results for the business, its suppliers, and consumers.

From a bid-and-buy procurement approach, ACI has evolved into a functioning supply chain management solution incorporating key vendors all through the product development process. This operation cuts the duration of the product-cycle. Strategic links between customers and providers must so be built worldwide. The following are the particular tasks performed by the Department of Procurement:

- Data from an MRP file.
- Stock as of right now.
- Demand for next five months
- Requirement based on month wise Demand for production
- Lead time is
- Sales trend
- Consumption for last five months.
- Any expired goods usable after retest?
- Coverage by FG
- Price and minimum of quantity
- Prospect of any future scarcity
- Any RM, PM, and other problem global that might affect future production?
- Any pressing need in manufacturing and business?

MRP File: Commercial prepares a MRP file based on the followings:

- Itemwise lead times
- Count of compatible Completed nice itemwise.
- Local as opposed to import.
- Exclusive as opposed to nonexclusive
- Safety inventory
- Source for origin
- Drug against non-drug based comparison
- HS code
- Shipment by water as opposed to air

- Total count of accessible suppliers
- Other certification needed NOC or other

Requisition: Items based on company requisitions might potentially find their way into the commercial department. Permission from the head of company allows the marketing department to send requisitions in the designated form with ROFO, current stock, and other required paperwork. For every request, the commercial department creates a purchase request number.

Quotation Collection and Negotiation: Regarding the purchase requisition number, the commercial department compiles bids from every approved manufacturer and supplier. Bargain with every manufacturer or supplier to get the best terms.

Comparative Statement: Every import or purchase is accompanied by a comparative statement based on the Purchase Requisition number. Considering minimum order quantity and delivery, the commercial order is given to the lowest bidder unless there is a strong reason to choose a supplier other than the lowest bidder. The ad also aims to integrate the industry price into the comparative statement. Approval of this comparative statement depends on the Head of Business and the Materials Controller. Should the indent not be supplied at the designated period, the next bidder will be asked to provide one. Any modification to the comparative statement has to additionally be approved by the Head of Business and the Materials Controller. A comparison statement presents the following data:

- Code Reference Number
- Content's name
- Supplier's name is:
- Amount to be bought.
- Present inventories
- Manufacturer's name name
- Manufacturer's price:
- The last price
- Justification for any kind of pricing increase or anything else.
- Industry pricing, if one is known

Quality Analysis Report: Quality Assurance is supposed to evaluate the material within 15 days from the Goods Receipt Note date. Any significant irregularity identified by QR must be reported to Commercial without delay. In light of the identified anomaly, the commercial department will initiate and address the claim in accordance with the preceding two protocols. Quality Assurance must promptly inform the Commercial and Finance departments of any anomalies regarding insurance claims.

NCR and Test Report: The purchaser shall endeavor to provide all papers necessary according to the Quality Analyst Standard Operating Procedure for testing purposes. In the event of a problem notice about a missing parameter in the Certificate of Analysis, the purchaser must promptly contact the supplier to amend the Certificate of Analysis in accordance with the issue notification. In the event of a Non Compliance Report (NCR), the provider must be notified to implement the requisite corrective and preventative actions (CAPA). A claim should be initiated and addressed in the event of a Non-Conformance Report (NCR), if necessary.

Expiry Items: According to the expiration report from QA, Commercial must submit a re-evaluation request in accordance with the Quality Analysis Standard Operating Procedure. Business and manufacturing must use materials prior to their expiration. The business will verify whether the Right of First Offer (ROFO) can be modified to use the specified material, while production will assess the feasibility of executing production in advance according to ROFO. Meanwhile, the purchaser should require the supplier to submit the relevant documentation to undertake the material test after expiration. If the material is rejected and deemed unfit, the purchaser will verify the MRP for any future needs.

Block List Approval: The purchaser will consistently engage with the individual accountable for block list approval. Any need for amending the Block List and establishing a New Block List must be promptly communicated by the relevant purchaser. The purchaser will verify the existence of previous approval on a Block list prior to initiating any new letter of credit. Opening a Letter of Credit is prohibited in the absence of Block List permission from the Drug Administration Authority. The purchaser will verify the availability of recipe approval for the item.

Procurement of Vaccine: Since CEVA is declared exclusive and ACI is the exclusive distributor, the company will manage the PFI arrangement with the supplier CEVA. Only Letter of Credit based on the Proforma Invoice given by CEVA will allow for commercial transactions. The Proforma Invoice has to acquire Drug Authority clearance before the Letter of Credit is issued. Working with the supplier, the commercial department will handle any problems with letter of credit opening and delivery.

Procurement from Exclusive Supplier: The Business/Commercial department has to justify their choice before deciding any supplier to be exclusive. One has to negotiate with the designated supplier in agreement. Validation for this agreement comes from the Business, Commercial, Legal, and Financial departments. The Quality Analyst or Business Unit will evaluate the caliber of the product. Before any contract is signed, the commercial body will discuss the price with the one supplier. There should never be any price arrangement. Before every purchase, the commercial sector would bargain on prices and do comparisons with other suppliers. The agreement states that Business will confirm inventory levels then send a request or ROFO to Commercial to negotiate price and start a letter of credit. Under line with the SRO or import policy, the commercial department will confirm the NOC and other necessary conditions. Collecting the NOC will fall on the company.

Procurement with Exception: The business entity could have to buy goods quickly in response to any unanticipated national demand brought on by a disease outbreak. Under these circumstances, the business department should seek a ROFO along with a sales plan supporting the purchase. The commercial organization will work on delivery terms and price. The Commercial department will confirm the delivery date with the business before buy. The business will evaluate and approve the quality of the output.

