

Internship Report

On

Supply Chain Practices of MAX Group

An Internship Report Submitted to the School of Business and Economics in Partial Fulfillment
of the Requirements for the Degree of Bachelor of Business Administration.

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United International University
QUEST FOR EXCELLENCE

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Letter of Transmittal

28th August 2019

Md. Kaium Hossain

Assistant Professor

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Subject: Submission of the Internship report.

Dear Sir,

With due respect, I, the students of BBA, last trimester have great pleasure to submit Internship report under your supervision. In preparing the report I faced various problems to collection of information.

I respectfully acknowledge your guidance, leadership and helping for preparation of this paper. It is worthwhile to mention that there might be some errors and mistakes in my report due to limited knowledge .I am still at learning stage. So I request that you will pardon me for unintentional mistakes in preparing this paper.

Yours Sincerely,

Anik Das

Acknowledgement

At first I am thankful to my Almighty God, who gives me strength to complete this report. This is my humble effort to present gratitude in submitting this report which I have truly drawn upon own experience as an internship student of BBA.

First and foremost, I am indebted to Md. Kaium Hossain sir my supervisor, for his generous guidance through the work. His unstinting support, faith in me and inspiration from this project, was a tower of strength in putting the pieces together and an unfailing source of cheer and encouragement. So, warm thanks to them for supporting me and giving me adequate amount of data.

Moreover I would like to thank my entire Company and colleagues who help me with information to make this report. I am obliged to all the people who have helped me.

Finally, I would like to thank our authority of UIU. They prepare this course to make us understand for near future.

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Executive Summary

MAX had founded in 1983, in Bangladesh, and it became grown up within years, and it is a Group of Companies and spare its business. In my report, I describe the whole things about this company. I collect all the information from my colleagues of MAX Group and also receive info from different secondary sources. MAX is a contractor company. They work in various sectors and take a contract in multiple industries. At first, They work in Railway Construction and also manufacturing in Track Fittings, Infrastructure Developing sectors, Power Generation and developing in Power generation Sector and manufacturing as well as in trading of consumer products, to produce like stainless steel, max fashion house, etc. In the developing of the economy of Bangladesh. I am interning here under the supply chain, and my main work is opening LC and all those things related to LC. So, Here, I describe all those things related to supply chain work.

Chapter 1: Introduction

1.0 Introduction

MAX had founded in 1983, in Bangladesh, and it became grown up within years, and it is a Group of Companies and spare its business. At first They work in Railway Construction and also manufacturing in Track Fittings, Infrastructure Developing sectors, Power Generation and developing in Power generation Sector and manufacturing as well as in trading of consumer products, to produce like stainless steel, max fashion house etc. they perform a vital role in developing economies of Bangladesh. Max is trying to improve performance so they are playing the role as strong local partner, and divide their industrialization; create markets, opportunities as well as sustainable growth and make a proper value for all stakeholders. Quality is ensuring by them, safety and timeliness is more prior. In Bangladesh MAX group become very big repeated and well known company all over the country. A very small scale they began their journey, in its way they make transuding numerous steps, today. the construction industry of Bangladesh MAX has attain a leading position. It started its journey in 1983 and had to outgo through a very rugged way to perform its journey but they make a great integrity, team perform, commitment and determination, now enrichment was the pick by them. Buzzword and phrase was pick by the industry." Different things they want to do"-so this vague concept MAX transforms into concrete way of doing business. MAX believes that, "they work with style and with quality and they don't like to leave something's for tomorrow which you can do today". Today they stand a very high platform of railway construction business and they can proudly said that they are countries number one construction company of Bangladesh. But now max changing their all things as like world changing day by day. So, from these two sectors they spare their site into Roads & Highways, Flyover & Bridges, Power, Stainless Steel, Lubricants and Construction inside and beyond Bangladesh territory. And here I describe the all supply chain factors of MAX group. How they work and how much they do import, which types of things they import, what is their import volume etc. will describe here with its profile

1.1 Origin of Study

Internship Program of United International University is a program which is required for compellation of Post-Graduation requirement for the BBA students of Bangladesh. This is a partial requirement of the Internship program of BBA at the United International University. The main purpose of internship is to give them knowledge about the job world of Bangladesh. as an intern student the main challenge is to divert the theoretical concepts into real life job sector.

The internship program has those sorts of taking after purposes:

- To induce and organize detail information on the work responsibility.
- To encounter the genuine commerce world.
- To compare the genuine situation with the lessons learned in Joined together Universal University

This report is the result of three months long internship program conducted in MAX group and is ready as a necessity for the completion of the BBA program of Joined together College. As a result I ought to yield this report based on the “Supply chain management of MAX Group”. This report moreover incorporates data on the items, administrations, work of MAX group, the diagram of the organization additionally offices they offer to fulfill their employees.

