Internship Report on: “Export and Cross-Border Operations of ShopUp Limited: An Analysis of Operational Processes”

Shihab Rashid

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

An Internship Report on: “Export and Cross-Border Operations of ShopUp Limited: An Analysis of Operational Processes”

Submitted to:

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Registration Trimester: Spring 2026

School of Business and Economics

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Date of Submission: July 22, 2026

Letter of Transmittal

Date: July 22, 2026

Nafisa Rahman
Lecturer
School of Business & Economics
United International University

Subject: Submission of Internship Report on "Export and Cross-Border Operations of ShopUp Limited: An Analysis of Operational Processes".

Dear Ma'am,

Respectively, I am glad to submit my internship report titled, **"An Internship Report on: Export and Cross-Border Operations of ShopUp Limited: An Analysis of Operational Processes".** To meet a core requirement of my BBA degree, I have completed my three months internship in ShopUp Limited in their New Initiatives - Export Department. I have been able to follow your guidance in writing this report and have done my best to relate what I learned in class to what I learned and experienced in the field. This internship has definitely enhanced my knowledge of the role of data analysis and smart decision making in enhancing global trade and export business activities.

I would be grateful if you kindly accept this report and provide your valuable feedback.

Sincerely yours,

Shihab Rashid

Shihab Rashid
ID: 111 213 002
Major: Business Analytics
BBA Program
United International University

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Declaration of the Student

I am Shihab Rashid, a student of BBA in Business Analytics at United International University declare that this internship report on **ShopUp Limited** has been prepared by me. I have not committed any copyright act infringement purposefully while making this report and I also declare that I will not submit this internship report to other establishments for other distinctions or any degree of certificate.

Shihab Rashid

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ID: 111 213 002
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Corporate Evidence

অঙ্কুর

14 June 2026

To Whom It May Concern

Subject: Internship Experience Certificate

Dear Concern,

It is our pleasure to write on behalf of **Shihab Rashid**, who completed his Internship at **Onkur Bangladesh Limited** under **New Initiatives** department from **10 March 2026** till **09 June 2026**.

Shihab Rashid was fully committed to his role in the team. We found him to be reasonably active in every task that was assigned to him. During his tenure, he had been very sincere, efficient and reliable. he was also open to take up challenges.

We wish him all the best in his future endeavors.

Best Regards,

Hamza Mahdi
Compensation & Benefits Manager
Human Resources Department
Email: hamza.mahdi@shopup.org

Onkur Bangladesh Limited
Level 4, SKS Tower, 7 VIP Road,
Mohakhali, Dhaka 1206

Acknowledgement

First, I would like to express my sincere gratitude to Allah for giving me the strength and mental stability to complete the report within the designated time. Internships form a crucial part of the BBA program as they provide students with practical exposure by allowing them to observe and participate in the everyday operations of a company. ShopUp proved to be an exceptional organization for me to complete my internship.

I want to take this opportunity to express my gratitude towards Nafisa Rahman, my exceptional internship supervisor and Lecturer in the School of Business and Economics at United International University. Her invaluable guidance was the backbone of this work, and it would not have been possible to succeed without her support.

I would also like to thank management and the employees of ShopUp Limited, especially the team members and colleagues in the New Initiatives - Export Department, for their cooperation, supervision, and practical direction throughout my three-month internship. Their assistance allowed me to gain valuable, hands-on experience in the area of export operations.

Finally, I would like to thank everyone who assisted me in completing the internship report successfully, without your collective efforts I would not have had the opportunity to receive a valuable learning experience through my internship.

Executive Summary

This report is the practical experience and learning from a three months internship in ShopUp Limited, under Onkur Bangladesh Limited, in the field of New Initiatives - Export. The internship was undertaken as a part of the Bachelor of Business Administration (BBA) program with a specialization in Business Analytics at United International University. The report is based on ShopUp Limited's export and cross-border activities from a business analytics point of view.

ShopUp Limited is a technology-powered B2B commerce, logistics, financial services and supply chain business in Bangladesh. The company provides retailers, suppliers, manufacturers and other business partners with technology-based commerce and operational solutions. It handles export and cross-border activities, including supplier coordination, export pricing, shipment tracking, documentation, inventory management, and operational reporting. In 2025, ShopUp and Sary have partnered to form SILQ Group, which will help expand opportunities for cross-border trade between South Asia and the Gulf.