Requirement of Certification for Import: The Commercial department shall confirm the availability of documents and certifications prior to creating a Letter of Credit for fish feed, poultry feed, animal feed, and other commodities defined in the import policy and relevant SROs under the import policy order 2012-2015. The above specified certification need depends on import policy's validity as well as SROs'. Every change in import policy and SRO will affect the criteria.

Weekly Check List of Concern Purchaser

Sunday: Purchase strategy against MRP, Tenders, requisition, campaign, and any export orders.

Monday: QA linked problems, alternate source development, and claim status.

Tuesday: Product profile, vendor profile, stock situation, sales trend analysis, vendor list.

Wednesday: Negotiate, save, create a budget, monitor output.

Thursday: Software development, Block lists, additional permission, BL amendment, education and training.

Other than above, Purchaser also performs regular activities as per his job description and responsibilities.

New Product Development: Product development is essential for the sustained success of the company. The rapid development of new goods and their effective introduction to the marketplace is a crucial element of company success. The precise time to sell the new product is a crucial aim of this approach. As product life cycles diminish, it is imperative to create and market the appropriate goods within increasingly short timescales to maintain competitiveness. The business will submit proposals for new products or recipes to the Product Development team in the specified ISO format. When proposing a new product or an expansion of current goods, a comprehensive market analysis, cost assessment, capital expenditure requirements, and financial projections are conducted with the support of the Finance department. Following a request from Business, Product Development, or Quality Analyst, commercial is tasked with arranging a sample for QA and PD testing. The commercial department organizes the necessary sample amount and related paperwork according to the specifications supplied by the quality analyst. If the sample is deemed good, they examine it and send the remaining amount to PD. PD will commence the stability test as mandated by ISO.

Following a favorable outcome, the PD will elevate the requirements for RM and PM for the subsequent six months accordingly.

Right of First Offer given by the Business. The commercial department will thereafter acquire raw materials and packaging materials from an authorized supplier according to the specifications of the product development or business needs. For completed products, the Business will propose a new product, including the supplier's name, to the Commercial department. The business shall also provide ROFO with the proposal. The commercial department will also seek alternate suppliers. The commercial entity will get the product sample, Certificate of Analysis, product brochure, Method of Analysis, and further documentation from the specified supplier.

The commercial department will submit a sample to Quality Assurance for testing. If the sample is deemed acceptable, the purchase procedure will commence commercially. If Quality Assurance cannot test the substance owing to inadequate laboratory facilities, the Commercial department will dispatch a sample to a third-party laboratory for testing. If no such facility is available inside the nation, the business will choose the product's destiny. The firm intends to import the material, contingent upon approval of the sample, Certificate of Analysis (COA), and other relevant documentation, along with industry references for the product. The commercial entity will also obtain a preshipment sample if necessary.

My expertise in product development for EcoSoft Tissue and AloeShield Facewash offered insights into ACI's procurement procedure. To design this new product, I must conduct a study of various local wet markets to get market insights. Conversely, I needed to interview many consumers to ascertain the preferences of our target clientele about the forthcoming offering. For Savlon Antiseptic Soap, I discovered that the procurement team guarantees the availability of raw materials via material requirement planning (MRP) and negotiating with suppliers to get optimal pricing. This procedure is essential for preserving cost efficiency and achieving production objectives.

Procurement of Local PM: Based on the production plan using "MatPlan," the commercial department generates a limited material quantity for every SKU fifteen days before production. The commercial department will then produce a purchase order based on the negotiated price. The commercial department will revalidate stock level, production needs, ROFO and FG inventories before running a purchase order. Any such deviation has to be reported to the immediate supervisor for further investigation. The commercial department will ask approved suppliers every six months for quotes for cartons, labels, pamphlets, and other promotional items. After collecting quotes, the commercial department will create a comparison statement and start price talks. On typical conditions, the lowest bidder will be hired on contract for six months. All such vendors will be approved if numerous providers offer the same lowest price. If one vendor cannot provide the total demand, many vendors might be selected depending on their rates. In this case, permission has to be acquired especially with regard

. Once pricing approval in CS has been obtained, the commercial department will draft purchase orders using serial numbers 2e (a) and 2e (b). The seller is supposed to deliver the supplies at the designated place and time. Materials will be supplied by the vendor based on plant or delivery site operating hours. Should the warehouse reject delivery because of arriving during business hours or on holidays, the seller will refund the goods. If the vendor plans to deliver goods on holidays or after business hours, he needs authorization from the warehouse or commercial department.

Upon delivery the seller will send the Challan, Purchase Order, certificate of analysis, VAT Challan, and other relevant documentation. Once the Quality Assurance test passes, the warehouse will provide a Goods Receipt Note. Should the whole consignment be turned down, the vendor will send back the rejected goods along with a credit note. The merchant will right away replace the whole amount. Should a consignment be partially rejected, the seller will send back the rejected items along with a credit note. Should the vendor have to deal with the rejected quantity right away, Factory Head approval is needed for sorting on the production site. Should the vendor reject to supply a replacement or fail to operate in line with the purchase order, a second vendor will be asked to offer at the approved rate. Should no vendor be found delivering at the agreed rate, a new bid will be sought for review and price approval.

A vendor will be banned if they three times fail to provide supplies. The seller will submit all relevant documents for payment, purchase orders, and an invoice. In order to enable payment, billing staff will forward the invoice to Finance following the billing Standard Operating Procedure. The Commercial department will keep minimum of three suppliers for every major item in a condition of near-readiness as part of contingency planning. In important local affairs, foreign suppliers might be selected should local suppliers fail to fulfill other requirements or show regularity.