1.2 Purpose of the Study

The primary purposeful of the consider is the supply chain work to discover get it and this report forms and exercises carried by MAX infrastructure limited and connect them to induce a clear picture of the level of the in general Supply Chain management of Max group. The report covers points of interest around the product and administrations; outline conjointly has how they work in supply chain office and where they provide all their products and which venture. The most important is on the investigation of the standard of supply chain management. Be that as it may consider is as it were related to the Supply Chain Division as I was get an opportunity to work here in this division.

1.3 Objectives of the Study

1.3.1 Broad Objective: To know the supply chain practice of MAX Group.

1.3.2 Specific Objectives: More especially, this consider includes the taking after points of view:

- To know the company profile and departmental activities of MAX Group.
- To analysis the strengths, weaknesses, opportunities and threats of MAX Group.
- To provide recommendations supply chain practices.
- To know supply chain practices of MAX Group.

1.4 Methodology of Data Collection

1.4.1 Primary Sources: Essential Information was inferred from the own sense which I found from the company and also from the employees of MAX group they help me lot to collect information.

1.4.2 Secondary Sources: There are 2 types of Secondary sources:

- **Internal sources-** Distinctive archives given by concerned officers and distinctive circulars, manuals and records of the organization.
- **External source-** Distinctive websites related to this division and online assets.

1.5 Limitations of the Study

Depending on the input from individuals of Supply Chain Office, this report is ready. In spite of the fact that the report would be accommodating to MAX Group a parcel, some people were hesitant to supply information. A few concerned might think that the information related with them were secret sufficient to reveal to the outside world. I as it were worked at the Supply Chain Office, and it was very troublesome to understand about the strategy and the degree to which representatives were fulfilled within the other division. Another issue was time imperative. It was not conceivable to analyze expansive test due to time imperative. The term of my work was as it were three months and I am exceptionally much active with my work in company and don't get sufficient time to gather data. But in this period of time isn't sufficient for a complete and clear think about. It is since of the impediment of data a few suspicions were made. So there may be a few individual botches within the report..

Chapter 2: The Organization

2.1 Company Profile

MAX, established in 1983, based in Bangladesh, developed up over the a long time, as a Bunch of Companies and differentiated its commerce, in Railroad Development counting fabricating of Track Fittings, Foundation Improvement, Control Era and creating framework in Control Segment and fabricating and exchanging of customer items, to date. Within the creating economies of Bangladesh. Max is locked in in progressing execution, in playing the part of solid neighborhood accomplice, in driving industrialization; in making markets, openings and maintainable development and esteem for all partners. We guarantee quality, security and opportuneness. Nowadays MAX Group is known within the nearby advertise the foremost presumed, trusted and quick developing gather in Bangladesh. They cultivate green improvement. Their target is victory for all, through teach, difficult work and judgment. Sharing values with the representatives and the society may be a proverb of MAX. They enlist, from the nearby and universal markets, the experts, the specialists and the talented laborers. Their obligation is to make esteem for our clients, trade accomplices, partners and shareholders.

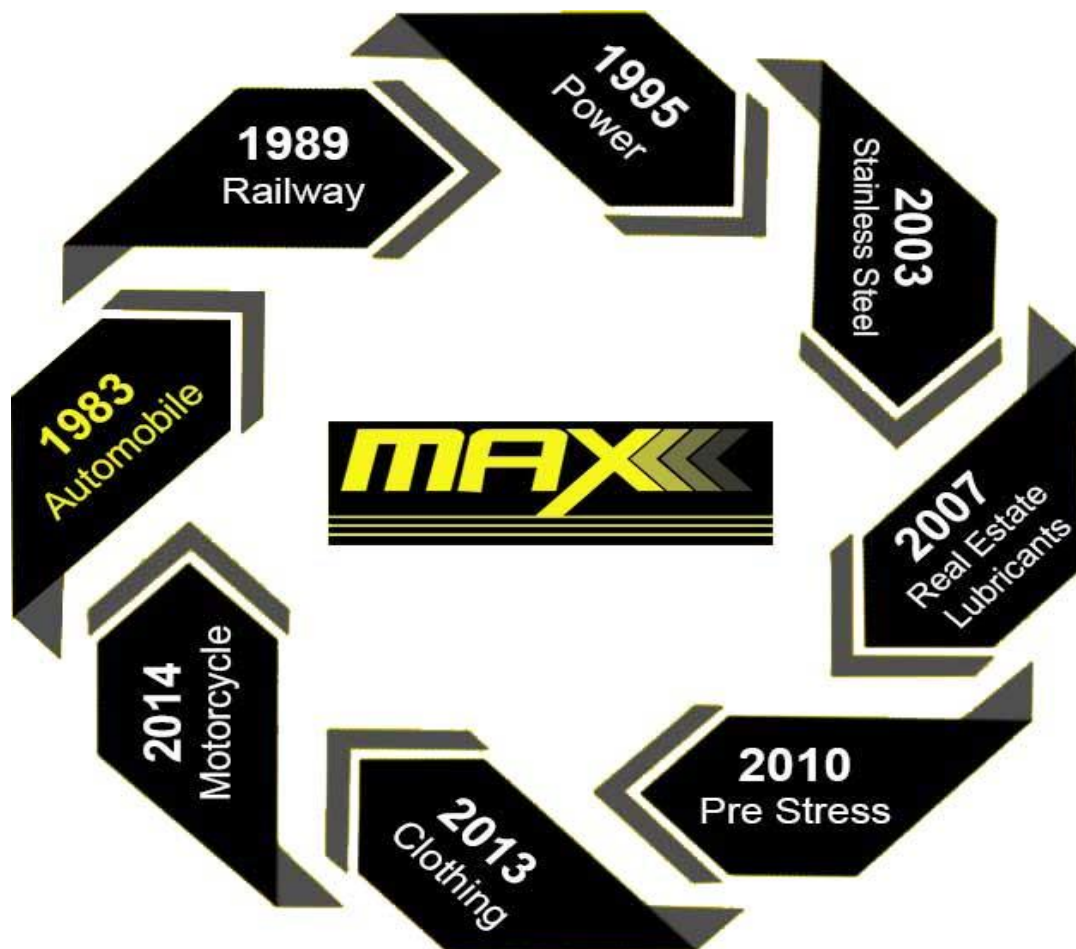
Here is the message of chairman's of MAX Group.