Practical experience includes export workflow management, logistics coordination, shipment monitoring, export price calculations, documentation and operational reporting on spreadsheets during the internship. Records and operational data were kept on Microsoft Excel and other technology-based systems were used to track price changes and to assist with day to day export activities. It was a great learning experience in terms of the relevance of proper data, communication and analytical decision making in managing cross border operations.

The export and cross-border trade sector in Bangladesh is also explored in the report. While the manufacturing of ready made garments continues to be the main export industry, there are increasing prospects in agricultural products, processed foods, pharmaceuticals, leather goods, and other non traditional items. Meanwhile, the sector is plagued by logistics delays, regulatory complexity, exchange-rate fluctuations and supply chain disruptions.

The internship revealed that there are many areas that need improvements, including the need to automate the handling of operations data, live analysis of pricing, integration with shipment tracking data, business intelligence dashboards, forecasting demand and supply and better digital handling of export papers. These enhancements can minimize human errors, provide a better view of operations, and enable quicker and smarter decision making.

This internship was an amazing opportunity to gain insight into the realities of export operations, logistics, pricing, supply chain management and business analytics. It provided a link between classroom learning and business realities and provided an additional boost to analytical, technical, communication and problem-solving skills required for success in a future career in business analytics and cross-border operations.

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List of Acronyms & Abbreviations

B2B - Business-to-Business

BI - Business Intelligence

GDP - Gross Domestic Product

ICT - Information and Communication Technology

PIF - Public Investment Fund

RMG - Ready-Made Garments

SILQ - ShopUp and Sary Integrated Commerce Group

SME - Small and Medium sized Enterprise

USD - United States Dollar

CFR - Cost and Freight (Incoterm)

CI - Commercial Invoice

CRT - Cash Reconciliation Tool (internal payment panel)

EXP - Export Form (Bangladesh Bank export declaration)

FOB - Free On Board (Incoterm)

GPO - Group Purchase Order

KSA - Kingdom of Saudi Arabia

UAE - United Arab Emirates

NOC - No Objection Certificate

OMS - Order Management System

PI - Proforma Invoice

PO - Purchase Order

RTGS – Real Time Gross Settlement

SKU - Stock Keeping Unit

SOP - Standard Operating Procedure

SR App - Sales Representative Application

CHAPTER 1: INTRODUCTION

1.1 Background of the Report

The Bachelor of Business Administration (BBA) program at the United International University has a specialization in Business Analytics and an internship is mandatory for graduation. This internship is significant as it gives students hands-on experience in the functioning of an organization and it enables students to transfer the knowledge they have acquired in the classroom to the business world.

The e-commerce and digital commerce industry of Bangladesh have grown significantly in the last few years, as internet penetration rates, smartphone use and consumer behavior have changed. Besides the development of domestic e-commerce, enterprises are also actively engaged in cross-border e-commerce and export-oriented operations to expand their market, improve their scale, and develop their business. Logistics, digital financing, supply chain management, and data-driven decision-making have become crucial elements in maintaining competitiveness in international markets in this context.

ShopUp Limited is one of the top business to business (B2B) commerce companies in Bangladesh that offers digital commerce, logistics, financing and supply chain solutions to small businesses. The company has also expanded its international business activities through the development of export support facilities, export logistics coordination, and export trade facilitation. The integrated ecosystem of ShopUp enables the merchants and suppliers to easily access larger market and operate with technology and analytics.

Figure 1 - ShopUp Logo

This report aims to provide the findings and observations that were obtained during the internship period at ShopUp Limited with emphasis on the export and cross-border operations from a business analytics perspective. The report highlights the role of business analytics in the optimization of operations, decision making, logistics and performance monitoring in international business activities.

1.2 Objectives of the Report

The main aim of the report is to analyze export and cross border business of ShopUp Limited from business analytics perspective with a hands-on internship experience.

Specific Objectives

- To have an understanding of ShopUp Limited's export and cross border activities.
- To gain knowledge of the international logistics, trade co-ordination and supply chain management.
- To understand the importance of business analytics in enhancing business operations and decision making in cross-border operations.
- To relate theoretical knowledge of Business Analytics with the real-life applications at ShopUp Limited.
- To detect operational issues and inefficiencies of export and cross-border operations.
- To suggest analytical and operational changes to improve the performance of cross-border business.

1.3 Rationale of the Report

The main aim of this report is to complete the academic requirement of the internship programme of Bachelor of Business Administration (BBA) and to have a practical understanding of the export operation, international trade activities and digital commerce system. The internship at ShopUp Limited allowed the opportunity to see the cross-border business activities in a real organizational environment and how technology and data is being used in day-to-day activities.