Development of Packing Material:

The business section is accountable for the creation of innovative project management initiatives. Upon gathering design, sample, dimensions, artwork, or specifications from the company, the commercial department requests a quote from the approved vendor. The business will submit a Capital Expenditure Proposal (CEP) seeking the Managing Director's permission to acquire a cylinder. The commercial department will compile a comparison statement using the gathered quotes. Commercial will also generate a cost sheet for the carton, leaflet, and exterior packaging to compare with the price quoted.

Upon receiving pricing approval from the company in Customer Service and confirming delivery by the due date, the business will provide the approved design, sample, dimensions, artwork, and specifications to the authorized vendor. The vendor will provide the created sample to Quality Assurance for approval.

The business will collaborate with the vendor and quality assurance on any necessary modifications to the sample. Upon receiving QA clearance, the Business will commence the change control procedure for final approval from QA. The commercial department will issue a purchase order for delivery after final clearance from quality assurance. Any modification to the approved specification must be initiated by the Business. The commercial department shall proceed with purchases only upon receiving permission from Quality Assurance.

6.4. Manufacturing

The quality analyst of the company evaluates and confirms the acquired raw and packaging materials' quality when they arrive at the plant grounds. Should the products prove unsatisfactory, they are returned to the suppliers. Should the materials satisfy the expected quality criteria, they are approved to be sent to the plant and start manufacturing.

On the outskirts of Dhaka, ACI has three separate production sites. The medicines plant is located in Narayanganj; ACI Formulations has been built in Gazipur; the Tetley plant is now under construction in Kona Bari. First company in Bangladesh having ISO 9001 accreditation for its Quality Management System and ISO 14001 certification for its Environmental Management System is ACI Limited.

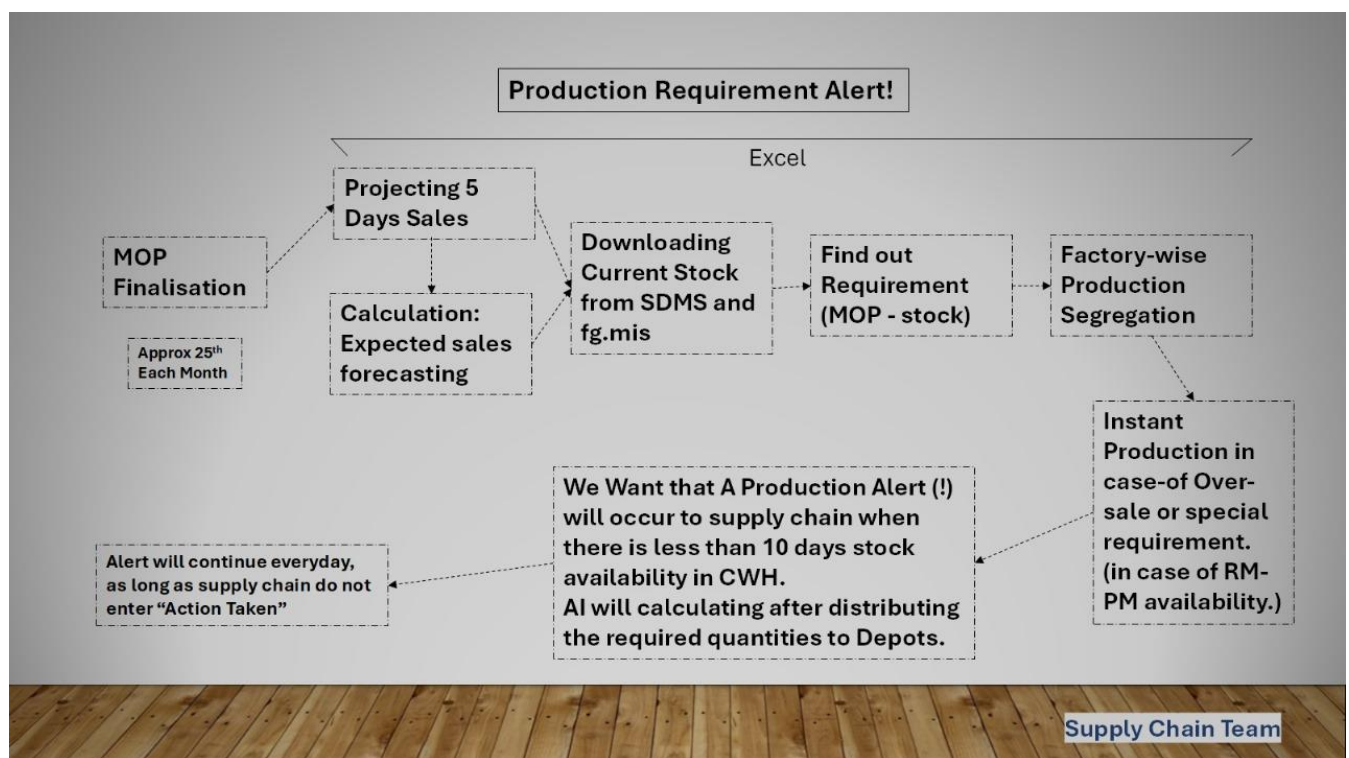
The trade subsidiary is certified ISO 9002. For pharmaceutical formulations, the manufacturing facilities follow World Health Organization (WHO) specified CGMP (current Good production Practices) standards and guidelines. ACI follows all national standards pertinent to its current activities.