Beginning its journey from a very small scale, transcending numerous steps in its way, today MAX Group has attained a leading position in the construction industry of Bangladesh. Started at 1983, MAX had to outgo through a very rugged way throughout its journey. But based on great integrity, teamwork, commitment and determination, now we are in the peak of enrichment. The industry is filled with buzzword and phrase. "We want to do things differently"- MAX transforms this vague concept into concrete way of doing businessman strongly believes, "When you do something do it in style and with quality and never leave things for tomorrow that you can do today". Standing on the platform we have reached today, we can proudly say that in Railway Construction and as an EPC Contractor of Power generation Plants, we are the Number One Company in Bangladesh. But the world is changing and so is MAX. So apart from these two sectors, MAX is working of Roads & Highways, Flyover & Bridges, Power, Stainless Stell, Lubricants and Construction inside and beyond Bangladesh territory.



MAX speared their business in many sectors and they have many types of business and industries. Here I give those names:

1. MAX INFRASTRUCTURE LTD.
2. KUSHIARA POWER COMPANY LTD.
3. MAX POWER LTD.
4. MAX INDUSTRIES LTD.
5. MAX BUILDIND TECHNOLOGY LTD.
6. MAX PRE-STRESS LTD.
7. LUB HOUSE INDUSTRIES LTD.
8. AFA STELL INDUSTRIES LTD.
9. MAXINOX LTD.
10. MAX SCICCOSO LTD.



Those are their companies and industries. Here I describe those industries profile:

1. **Max Infrastructure Ltd:** MAX Infrastructure limited incorporates a group of 300+ engineers experienced in most recent development innovations to execute ventures of any size and complexities, securely and in time. MAX must its collection all cutting edge mechanical equipment for track laying and upkeep of the railroad track. MAX infrastructure limited incorporates a team of 300+ engineers experienced in most recent development advances to execute ventures of any measure and complexities, securely and in time. MAX has got to its collection all present day mechanical equipment's for track laying and upkeep of the railroad track.

Demonstrated capabilities of MAX Infrastructure ltd are:

1. Construction of new railway tracks
2. Rehabilitation/conversion of existing tracks
3. Construction of bridges
4. Regirdering of railway bridges
5. Signaling and telecommunication network
6. Railway electrification
7. Wet leasing of locomotives
8. Supply of rolling stock
9. Construction of flyover



2. Kushiara Power Company Ltd: Kushiara Control Co. Ltd. too known as KPCL, a 163 MW Gas based Combined Cycle Control Plant could be a exceptional eminence not as it were for MAX but too for our cherished country. MAX is the 1st nearby company who has done the EPC works of such a Control Plant by conveying its possess gear, nearby labor and in-house qualified engineers. The combined cycle COD of this Control Plant was accomplished in April 28, 2018 and right now it's conveying more than 163 MW power to the national framework of Bangladesh. MAX has utilized one brand modern outline 9E Gas turbine from GE, France for this venture. A few other setup of this Control Plant is open gas protects switch yard, GIS, IFBD etc. In expansion to that, Max has installed a 5km, 230 KV transmission line to induce associated with the national grid. Max give supply electricity to our government. It helps a lot to government to maintain power distribution to our country.