While courses like Business Analytics, Supply Chain Management, Operations Management, Finance and International Business teach theory, practical exposure is required to gain insights into how these concepts are used in real world business settings. The internship gave a deep understanding of export processes, inventory management, shipment tracking, coordinating with suppliers, and other operational decision-making. The report is significant because it demonstrates the adjustment of the digital commerce business in Bangladesh to the global space and expansion of its business to other countries through cross border trade. Unlike traditional trading methods, modern digital commerce platforms are significantly more technology driven and rely on technology, data analytics, logistics optimization, inventory forecasting and operational monitoring to ensure smooth and timely business operations. By grasping these processes, a better understanding of international trade activities in a competitive and rapidly evolving business environment can be gained. The report also highlights the increasing need for business analytics for operational planning and strategic decision making. With the increased reliance on data driven insights for measuring performance, tracking shipments, forecasting demand, identifying operational issues, cutting costs, and enhancing customer satisfaction, organizations are looking towards AI powered tools such as predictive customer service to aid them. In the case of cross border business activities, the smart utilization of analytics can assist businesses to make informed choices, enhance effectiveness, and obtain a competitive advantage in international markets.

The study also provides practical experience of the export and cross border operations of ShopUp Limited to help students appreciate the interdependence of various business functions to facilitate cross border trade. It also illustrates the use of technology based systems to control business activities and guarantee smoothness among different stakeholders like suppliers, logistics partners and customers.

1.4 Scope and Limitations of the Report

1.4.1 Scope

This report is the outcome of the practical experience and observation that was gained during the internship that was conducted at ShopUp Limited for a period of three months. The report primarily focuses on export activities, cross border logistics coordination, export workflows and the use of business analytics in support of export activities. The study does not involve detailed financial evaluation but concentrates on operational processes, performance monitoring and analytical viewpoints.

1.4.2 Limitations

Although every attempt was made to prepare a complete report, there were some limitations during this study:

- The internship period was short, which limited the opportunity for a more in-depth analysis.
- Limited access to operational and business information was provided due to company policies.
- Some of the export related processes contained sensitive information that could not be fully disclosed. Observational learning was used extensively, and there was little direct managerial involvement in the study.
- Limited time because of regular internship duties prevented in-depth analytical research. However, the constraints did not impact on the overall learning experience or on meeting the objectives of the report.

1.5 Definition of Key Terms

1.5.1 Export Operations

Business activities associated with the exchange of goods and services from one country to another, as part of international trade procedures.

1.5.2 Cross-Border Operations

Any business activity that crosses a national border that includes the exchange of goods, services, payments or information.

1.5.3 Business Analytics

The application of statistical, technological and analytical methods to analyze business data to inform decision making and enhance the performance of the business.

1.5.4 Supply Chain Management

The management and coordination of sourcing, logistics, procurement, stock management and distribution activities to deliver products to customers.

1.5.5 Logistics

Planning, execution and regulation of the efficient movement and storage of goods from one location to another.

1.5.6 Digital Commerce

Business deals that are done electronically and with technology.

1.5.7 Operational Efficiency

The capacity of an organization to provide services or products using the least amount of resources, time, and money.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Company Analysis

2.1.1 Overview and History

ShopUp Limited is among the leading B2B commerce, logistics and supply chain platform of Bangladesh. The idea behind the company is to help make small businesses and merchants more empowered by offering them technology-based commerce solutions, logistics services, financing, and facilities for supply chain management.

ShopUp's operations have grown and evolved over the years and now has an integrated ecosystem that assists retailers, wholesalers, manufacturers and suppliers across Bangladesh. The company uses digital infrastructure and operational technology to streamline the process of procurement, inventory management, product distribution, and merchant operations.

In the course of its expansion of operation, ShopUp has also paid attention on export and cross-border business operations through its New Initiatives and export related business entities such as Onkur Bangladesh Limited. These activities include coordination of export logistics, supplier communication, monitoring pricing structures, preparing shipment documentation and managing operational data associated with international trade activities.

ShopUp is well known for its innovative approach to its business and for its efforts to advance the commerce and supply chain sector in Bangladesh through technology and data-driven decision making.

2.1.2 Trend and Growth

The digital commerce and export sector in the country has been growing significantly in recent years, as the world has become more globalized, logistics infrastructure has improved and the demand for Bangladeshi products, particularly agricultural and food products, has been growing internationally.