Over the years, the ACI group has always proved its loyalty to its staff, colleagues, and surroundings. It is recognized as the supporter of ethical business behavior. On August 18, 2003, ACI endorsed the Principles of the Global Compact, thereby strengthening this commitment. Dedicated to maintaining the equilibrium of our ecosystem, ACI constantly investigates ecologically friendly manufacturing

techniques to guarantee that natural balance is maintained and the environment remains livable. ACI regularly tries to reach this goal by

- Follow completely all local and national environmental rules.
- Adopt ecologically friendly procedures and save natural resources like energy and water for sustainable growth.
- Make sure every effluent is treated suitably before release to stop environmental damage or contamination.
- Guarantee suitable communication and assist both internal and outside interested parties on environmental problems.
- Raise knowledge of environmental problems among our suppliers and staff.
- Use contemporary waste-management technologies.

During my internship, I acquired knowledge about ACI's manufacturing process, including the methods used to guarantee quality control and optimize production efficiency. I watched the inspection of raw materials for quality prior to their use in the creation of Savlon Antiseptic Soap. This guarantees that the finished product complies with ACI's stringent standards and regulatory mandates.



This image illustrates the **Production Requirement Alert Process**, a critical mechanism used by ACI Limited to ensure **optimal stock levels**, **timely production**, and **responsive supply chain operations**. The process includes:

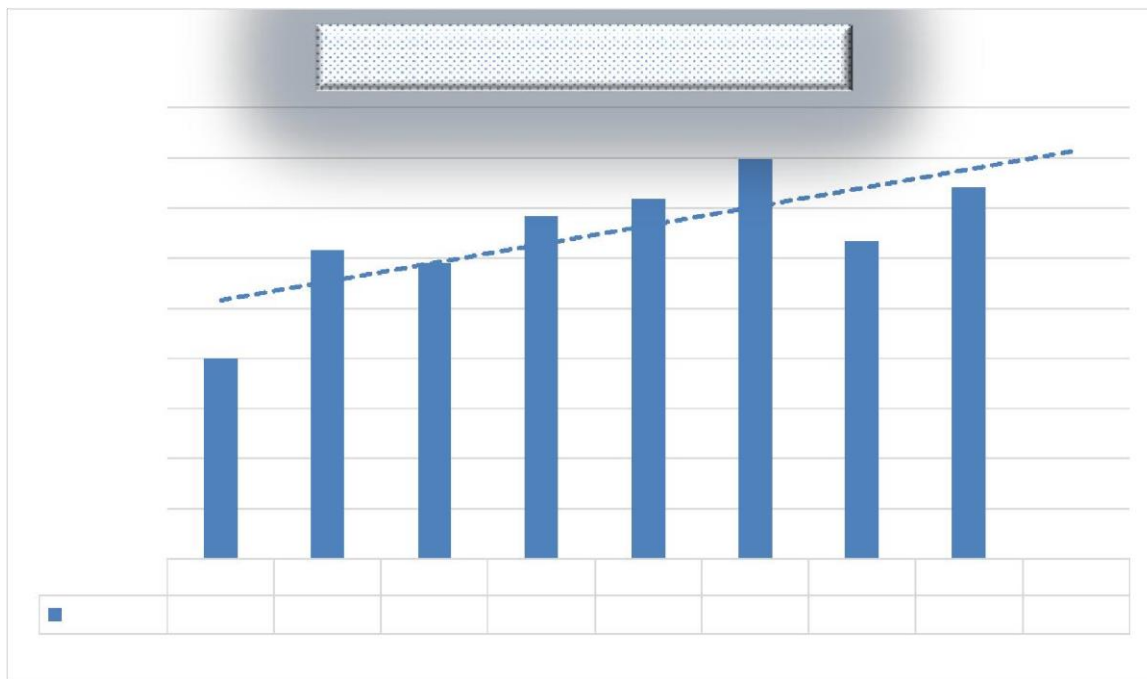
1. **MOP Finalization:** Finalizing the Monthly Operating Plan to determine production targets.

2. **Projecting 5 Days Sales:** Forecasting short-term sales volumes.
3. **Downloading Current Stock Data:** Retrieving real-time stock availability data.
4. **Triggering Production Alerts:** Automatically alerting the supply chain team when stock levels fall below a threshold.

This process ensures **timely production, optimal stock levels, and customer satisfaction.**

6.5. Inventory

To minimize a company's costs and expenditures, warehouse management focuses on storage, labor cost reduction, timely dispatch authority, adequate loading and unloading facilities, and an effective stock management system. Enhanced communication between the buying and warehousing divisions facilitates the optimization of inventory levels.



6.6. Transportation and Logistics

Logistics is the management of commodities from their place of origin to their site of consumption in order to meet consumer or company demands. Previously the Council of Logistics Management, the Council of Supply Chain Management Professionals claims Aimed at fulfilling consumer needs, logistics is the design, execution, and control of processes for the efficient and effective movement and storage of products, services, and related information from the point of origin to the site of consumption. It covers interior, outside, inbound, and outbound motions.

By using the transportation strategy to keep low travel expenses, ACI saves a significant amount. To

maximize value, this optimization combines inbound, internal, and outgoing movements. Cooperation with suppliers, stores, and outside logistics companies helps one to do this.

1. Inbound logistics: For a manufacturing company, inbound logistics—that is, the processes of receiving, storing, and distributing raw materials for production—is a basic element of corporate operations. A basic logistics process, inbound logistics is the procurement and coordination of the arriving flow of materials, components, and/or finished items from suppliers to manufacturing or assembly plants, warehouses, or retail stores.

2. Outbound logistics: The daily supply of client sites (retail stores) along with the needs of the consumers for delivery schedules make the optimization of transportation routes a unique challenge. Together with the related information flows, from the end of the production line to the end user, outbound logistics include the storage and transit of the finished good.

Modes of Transportation: Generally ACI uses three modes of transportation.