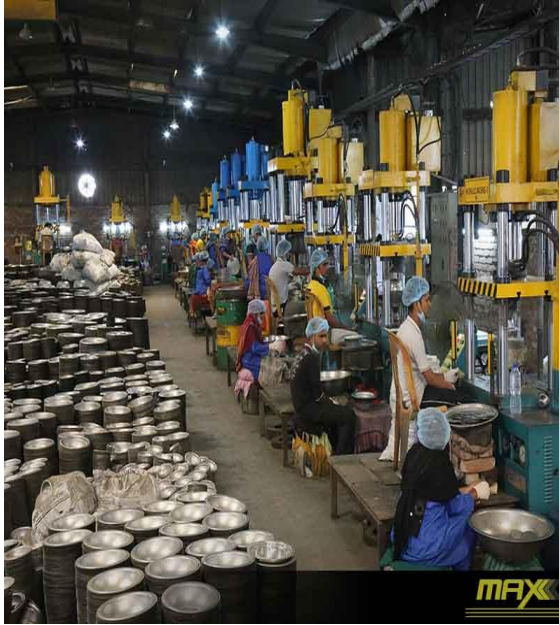


3. Max Power Ltd: Max Power Ltd., a 78.5 MW gas based control Plant is the 1st control plant built by MAX. MAX has done the total EPC of this straightforward cycle control plant. MAX has utilized $4 \times \text{TM2500}$ Gas turbines for this extend. Upon fruitful completion of the primary stage, Max Power got an expansion of 5 a long time and MAX has done EPC of unused plant utilizing $2 \times \text{LM6000}$ gas turbine. Max Power accomplished COD on 9th January 2016 and this Control plant is persistently providing power to national control framework since then and before long progressing to be changed over into combined cycle. Max Power Ltd marked a contract on 27th October 2010 with Bangladesh Power Improvement Board for supply of power on rental premise by building up Common gas based 78.5 MW power plant found at Ghorashal, Polash, Narshingdi for 3 a long time in affiliation with GE Rental Resource Holding Inc., USA.



4. Max Industries Ltd: Max Industries Ltd is one of the driving and speediest developing major fabricating units of the Max Group BD Ltd. It is advertising an broad run of stainless steel porcelain items and S.S channels. Our plant is found at Manikganj with most present day generation and quality forms and is well prepared for quick conveyance and an plenteous capacity to meet huge orders. Adherence to quality and worldwide guidelines has made Max Industries Ltd one of the recognized players and advertise pioneer within the stainless steel Industry of Bangladesh since 2008. Max Industries Ltd is known for its thorough quality control hone that starts right from obtaining of raw materials till the ultimate alacrity of the item. MAX are specializing in items with enduring request and work with our 100% in-house generation offices, a group of well qualified originators, gifted laborers, experts, utilize of high-mechanized machines and progressed methods.

Through they uncompromising quality benchmarks and reliable endeavors, nowadays Max Industries Ltd may be a legitimate title within the showcase within the production and trades of distinctive kind of stainless steel items and stainless steel kitchenware utensils. they are ready to offer their clients an innovative range of stainless steel kitchenware utensils items that are rethinking stainless steel quality benchmarks within the industry.



5. Max Building Technology Ltd: A concern of Max Building Technology Limited is locked in in creating private and commercial building and offering the same to esteemed clients all through the nation. To attain professionalism in our exchange that's past comparison; to raise the significance of client care to a level that remains unparalleled in our division; to guarantee that we stay the finest in our industry; we have worked exceptionally difficult since 2007. That's how we do trade – by working on our qualities and overcoming our shortcomings. To attain all of the over, we have on board a team of committed and exceedingly gifted creators, modelers, engineers, organizers, imaginative minds – all working independently towards the same objective of making distant better much better higher stronger improved stronger domestic in Dhaka city. Recently they also signed an agreement with a hotel chain company named 'Swiss International' from Switzerland to establish a Four Star Hotel in Cox's Bazar, Bangladesh.



6. Max Pre-Stress Ltd: Max Pre-Stress Ltd is the country's biggest provider of concrete providers to the Bangladesh Railroad (BR). The company is the country's to begin with ISO 9001:2008 certified concrete fabricating unit. The plan for concrete sleepers had been always experiencing alter in conjunction with the R&D of Bangladesh Railroads to suit the changing prerequisites. With the appropriation of finest review cement, the life of these sleepers expanded. With the base width expanded, the counterweight weight came down by 10% driving to proportionate investment funds on balance and support costs. The company fabricates these pre-stressed concrete (PSC) sleepers in its possess plant over 8.72 sections of land arrive with thousands of workers with a add up to introduced capacity of 2,00,000 sleepers per annum. Bangladesh Railroads has plans to go for higher hub loads in coming a long time and the modern plan for concrete sleepers will suit future necessities of the railroads. The company too conceives the utilize of extraordinary strand wire with higher UTS by which the overall weight of steel per sleepers will be brought down by 25%. Max Pre-stress is one of the biggest sleeper factories in Bangladesh and they supply sleeper to railway department and also give supply those sleeper its project site.