ShopUp Limited has shown consistent growth in its operations by:

- Growth of logistics and supply chain networks
- Higher levels of digital integration of operational systems
- New SME and merchant partnerships are growing
- Export-oriented business developments
- Better use of data and analytics to support decision making in operations.

In addition, the company has successfully adjusted to new business conditions by making use of operational technologies, analytical tools based on spreadsheets, digital reporting systems and logistics coordination platforms to enhance the efficiency of export and cross-border operations.

Moreover, the demand for fresh vegetables, agro-products and the processed food items in the international market has opened opportunities for expanding the export. Thus, pricing analytics, operational monitoring, shipment coordination, and data management are becoming more and more significant in export operations.

In 2025, ShopUp achieved a significant milestone in its expansion by joining forces with Sary, a prominent B2B commerce firm from the Gulf, to create a new entity known as SILQ Group. Some USD 110 million in funding was provided by Sanabil Investments, a subsidiary of Saudi Arabia's Public Investment Fund (PIF), and other international investors, in support of the merger.

With the establishment of SILQ Group, one of the biggest South Asia-Gulf cross-regional B2B commerce platforms were born. The strategic combination will help the company enhance international trade connectivity, logistics infrastructure, embedded financing systems, and cross-border supply chain operations.

Figure 2 - Organizational Structure of SILQ Group, ShopUp, and the New Initiatives - Export Department

While ShopUp and Sary are still active on their own brands in their respective markets, both now share operational infrastructure, analytics systems and technology platforms with SILQ Group. This strategic partnership allows for improved coordination of shipments, operational expansion, inventory visibility and data-driven decision making across countries. The merger shows the growing importance of operational analytics, logistics optimization, pricing intelligence and cross border operational management from a Business Analytics point of view to build scalable international trade systems.

2.1.3 Product / Service / Customer mix

Product / Service

ShopUp provides a variety of products and services to support businesses, including:

- B2B wholesale marketplace for sourcing business goods.
- Cross border trade and export solutions.
- Provide supply chain and procurement services.
- Warehouse and inventory management.
- Logistics and last mile delivery services.
- Electronic payment and financial solutions for businesses.
- Business analytics and operational reporting.
- Order, Inventory and Shipment management technology platforms.

Customer Mix

ShopUp has a broad range of customers in the commerce and supply chain world, such as:

- Small and medium sized enterprises (SMEs)
- Manufacturers and producers
- Retailers and wholesalers
- Corporate and institutional buyers
- Local suppliers and farmers
- International buyers and import partners
- Logistics and distribution partners

By having multiple segments, ShopUp has a single business model which facilitates seamless procurement, distribution and cross border trade.

2.1.4 Company Operations / Activity

ShopUp Limited is a technology driven commerce, logistics, financial services and supply chain management business. It serves to link buyers and suppliers and increase efficiency in procurement and distribution. Its main operations are:

Commerce Operations

ShopUp allows businesses to find and purchase products directly from verified suppliers on their platform. This enables customers to purchase the products in an efficient manner and enables suppliers to access a larger market.

Supply Chain Management

It handles inventory, warehouses, and order fulfillment to ensure a seamless product flow from suppliers to customers. Supply chain operations are about keeping products available and delays to a minimum.

Logistics and Distribution

Transportation, shipment coordination, and delivery operations can be handled with ShopUp's logistics network. These activities are crucial for the smooth and timely movement of goods within domestic markets and across borders.

Cross-Border Trade Operations

The company takes care of export and import activities, communication with suppliers, international shipping and customs documentation, and compliance with trade requirements. These operations make it easy for business customers to cross border trade.

The export and cross-border operational activities mainly involve:

- Export coordination
- Supplier and inventory management
- Shipment tracking and logistics monitoring
- Pricing analysis and operational reporting
- Documentation and database management

Technology and Data Management

Orders, inventory, shipment information and operational data are managed on digital platforms. The company leverages data analytics to monitor performance, improve operational efficiency, and support business decision-making.

Business Support Functions

Besides the core business, ShopUp conducts various support tasks like supplier relationship management, customer service, financial operations, compliance and performance monitoring. These functions help in the effective coordination of the company's overall business operations.

2.1.5 SWOT Analysis

Strengths

- Well established logistics and supply chain network.
- Technology driven operational structure.
- Developing export and cross-border competencies.
- Highly competitive and effective retailers and vendor's network.
- Data oriented operational management.

Weaknesses

- Manual spreadsheet processes.
- Coordinating complex activities in exports.
- Poorly structured operations and processes.
- Potential for operation delays caused by manual reporting systems.