- 1. Ground transportation:** Ground transportation, also referred to as ground transportation, is the movement of goods and services made possible by infrastructure or vehicles like trains or roadways. Ground transportation is typically more cheaply priced than air, even if more expensive than sea especially in undeveloped countries like Bangladesh, where inland infrastructure is not efficient.
- 2. Air transportation:** Both specialized cargo planes and passenger airplanes transported goods via air in their luggage areas. Although air shipments often hasten things, this is the most expensive method of long-distance commodities movement. Freight airlines are those committed to air-based goods movement. Some freight carriers are divisions or affiliates of more general passenger airlines.
- 3. Ocean transportation:** Along with the people that staff one nation's fleet, its merchant navy—also known as its merchant marine—is With 102,194 commercial ships operating worldwide, merchant shipping is the lifeblood of the world economy moving 90% of all international trade. Sometimes barges are used for transportation of bulk commodities via rivers and canals. For ACI as much as for Bangladesh's known history, sea travel has been the main carrier of cargo.

I discovered that Savlon Antiseptic Soap employs a blend of land, air, and maritime transportation to guarantee prompt delivery of items to regional depots and retail outlets. This reduces delays and guarantees product availability for customers when required.

6.7. Distribution

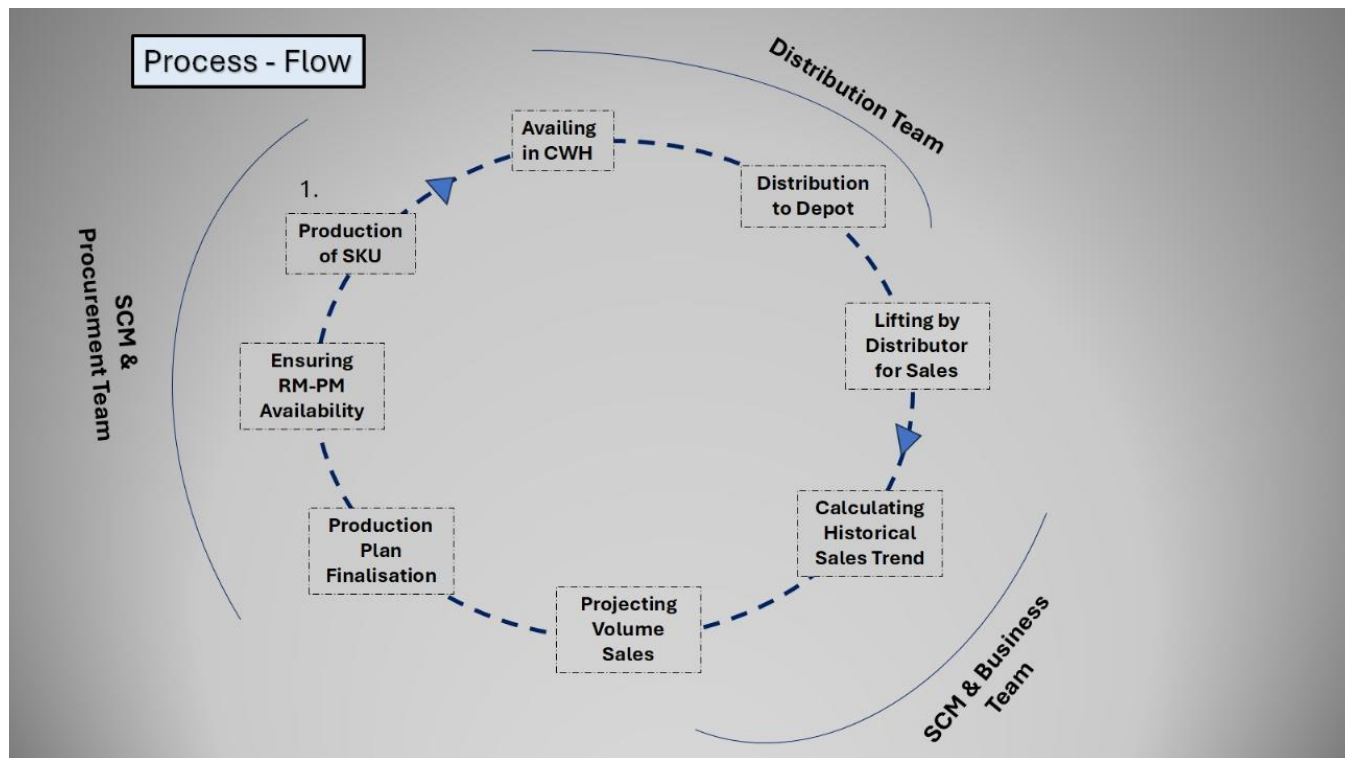
The distribution system of ACI is intricate, since the supply aims to replace inventory at the immediate client location rather than satisfy immediate demand, which will thereafter be used to meet that need. The intricacy of the distribution network manifests as an opportunity, as an optimally effective and efficient distribution system may serve as a significant competitive advantage.

ACI's goods are not sold directly to consumers; instead, they are distributed via merchants. Products are distributed from ACI's local warehouses to different retail establishments. ACI has engaged sales representatives who persuade merchants to showcase ACI goods or sell them to retail establishments. The ACI goods ultimately reach the end-user customers via retail outlets. The organization operates strategically positioned sales centers in twenty-four distinct areas nationwide. It has established a sophisticated distribution system with over 300 competent personnel, a fleet exceeding eighty trucks, and 18 strategically positioned facilities. The greatest marketable amount is contingent upon the capacity and efficacy of the depots. Each depot is required to sell a minimum of 70,000 units of items to distributors during a two-month period.

The distribution system can manage a sustained volume of a varied array of items from several enterprises. The company's distribution facilities are exceptionally efficient, digitized, and automated. We can sustain a cold chain for certain items, like vaccinations and insulin. The integration of this sophisticated function and multidimensional capabilities enabled the effective management of hundreds of items.