7. Lub House Industries Ltd: They are the producer of all grades of greases that are utilized in Automobiles, Marines, and Industrial & Agrarian segments. The company is ISO 9001:2008 certified oil fabricating plant. They have been within the commerce of make and promoting of greases for the past 12 a long time. Their cutting edge, in-house research facility frequently tests tests taken amid each arrange of the obtainment and generation prepare. They too offer utilized oil investigation and motor execution following, as portion of an generally client benefit that gives a total diagram of the physical and chemical characteristics of the oils being utilized and prescribes particular greases for particular assignments. Their long affiliation with different base oil and added substance providers guarantees customary accessibility. Their group of oil pros and other committed experts guarantee most elevated benchmarks of quality and benefit. They have committed deals group working only for Lube division where our victory nowadays can be followed to the spearheading soul and a genuine commitment to our clients. They have the mixing offices of taking after sorts of greases within the brand title “National Lub”.

Their products are:

INDUSTRIAL PRODUCTS:

- Knitting Oil
- Gas Generator Oil
- Diesel Generator Oil
- Heat Transfer Oil
- Quenching Oil
- Textile Loom Oil
- Spindle Oil
- Glass Mold Oil
- Chain Oil
- Sewing Oil
- Refrigeration Oil

AUTOMOTIVE PRODUCTS

- SD 460
- HD Plus
- Multi grade
- EP Gear Oil
- Compressor Oil
- Hydraulic Oil
- Radiator Coolant ATF

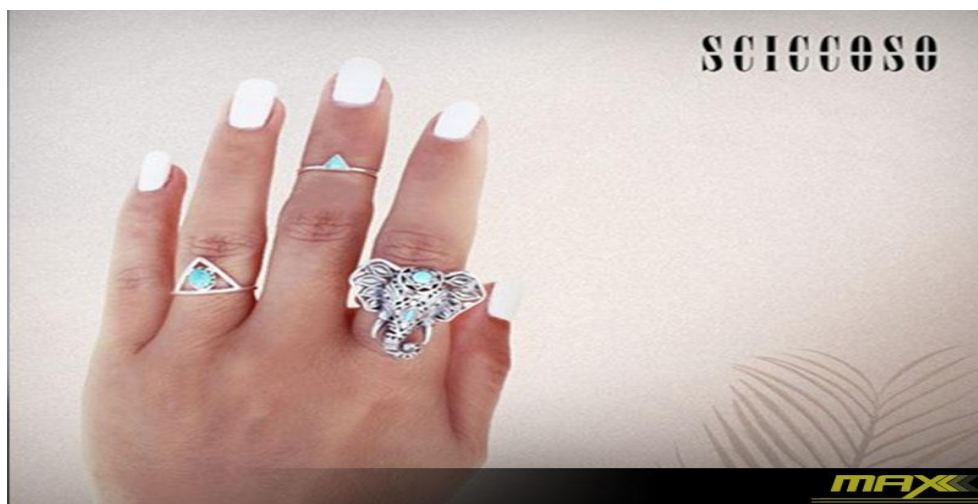


8. Afa Steel Industries Ltd: MAX GROUP's concern "AFA Steel Industries Limited" is the driving and conceivably the leading producer of leaf springs in Bangladesh. Beneath the Brand Title 'MAX SPRING', the company is committed to providing best quality springs at competitive costs. The company has named merchants all through the nation and serves a wide run of clients within the oil, car, railroad and rural portions. The company guarantees tall quality, competitive costs, provoke conveyances and tried and true after deals benefit. The production line is well prepared with state of the craftsmanship generation and quality forms and competent of quick conveyance and an plenteous capacity to meet expansive orders. The company is known for its thorough quality control hone that starts right from securing of crude materials till the ultimate alacrity of the item. Adherence to quality and universal guidelines has made Max Spring is one of the recognized players and showcase pioneers within the Leaf Spring Industries of Bangladesh.



9. Maxinox Ltd: Maxinox Ltd will be one of the driving 100% send out situated fabricating units of the Max Bunch. It'll be advertising an broad run of stainless steel cookerries, cutleries items and dishes. Adherence to quality and worldwide guidelines, Maxinox Ltd will be one of the recognized players and market pioneer within the stainless steel Industry of Bangladesh for trade. Maxinox will guarantee. they are specializing in items with enduring request and work with our 100% in-house generation offices, a group of well qualified originators, gifted specialists, experts, utilize of high-mechanized.