Opportunities

- Growth of export sector in Bangladesh at a high rate.
- Rising demand from abroad for agricultural products.
- Expansion into new global markets.
- Implementation of new analytical and automated tools.
- Improvement of digital infrastructure of the supply chain.

Threats

- International market competition
- Changes in export regulations and policies
- Disruptions to the supply chain and logistics delays
- Currency exchange volatility
- Technological and cybersecurity risks.

2.2 Industry Analysis

2.2.1 Specification of the Industry

Export and cross border trade is one of the most significant sectors of the economy of Bangladesh. It includes making goods, marketing, transporting and selling products to foreign markets. It encompasses manufacturers, exporters, logistics providers, freight forwarders, customs authorities, financial institutions, and technology service providers, all of which play a crucial role in the facilitation of international trade. Bangladesh is a well known country in the world as a huge exporter of ready made garments (RMG) which is the most significant source of earning foreign currency. The country has also witnessed an increase in exports of agricultural products, frozen foods, leather products, pharmaceuticals, jute products and information technology services in recent years. The expansion of export activities has also been facilitated by government initiatives, trade agreements and improvements in trade infrastructure. With the increasing competition in the global trade arena, companies are focusing more and more on the quality of their products, delivery time, meeting international standards and the efficiency of their supply chains.

2.2.2 Size, Trend, and Maturity of the Industry

Industry Size

The export sector plays an important role in the Gross Domestic Product (GDP) and foreign exchange earnings of Bangladesh. The latest trade figures show that Bangladesh exports to over 150 countries, including to the U.S., European Union countries, Canada, Japan and other countries in Asia. The ready-to-wear segment accounts for the bulk of export earnings, however the non-traditional export industries are making their way into the country's export basket.

Industry Trends

The export and cross-border trade sector in Bangladesh is experiencing several key trends:

- Product diversification of exports other than garment industry
- Growth in the export of agricultural and processed food products.
- Development of regional and international trade partnerships
- Increased focus on sustainability and compliance to international quality standards
- Adoption of digital trade documentation and customs modernization
- Growth of e-commerce and cross-border digital trade

The trends are driving companies to be more efficient and competitive in the global market.

Industry Maturity

Export industry is regarded as an emerging and growing industry in Bangladesh. Though some of the major export industries like ready-made garments have reached a relatively mature stage of development, many new export industries are still in the process of building up their production capability and market share. Competitiveness is further enhanced by investments in infrastructure, logistics, digital technologies and trade facilitation. But transportation delays, regulatory complexities and reliance on a few export products suggest that more needs to be done.

2.2.3 Industry SWOT Analysis

Strengths

- Good contribution to export earnings.
- Competitive labor costs.
- Geographically well connected with the region for trade.
- International reputation of export products is increasing.
- Export promotion policies, provided by the government.

Weaknesses

- Relying too heavily on the ready-to-wear clothing industry.
- Congestion of infrastructure and ports.
- Lengthy customs and regulatory procedures.
- In some sectors, there is an absence of product diversification.
- Several industries have a high reliance on imported raw materials.

Opportunities

- Entry into new overseas markets.
- Rising demand for export products such as agriculture, pharmaceuticals, and ICT products.
- The expansion of Regional Trade Agreements.
- Development of digital trade and e-commerce.
- Logistics and port infrastructure investments.

Threats

- Export demand slowdowns around the world due to economic downturns.
- Intense competition from other exporting countries.
- Exchange rate fluctuations.
- Adjustments in international trade policies and tariffs.
- Climate change and supply chain disruptions.

CHAPTER 3: INTERNSHIP EXPERIENCE

3.1 Position, Duties, and Responsibilities

As an Intern, I completed my three months internship at ShopUp Limited in the Department of New Initiatives- Export under Onkur Bangladesh Limited. During the internship I was guided by a senior program manager and worked with team members on export operations, logistics coordination, pricing analysis and cross-border activities.

The internship experience allowed me to gain first-hand knowledge of export workflow management, operational reporting systems, supplier coordination, and business analytics applications in actual export operations. This was a time when I got to see and be part of the export coordination, shipment tracking, pricing management and organizing operational data. The following are some of my key duties and responsibilities.

3.1.1 Creating and formatting shipment and supplier related spreadsheets

Created and maintained excel trackers for shipments, inflow and outflow, inventory in and out, sales records and supplier payments. Developed a separate supplier payment tracker and freight value sheets based on collection documents. These were the working sheets that were used for daily reconciliation and reporting.