My expertise in campaign management and market research yielded insights into ACI's distribution tactics. I noted how Savlon Antiseptic Soap customizes its distribution strategy for various retail settings, including contemporary trade outlets and conventional retail shops. This guarantees that the product is extensively available and readily accessible for consumption.



This image illustrates the **integrated and interconnected** stages of production, procurement, and distribution at ACI Limited. The process emphasizes collaboration between the **Supply Chain Management (SCM)**, **Procurement**, and **Business** teams to ensure **continuous product availability**, **optimized resource allocation**, and **efficient distribution**. Key stages include:

1. **Production of SKU:** Manufacturing products based on projected demand.
2. **Ensuring RM-PM Availability:** Confirming the availability of raw and packing materials.
3. **Production Plan Finalization:** Aligning production schedules with demand forecasts.
4. **Projecting Volume Sales:** Forecasting future sales volumes using market trends and historical data.
5. **Distribution to Depots:** Moving products to regional depots for efficient delivery.
6. **Lifting by Distributors:** Distributors collect products for final sales to retailers and customers.

This circular process ensures **timely product availability**, **cost-effectiveness**, and **customer satisfaction**.

6.8 AI-Driven Planning and Distribution Process

ACI Limited leverages **Artificial Intelligence (AI)** to optimize its supply chain operations, ensuring **timely product availability**, **cost efficiency**, and **customer satisfaction**. Below is a detailed breakdown of the process:

1. **AI-Driven SKU-Wise MOP Projection:**

- AI projects the **Marketing Operating Plan (MOP)** for each SKU (Stock Keeping Unit) over a **6-month horizon**.
- This involves setting SKU-wise volumes, adjusting for **seasonality**, and incorporating **program-specific inputs** (e.g., promotions or campaigns).

2. **Volume Projection and Refinement:**

- Initial AI projections are refined using **historical sales data** and **manual tweaking** by supply chain experts.
- This ensures that forecasts are accurate and aligned with market demand.

3. **Production Plan Finalization:**

- Based on the refined projections, a **monthly production plan** is finalized.
- This plan ensures that raw materials and packing materials are available for production, minimizing delays.

4. **Distribution Planning:**

- AI is used to project **stock requirements** for regional depots.
- The system checks depot-wise stock levels and calculates **net requirements** to ensure optimal distribution.

5. **Production Requirement Alerts:**

- An automated alert system triggers **production alerts** when stock levels in the central warehouse fall below **10 days of availability**.
- This ensures that the supply chain team can take immediate action to prevent stockouts.

6. **Manual Vehicle Assignment:**

- Transportation resources (e.g., trucks) are assigned manually to ensure timely delivery of products to regional depots.
- This step ensures that products reach retailers and customers efficiently.

Key Features of the Process:

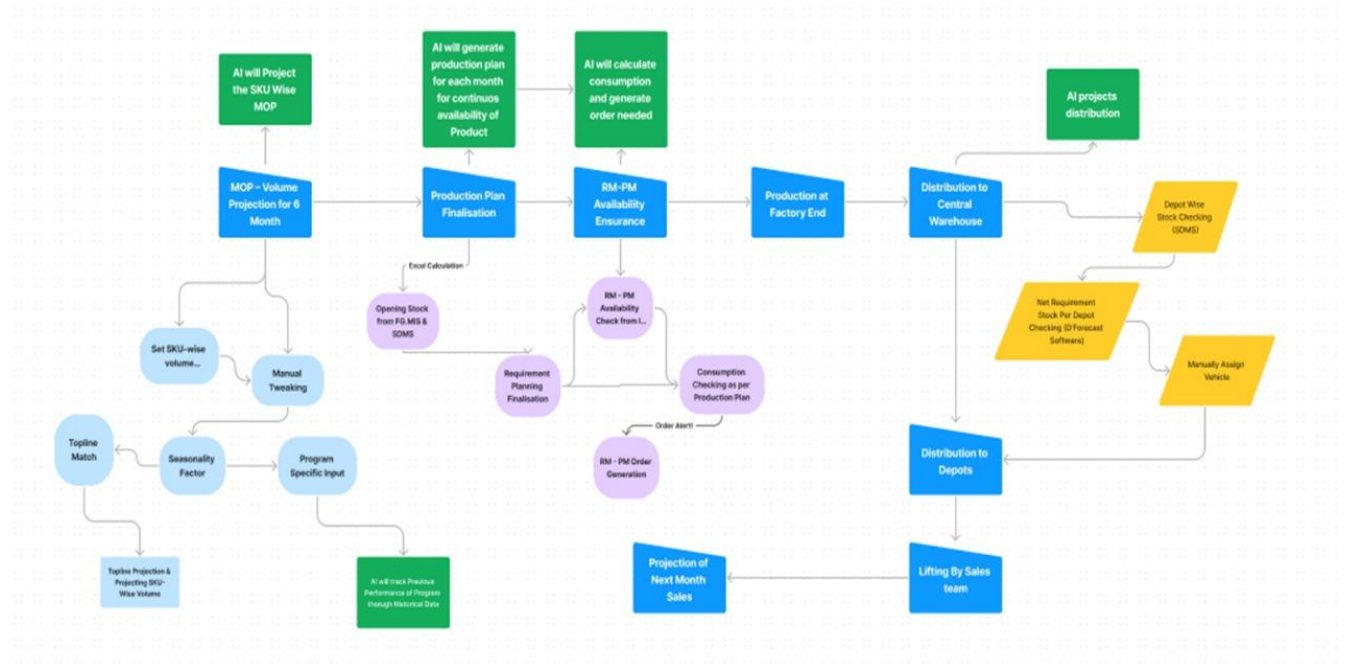
- **AI-Driven Insights:** AI is used extensively for forecasting, planning, and optimizing operations.
- **Human Oversight:** Manual adjustments and checks ensure accuracy and adaptability.
- **End-to-End Integration:** The process integrates planning, production, distribution, and sales for seamless operations.
- **Efficiency and Accuracy:** The combination of AI and manual processes ensures efficiency and minimizes errors.