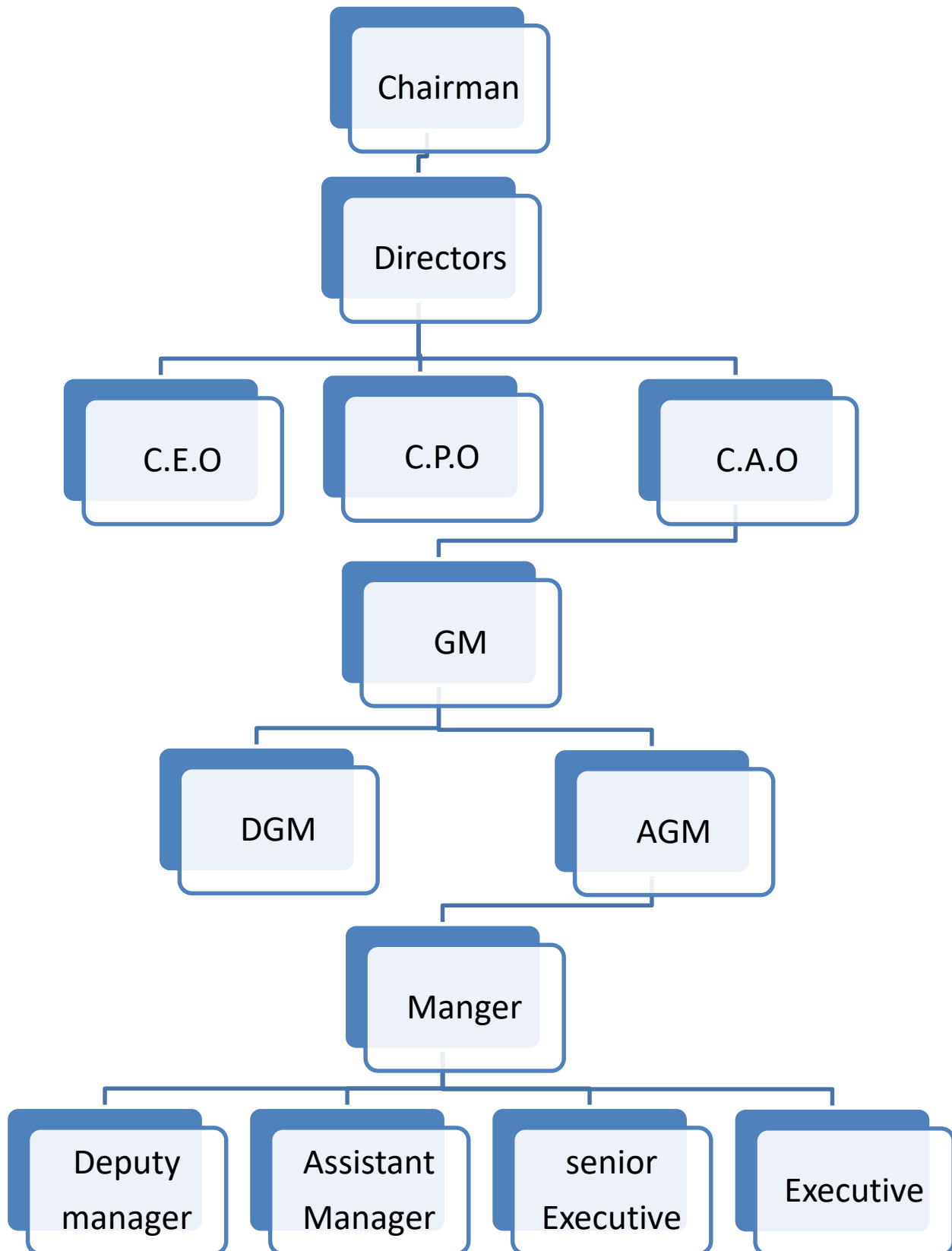
10.Max Sciccoso Ltd: SCICCOSO could be a house of design that encapsulates the fashion, appeal and modernity that each man and lady tries for. They are pressing thoughts and plans to suit your temperament each day without requiring you to spend a fortune to see your best. Design forward dress and extras that have just sufficient of an edge. Things merely may not be able to discover somewhere else.



2.2 Organizational Structure

Though it is a mainly contracted company but they have many other sectors and industries also and in every sectors they have individual structure of employees but in every sectors the structure are same and in every sectors they have some departments like finance department, accounts department, HR department, supply chain department and many more but the all sectors department is controlling by higher level of authority of MAX group. In the top level we can see the Chairman of the company he controlled all the things of MAX group his name is ENG.GHULAM MOHAMMED ALOMGIR and he is the founder and chairman of the company after him we can see directors and MAX have total 7 directors in the company. They controlled different sectors of the company and from them one is chairman's son and one is chairman's daughter both of them are controlled and observe the whole things of the company and take decision and give decision to the employees after them MAX have some C.E.O, C.P.O and C.A.O they are also in the top level of the management and controlled different sectors and department of the company, they command and give instruction their employees after them have GM or General Manager in every sectors and every department like in my working department means in Supply Chain department have two GM after GM MAX recruit DGM and in supply Chain department have TWO DGM and after them MAX have AGM in supply chain department have Two AGM after AGM MAX recruit Manager after them they have Deputy Manager then Assistant Manager then senior Executive then executive and this is the corporate sector structures of employees of MAX after them MAX Recruits different types of working employee in their project site and their factories. MAX have a IT department also from there they controlled the whole companies IT sectors and if occur any problem they try to solve it and they develop a software for MAX and their sector is controlled by one of the Directors of the Company and employee structure is as same as other sectors. Fundamentally, this division works to make the whole essential foundation to make work simple around the company. The division works in four zones. Diverse zones bargain with distinctive locale. Each Zone incorporates a group, with supervisors, master and Engineers.