3.1.2 Assisting with export documentation and reporting

Issued and adjusted Proforma and Commercial Invoices for buyers in UAE and KSA and opened EXP by e-mail to bank as well as on Bangladesh Bank portal. Also created NOCs, surrender letters for the shipper, CFR certificates, payment realization e-mails and export document submission forms. Occasionally handled bulk work such as issuing 60 EXPs or correcting 23 EXP entries on the Bangladesh Bank portal.

3.1.3 Logistics information monitoring and updating

Monitored and documented daily movement of tracked container and shipments and status changes on shipments on the shipment tracking sheets. Kept shipping NOC and surrender applications relating to individual consignments. Also contributed to work on calculations of containers value chain and payment of freight invoices.

3.1.4 Providing support for vegetable export price calculations

Made calculations of cost and selling price of successive shipments of vegetables, with summary sheets for each shipment. Tracked Gross Profit margin to support pricing changes to certain customers. Also did FOB price comparison with overseas market price and local supplier price.

3.1.5 Helping in monitoring the operational workflows

Followed processes end to end PO creation in the OMS panel, GPO assignment, product received confirmation via challan upload in the SR App, and marking orders delivered. Also developed SOPs and got to know the collection document submission process of the bank on field. This provided a visibility of the status of each order or document at any time.

3.1.6 Upkeep of export related databases and operational records

Kept the EXP Tracker as the main export record and eventually rebuilt and restructured it for better visibility. Collection documents are sorted, recorded and organized in excel and duplicates are retrieved from Bangladesh Bank portal. Also kept party statements and EXP detail lists current.

3.1.7 Supporting coordination activities across the borders

Managed communication with foreign buyers like Samar Al Shamal (KSA), Bait Al Yaqeen, Deshi Trading and Tahsin Supermarket (UAE) with regards to invoices and amendments. Coordinated with banks for EXP opening, lien, NOC and payment realization on cross border consignments. Also processed supplier payments and RTGS transfers via the CRT panel.

3.1.8 Task tracking and operation progress report maintenance

Kept a task log with dates and status of work done, for each working day, the basis of which was the periodic reporting. Prepared rice export summaries, monthly party statements and EXP tracker visibility outputs. Reconciled figures regularly with the accounts side before reports went out.

3.1.9 Assisting team members with operational data management

Supported reconciliation sessions and walked colleagues through the EXP Tracker structure and its use. Supported SKU and supplier onboarding via supplier panel and order backlog recording on the SR App.

Spreadsheet based systems and operational reporting tools were used extensively in most of the operational activities in the department. These roles provided me with hands on experience in export coordination, pricing management, logistics monitoring, and data driven operations.

The internship experience gave me insight into the importance of proper documentation, communication, efficient workflow coordination and analytical decision making in export and cross-border business operations for smooth functioning of operations.

3.2 Training & Development

On the internship I got practical training and guidance from the senior supervisors and members of the operational team in the export operations department. Training involved practical observation, operational involvement and direct supervision during different export related activities. The following are some of key areas of training.

3.2.1 Export and cross-border operational workflow

Understood the entire export process starting from order confirmation to the issuance of PI and CI, EXP opening, shipment and payment realization. Acquired hands on experience about opening, correction and duplicate retrieval of EXP in Bangladesh Bank portal. Also got hands on experience of submitting bank side collection documents.

3.2.2 Coordination of logistics and shipment

Trained in tracking container and consignment movement and keeping shipment status records current. Understood the process of shipping NOCs, surrender letters and freight invoice settlements within the release of a consignment. Developed an understanding of how costs are accrued in the container value chain along a shipment.

3.2.3 Export pricing decision techniques

Developed the skills to create cost and selling price estimates on perishables export products, item by item. Learned about Gross Profit margin monitoring as a tool for recalculating buyer prices. Also learned to compare with destination market FOB prices to see if local pricing was competitive.

3.2.4 Spreadsheet based operational reporting

Demonstrated ability of using practical excel skills to structure and format operational data including inflow, outflow, inventory, sales and payment records. Developed the ability to create trackers that remain usable in the long run instead of one-off sheets. Also became proficient in converting raw tracker data to readable summaries and statements.

3.2.5 Documentation and data management

Learned to prepare, amend and verify a wide range of export documents such as PI, CI, NOC, CFR certificates, advance receipts, forwarding and submission forms. Developed experience in the organization, sorting and preparation of sets of collection documents to ensure their retrieval. Understood the importance of accuracy as an error in an invoice or EXP entry must be formally amended.