How This Relates to My Internship:

During my internship at ACI Limited, I observed how **AI-driven planning** plays a critical role in ensuring **product availability** and **customer satisfaction**. For example:

- I participated in **market visits** to gather data that fed into AI-driven forecasts.
- I assisted in organizing campaigns like **Sinex Shera Hamagurian Season 2**, which relied on accurate production and distribution planning.

This process highlights the importance of integrating **technology** and **human expertise** to achieve operational excellence.



This image illustrates the **integrated planning and distribution process** at ACI Limited, which leverages **Artificial Intelligence (AI)** to optimize operations. The process includes:

1. **AI-Driven SKU-Wise MOP Projection:** Forecasting demand for each SKU over a 6-month horizon.
2. **Volume Projection and Refinement:** Refining forecasts using historical data and manual adjustments.
3. **Production Plan Finalization:** Aligning production plans with demand forecasts.
4. **Distribution Planning:** Using AI to project stock requirements for regional depots.

This process ensures **timely product availability**, **cost efficiency**, and **customer satisfaction**.

CHAPTER SEVEN:VALUE CHAIN PROCESS FOR SAVLON ANTISEPTIC SOAP

7.1. Value Process

The value chain process for Savlon Antiseptic Soap involves a series of well-coordinated steps that ensure the product is developed, manufactured, and distributed efficiently. Each stage is critical to delivering a high-quality product that meets consumer needs. Here's a step-by-step breakdown:

1. Idea Generation

- **Description:** The process begins with the Brand Executive conceptualizing the idea for Savlon Antiseptic Soap. This idea is based on market research, consumer insights, and industry trends.
- **Key Focus:** The idea focuses on creating a soap that offers antibacterial protection, skin-friendly ingredients, and long-lasting freshness.
- **Significance:** The idea must address a market gap (e.g., the need for an affordable, effective antiseptic soap) and align with the Savlon brand's positioning as a trusted antiseptic product.

2. Approval by Brand Management

- **Description:** The idea is presented to the Brand Management Team, which evaluates its feasibility, market potential, and alignment with the company's goals.
- **Key Focus:** The team assesses whether the product can compete with existing antiseptic soaps in the market and whether it fits the Savlon brand portfolio.
- **Significance:** Approval ensures that the product has a high chance of success and aligns with the company's strategic objectives.

3. Budget Approval from Finance

- **Description:** Once the idea is approved, the Finance Department evaluates the costs associated with developing and launching Savlon Antiseptic Soap. This includes costs for raw materials, packaging, manufacturing, and marketing.
- **Key Focus:** The finance team ensures that the product can be produced and marketed within the allocated budget while maintaining profitability.
- **Significance:** Budget approval ensures that the product development process has the necessary financial resources to proceed.

4. Raw Material (RM) Procurement by Commercial Department

- **Description:** The Commercial Department sources and procures the raw materials (RM) required for Savlon Antiseptic Soap. This includes antiseptic agents, fragrances, moisturizers, and other ingredients.
- **Key Focus:** The team ensures that the raw materials meet quality standards and are sourced from reliable suppliers.
- **Significance:** High-quality raw materials are essential for producing a soap that is effective, safe, and consumer-friendly.

5. Packaging Material (PM) Procurement

- **Description:** The Commercial Department also procures packaging materials (PM) for Savlon Antiseptic Soap. This includes soap wrappers, cartons, and labels.
- **Key Focus:** The packaging is designed to reflect the Savlon brand identity and highlight the soap's key benefits, such as antibacterial protection and skin care.
- **Significance:** Packaging plays a crucial role in branding, product protection, and consumer appeal.

6. Manufacturing in the Factory

- **Description:** The raw and packaging materials are sent to the factory, where Savlon Antiseptic Soap is manufactured. The production team follows standard operating procedures (SOPs) to ensure consistency and quality.
- **Key Focus:** The soap is produced in batches, with each batch undergoing quality checks to ensure it meets the specified standards.
- **Significance:** Efficient manufacturing ensures that the soap is produced on time, within budget, and to the required quality standards.

7. Finished Goods (FG)

- **Description:** After manufacturing, the soap is classified as Finished Goods (FG). It undergoes final quality checks to ensure it meets all specifications before being sent to the depot.
- **Key Focus:** The soap is tested for antibacterial efficacy, fragrance consistency, and packaging integrity.
- **Significance:** Quality assurance at this stage ensures that only defect-free products reach the market.

8. Distribution to Depot

- **Description:** The finished Savlon Antiseptic Soap is transported to the central depot for storage and further distribution. The depot serves as a hub for managing inventory and fulfilling orders.
- **Key Focus:** The depot ensures that the soap is stored in optimal conditions to maintain its quality.
- **Significance:** Efficient depot management ensures that the soap is available for distribution to distributors and retailers as needed.

9. Primary Distribution to Distributors

- **Description:** From the depot, the soap is distributed to primary distributors. These distributors are responsible for supplying the product to retailers in their respective regions.
- **Key Focus:** The distributors ensure that the soap reaches a wide network of retailers, making it accessible to consumers.
- **Significance:** Primary distribution ensures that the soap is available in urban, semi-urban, and rural markets.