Here I show an organization structure of MAX Group:



2.3 Departmental Activities

I have got only chance to work in Supply Chain Department but I am trying to know about the other department work environment and actually what they work. In MAX they have mainly 4 departments as usual in every sector. They are:

1. Accounts Department
2. Finance Department
3. Marketing Department
4. HR Department

2.3.1. Accounts Department: The main work of this accounts department is to maintain the account and make feedback if they make profit or loss. Here I give some work details which accounts department people actually do. Those are:

- * Cash out – They are making installments and keeping the bills paid.
- * Cash in – They are preparing approaching payments.
- * Payroll – They make beyond any doubt everybody gets paid (counting the government).
- * Reporting – They are planning money related reports, e.g. P&L, Adjust sheets and budgets.
- * Budgetary Controls – They attempt to dodge blunders, extortion and theft.

They do all those things and their main goal is to make pure use of their money and make profit from every project. When they complete the report then they submit it to the management team. On other sight they do many major and minor things like they prepare balance sheet, journal etc.

2.3.2. Finance Department: The main work of finance department is to make costing and make or utilize fund. Here I give some key work which finance department do in MAX Group:

- * **Bookkeeping:** This is often the foremost fundamental work of the fund office. It includes the day-to-day recording, examination and elucidation of a MAX company's budgetary transactions.
- * **Management of company's cash stream:** It is the obligation of the fund office of MAX Gather to oversee all cash streams into and out of a company and guarantee that there are sufficient stores accessible to meet the day-to-day running of the company
- * **Budgets and estimating:** In this work, the fund department works with directors to plan the company's budgets and estimates additionally deliver input to administration group with respects to the monetary standing of the MAX Group.

* **Prompting and sourcing longer-term financing:** It is the obligation of the back division of MAX Gather to exhort companies on the most excellent financing mix that could yield the company the finest profit conjointly offer assistance them source longer-term financing at the most reduced fetched such that there's a benefit level of liquidity.

* **Administration of Company's Speculations:** Separated from analyzing and selecting modern speculations, it is additionally the obligation of the fund office to oversee MAX company's existing assets.

* **Budgetary Announcing and examination:** Monetary announcing and investigation is the work that takes crude bookkeeping sections and changes them into significant, usable and comparable money related explanations so that administration group effortlessly get it those.

* **Common supervisors in making key choices:** The fund division GM gives company administration with data vital to create key choices such as which markets or ventures to seek after and etc.

2.3.3. Marketing Department: Marketing department of MAX group is very huge almost 300 employees work in this department in various department and sectors. In marketing department also divided into few parts like field marketing or supply chain department. Field market work is take order from their clients and gives supply products and collect money. Their main products are national lubricant, Max stainless steel product max industries products etc. The very important part of marketing department is supply chain department by the grace of almighty I have the chance to intern in this department. In analysis part I describe all those things which they done in Supply Chain Department. Here I give some key points which are performed by Max groups Marketing Department:

* **Defining and overseeing companies brand.** This includes characterizing who are you , what company stand for, what company says almost him, what company does and how your company acts.

* **Conducting campaign administration for showcasing activities:-** Promoting proactively distinguishes the items, venture and administrations to center on over the course of companies sales cycle, and after that produces materials and communications that get the word out.

* **Producing showcasing and special materials:** companies promoting division ought to make the materials that portray and advance his center item and/or administrations of MAX Bunch like National lubricant.

* **Monitoring and overseeing social media:** Promoting ought to contribute to oversee and keep up MAX Gather social media pages which we found in Facebook and in other site.

* **Managing exterior sellers and organizations:** Showcasing is ordinarily dependable for selecting and overseeing the organizations or Provider and sellers who create showcasing materials and give promoting back by keeping up supply which done by supply chain office.

2.3.4. HR department: HR department is the very important part of the company because they handle the entire employee and their satisfaction and try to give them a good work environment. Here I give some key points which are performed by Max groups HR department:

* **Selecting the correct Individuals for the correct Work:** HR office workers of MAX gather publicize work postings, source candidates, screen candidates, conduct preparatory interviews and arrange enlisting endeavors with directors mindful for making the ultimate determination of candidates.