3.2.6 Supplier and inventory coordination

Learned how to use the supplier panel to onboard suppliers and the relationship between supplier records and payments. Learned about the payment process with suppliers via the CRT panel, such as RTGS and cash payment acknowledgement. Also learnt inventory inward and outward recording and how it relates to sales and stock balance.

3.2.7 Export record maintenance

Developed knowledge of how to maintain the EXP Tracker as an auditable central export record, and then restructured it to be more visible. Appreciated the need to maintain consistency of EXP records with bank filings and shipment records. Also learned the discipline of routine record updates rather than batch catch up.

3.2.8 Operational analytics and reporting practices

Learned to reconcile financial and operational figures before reporting, and to trace discrepancies to their source. Developed skills in creating regular reports including party statements, export summaries and inflow/outflow reports. Also learnt to derive useful indicators like margins, price comparisons, backlog status from the routine data.

3.2.9 Intrateam Communication and Coordination

Learned to work across finance and accounts, sales and operations, including regular reconciliation sessions with colleagues. Developed skills in communicating tracker structure and processes to others to allow them to utilize the tracker. Developed direct communication skills via buyer and bank correspondence.

This training provided me with an understanding of the management of export operations from operational, analytical and logistical aspects. Additionally, I developed a first-hand appreciation of the impact of supplier pricing, delivery times, logistics costs and market conditions on operational decisions.

Much of my training was for using spreadsheet-based operational systems for the maintenance of export records, monitoring export shipments and calculating export pricing. This experience enhanced my knowledge of real-life examples of how to apply business analytics in export operations.

I also witnessed the coordination between operational teams and suppliers, logistics providers, and internal departments to facilitate seamless cross-border business operations and timely shipment management.

It was a practical training experience and also through the theoretical knowledge that I gained from my BBA program from United International University in Business Analytics that I got a better understanding of export operation, operational reporting system, and data-driven business process.

3.3 Contribution to Organization / Operations

While working at ShopUp Limited as an intern, I participated in various activities related to the operation and export activities that would help the New Initiatives - Export department in their day to day activities.

My work was mainly to ensure the accuracy of the operations, to arrange the information related to export, to support the activities of pricing analysis and to coordinate the work flow through the implementation of proper data management practices.

Spread sheet based systems were extensively used for export co-ordination and operational reporting throughout the internship. I kept records organized and ensured timely updates of the data, which helped to minimize inconsistencies in the department's operations and enhance the visibility of workflows.

I also helped to keep analytical records on export pricing and operational monitoring, enabling the supervisors to keep a better track of pricing changes, shipments and operational activities.

I helped the team with daily operations and contributed to the effective workflow management in the export operations department during peak operational periods by keeping records up to date.

This hands-on experience provided me with a great insight into how the efficiency of operations and business analytics can help with export and cross-border business activities in an organizational setting.

3.4 Evaluation

The criteria for evaluating the internship performance were - punctuality, professionalism, communication skills, analytical ability, adaptability, accuracy in work and attitude to learning.

I was able to keep a professional attitude during the internship period with the supervisors, colleagues, suppliers and members of the operational team. I always paid close attention to the accuracy of export records, pricing calculations, documentation management, and operational reporting activities. Supervisors appreciated my,

- Ability to handle operational data and pay attention to detail
- Familiarity with the operational processes in a short time
- Initiative and self-motivation in the work process
- Ability to create and follow procedures for organizing and managing spreadsheets and documentation
- Professional communication and teamwork
- Ability to collaborate with others to meet deadlines and deliver high-quality results.

The internship experience helped me to become more confident, mature and work in an operational environment with speed. It also deepened my knowledge of the communication, coordination and management of work processes and working with data.

The experience of working in export and cross-border operations has helped me to become more attuned to the challenges in the real-world operations and business processes and enhanced my problem-solving abilities.

3.5 Skills Applied

As part of the internship at ShopUp Limited, I had the opportunity to put into practice the theoretical concepts I had acquired in my business analytics coursework, including operational reporting, pricing analysis, logistics coordination, and export management. The internship provided me the opportunity to apply technical, analytical and interpersonal skills, as well as export operations and cross border workflow management.