10. Secondary Distribution to Retailers

- **Description:** The primary distributors supply the soap to retailers, who then sell it to the end consumers. Retailers include supermarkets, pharmacies, and local stores.
- **Key Focus:** Retailers stock the soap on their shelves and promote it to consumers through in-store displays and promotions.
- **Significance:** Retailers are the final link in the supply chain, ensuring that the soap is available to consumers at the point of sale.

11. Tertiary Distribution to End Consumers

- **Description:** The final stage of the value chain is when the soap reaches the end consumer. Consumers purchase the soap based on its quality, branding, and availability.
- **Key Focus:** Consumers use the soap for its antibacterial benefits, skin-friendly properties, and refreshing fragrance.
- **Significance:** The ultimate goal of the value chain is to satisfy consumer needs and build brand loyalty.

Key Takeaways

1. **Collaboration Across Departments:** The value chain process for Savlon Antiseptic Soap requires close collaboration between Brand Management, Finance, Commercial, Production, and Distribution teams.
2. **Quality Assurance:** Each stage of the process includes quality checks to ensure the soap meets consumer expectations.
3. **Efficiency and Timeliness:** Efficient management of the value chain ensures that the soap is delivered to consumers on time and in the right condition.

Summary

The value chain process for Savlon Antiseptic Soap is a comprehensive framework that ensures the successful development, production, and distribution of the product. From idea generation to delivery to the end consumer, each step plays a critical role in achieving business objectives and consumer satisfaction. By optimizing this process, ACI Limited can maintain a competitive edge in the market and deliver a high-quality product that meets the needs of its customers.

CHAPTER EIGHT: RECOMMENDATION AND CONCLUSION

8.1. Recommendations:

- Drop in raw material expenses compared to competitors in both national and worldwide markets.
- 2. Material needs planning and production demands automation call for.
- An extensive database including all of the vendors to provide the buyer simple access to supplier data.
- Real-time update automatic access combined with digital invoicing. Check that every document follows the Letter of Credit's specified accuracy level set by terms and conditions.
- Based on the bill of arrival, the corporation has to set up online duty payment.
- Twice yearly implementation of a customer feedback form.
- Choice of product HS code in line with the national board of revenue.
- Minimizing port leasing and demurrage costs at a low proportion can help to save expenses.
- Leadership, information technology, supply chain management, and communication instruction
- Training on value-added tax, import policy, and customs laws need to be improved.
- As seen during my internship, ACI might also integrate AI-driven forecasting tools to maximize demand planning and production efficiency. Strengthen cooperation between departments of supply chain and marketing. Improve coordination to match production and distribution plans with marketing campaigns thereby ensuring the timely availability of products like Savlon Antiseptic Soap. Provide funding for supply chain staff members' training. Provide market research, data analysis, and communication skills training to raise supply chain operation efficiency.

8.2. Conclusions

A company's supply chain extends from the manufacturing facility until the moment the items reach the client. A conventional supply chain has five distinct stages. Products originate from raw materials. In the subsequent phase, the producer transforms raw materials into finished items. The third phase transpires when the completed items are sent to the distribution center. In the fourth phase, the distribution facility utilizes the items to replenish a retail store's inventory. In the concluding phase, the items are delivered to the customer. This study elucidates the supply chain of ACI via the lens of this notion.

Supply chain management is increasingly acknowledged as the administration of essential business operations inside the supply chain. Enhanced supply chain management may reduce overall system costs, inventory levels, and cycle durations while markedly improving stock availability and inventory turnover rates. Achieving these achievements may provide enhanced earnings, superior customer service, and a competitive edge for firms. It has consistently benefited from its exceptional supply chain management department. It provides unparalleled professionalism and experience in all commercial operations of ACI, so securing a competitive edge and enhancing customer trust and market share. My internship at ACI Limited offered profound insights into the relationship between marketing and supply chain management. Through the comprehension of customer preferences, industry trends, and distribution dynamics, I discerned how ACI enhances its supply chain to efficiently and successfully distribute items such as Savlon Antiseptic Soap. These experiences highlighted the significance of data-driven decision-making, interdisciplinary teamwork, and ongoing improvement in attaining supply chain excellence.

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Appendix: Certificate of Internship

**Advanced Chemical Industries Limited**

এডভান্সড কেমিক্যাল
ইন্ডাস্ট্রিজ লিমিটেড
এসিআই সেন্টার
২৪৫ তেজগাঁও শিল্প এলাকা
ঢাকা-১২০৮, বাংলাদেশ
পিও বক্স ৭২১৮
টেলিফোন +৮৮০ ২ ৮৮৭৮৬০৩
ফ্যাক্স +৮৮০ ২ ৮৮৭৮৬১৯

Advanced Chemical Industries Limited
ACI Centre
245 Tejgaon Industrial Area
Dhaka-1208, Bangladesh
Telephone +880 2 8878603
Fax +880 2 8878619
Email : info@aci-bd.com
Web : www.aci-bd.com

Your ref

Our ref

Date

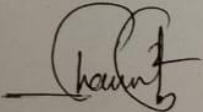
ACI-HR/SR/12-2024

12 December 2024

TO WHOM IT MAY CONCERN

This is to certify that Mr. **Md. Atiqur Rahman** from United International Univesity has successfully completed his **03 Months** internship in **Consumer Brand Marketing Department** under the supervision of Brand Executive with effect from 08 September 2024 to 07 December 2024 and did his internship project on " **Analyzing the Supply Chain process of Savlon Antiseptic Soap from Raw Material Procurement to Final Consumer.**"

We wish his continued success in life.



Mohammad Sharifur Rahman Majumder
Senior HR Manager