Technical Skills

- Microsoft Excel and spreadsheet management
- Export operational record maintenance
- Data organization and reporting
- Determining and analyzing prices
- Documentation management
- Tracking of shipments and monitoring of operations

Analytical Skills

- Analysis of export price determination
- Operational data interpretation
- Monitoring pricing fluctuations
- Analysis of the workflow and operation
- Logistics coordination observation
- Trend-based operational understanding

Soft Skills

- Communication and coordination
- Teamwork and collaboration
- Ethical and professional conduct and responsibility
- Time management
- Flexibility in operational environment
- Problem-solving capability

As a student of Business Analytics, this internship was an excellent opportunity to learn how to apply the theory to the real world of business. I gained first hand knowledge of the use of operational data, price analytics, logistics coordination and reporting systems in export and cross border business settings. During the internship, I also developed an interest in operational analytics, supply chain management, export operations and processes of decision making based on data, these areas are very relevant to my academic background and future career goals.

CHAPTER 4: CONCLUSIONS AND KEY FACTS

4.1 Recommendations

While completing my 3-month internship with the New Initiatives - Export department of ShopUp Limited, I realized that there are several departments that can be optimized to enhance the efficiency of the business and export workflow management.

4.1.1 Increased Automation of Operational Data Management

A lot of export operational works are still done manually on spreadsheets. Centralized digital dashboards and automated reporting systems can minimize operational mistakes, boost efficiency and improve accessibility of data.

4.1.2 Real Time Pricing Analytics System

Market conditions, supplier prices, logistics costs and international demands have an impact on the export price calculation. For export operations real time pricing analytics systems could help to accelerate and enhance pricing decisions.

4.1.3 Integrated Logistics and Shipment Tracking

The overall visibility, coordination and monitoring of export and cross border operations would be enhanced by a centralized logistics tracking system. This can help minimize delays and enhance the effectiveness of communication.

4.1.4 Data Visualization and Reporting Dashboards

BI dashboards and visualization tools may assist the operational managers to monitor the export performance, shipment progress, supplier activities and pricing trends.

4.1.5 Predictive Demand and Supply Analysis

Predictive analytics and forecasting tools can help in managing inventory, scheduling exports and maintaining price stability by predicting future demand trends and supply fluctuations.

4.1.6 Improved Documentation Digitization

The digitization of export related documents and operational records would help in minimizing the use of paper, improve the speed of retrieval and enhance operational transparency.

4.2 Key understanding

This internship experience provided me with a few key takeaways in relation to the export operations, cross-border businesses and how business analytics can be applied in real life situations in operational environments.

The following are key learnings from this internship -

- Strong coordination between logistics, suppliers and pricing management and operational reporting systems is needed for export and cross-border operations.
- Keeping accurate operational information and organized documentation is crucial for efficient export processes and shipment coordination.
- In the export activity, the price is determined by various factors such as suppliers cost, demand in the market, logistics cost and international trade conditions.
- The use of spreadsheet-based analytics and operational reporting systems is an important tool for supporting business decisions for export activities.
- Business analytics can help organizations track performance and pinpoint opportunities for efficiency, analyze pricing trends, and facilitate data driven decision making.
- Effective communication and coordination among various operational teams is essential for the smooth running of export and logistics.
- Technology and analytics are playing an ever larger role in today's supply chain and international commerce activities.

This internship provided me with an experience of how the theoretical knowledge of Business Analytics can be implemented in real life with respect to export activities, supply chain management and cross border business activities.

4.3 Conclusion

The internship at ShopUp Limited was a great opportunity to gain practical experience in export operations, logistics coordination, pricing analysis, and managing operational data. The New Initiatives - Export department of Onkur Bangladesh Limited provided me a glimpse into the operations of the export department, the way export workflows are managed through the operational coordination, spreadsheet based export analytics, shipment tracking and pricing management system. This internship gave me the opportunity to get hands on experience in export record keeping, monitoring the calculation of export prices, organizing operational data and helping in cross border operational activities. These responsibilities were a great benefit towards developing my analytical skills, technical skills, communication skills, and knowledge of the business world. The company implements technology based operational systems and is increasingly adopting business analytics for decision making, pricing and logistics co-ordination and optimization. The merger of ShopUp and Sary into SILQ Group is also a testament to the increased importance of integrated technology, operational analytics and cross border commerce infrastructure in the global business landscape today. While some operational processes still rely heavily on manual spreadsheets, the organization is progressing towards building more scalable, data-driven, technology enabled operational structures.

Overall, this internship experience was a successful way to connect theory and practice in the business world. It helped me to gain knowledge of export management, operational analytics and cross-border commerce and also helped me to build my interest in business analytics, supply chain operations and data-driven decision making in the future.

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