* **Maintaining a Safe Environment:** One of the main functions of HR department of Max group is to support workplace safety training and maintain federally mandated logs for workplace injury and fatality reporting.

* **Employer-Employee Relations:** They attempt to create unionized work environment so the representative and labor relations capacities of HR may be combined and dealt with by one pro or be totally partitioned capacities overseen by two HR masters with particular mastery in each area.

* **Recompense and Benefits:** Like representative and labor relations, the emolument and benefits capacities of HR regularly can be taken care of by one HR pro with double ability in Max gather..

* **Labor Law Compliance:** risky working conditions and common disappointment with working conditions in businesses or in extend locate that can influence efficiency and eventually, benefit. HR staff must be mindful of government and state business laws such as Title VII of the Gracious Rights Act, the Reasonable Labor Guidelines Act, the National Labor Relations Act and numerous other rules and regulations.

* **Training and Improvement:** Managers must give representatives with the instruments vital for their victory which, in numerous cases, implies giving modern representatives broad introduction preparing to assist them move into a unused organizational culture so those things are impeccably performed by the HR department.

2.4 SWOT Analysis

One of the finest ways to assess how MAX performing their trade or extend is attending to perform a SWOT, meaning they ought to analyze their qualities, shortcomings, openings and dangers. A SWOT analysis may be a speedy apparatus that lets them visualize how something is performing and what challenges seem stand within the way of their victory. The qualities and shortcomings areas center on inner impacts, whereas openings and dangers see at outside variables. What makes SWOT particularly powerful is that, with a little thought, it can help them to uncover opportunities that they are well-placed to exploit. And by understanding the weaknesses of their business and projects, they can manage and eliminate threats that would otherwise catch them unawares. By analyzing this SWOT analysis we can understand the current situation of MAX Group and it help this company to gain the goal of the company like where this company is strength like in railway construction sector after they know it they give their best effort to that sector and where they much weak they focus on this sector much carefully and try to overcome from that weakness and their opportunity on the power sector so they much focus on that sector and try to catch the opportunity and where they see threat then they quit from that sectors and try to remove from that sector. On that way SWOT analysis helps a company so much and its very much important for a company to make SWOT analysis.



Here I describe the 4 parts of SWOT analysis of MAX Group:

1. **Strengths:** The main strength of MAX group is they have a strong management and chairman of the group control all things by himself so that the management become so much strong and they perform their job perfectly. On other hand they are financially very healthy because they took very big project from their. they got very huge amount of money. They have also many products which are very good position in market and their product sell ratio become rise every year. Their internal strength of employees is very strong and their employees are dedicated to their work which creates a big strength of the company.
2. **Weaknesses:** their main weakness of their group is they have no facilities of training project for new joiner and their HR department is not very active. They can't fulfill their employee's satisfaction and there have many lacking on that department. This one major weakness I actually face in this group.
3. **Opportunities:** they have much opportunity in their difference types of section business. In project section they try to ensure the quality that's why they are getting and will get more project of Bangladesh Government. On other hand they enter into it sectors and we all know that now a days IT sector has huge demand and their performance in it sector is tremendous. So they a big opportunity in this sector.
4. **Threats:** the main threats of MAX Group is now a days many contractors company become arise and as we know MAX is mainly a one of the biggest contractor company so if they can't perform well then they don't get new projects and opportunity take advantage of this issue and this is the main threats of the company. So, they have to remain this quality perfectly now and in future.



Chapter 3:

Analysis and Findings

3.1 Analysis: In analysis part we discuss about the supply chain management. Here I describe how supply work, what is supply chain all those theoretical concept the supply chain management and then describe how MAX Infrastructure ltd. Work with supply chain, what they do in supply chain department and many more things.

What is supply chain management, why is it imperative and how is it works?

Supply chain management may be a highly-good system used by little and huge organizations to induce products to buyers and production lines to getting crude materials, fabricating and conveying the ultimate item to the client. A well-organized supply chain administration framework includes making its operations usefulness to be quick and productive and idealize. Here I deliver those three question reply briefly:

What is Supply Chain Management?

Supply chain management isn't as it were a prepare by which it produces a cost decrease within the budget or a extend to form greater operational efficiencies inside an organization. Whereas these are a portion of the entire framework of advanced supply chain administration includes the vital arrangement of end-to-end trade processes to realize advertise and financial esteem of a company, as well as giving a firm supply chain administration may be a competitive advantage over their trade rivals.

Presently days, the day break of the computerized age has brought discount change to the world of commerce. Sometime recently twenty years, these forms were difficult, labor seriously, time expending and long. But presently conveyance times have gone from two weeks to a month down to a turnaround of hours in a few cases. Robotized frameworks and high-speed communication have made the way for supply chain administration and its expanded huge Demand.

Why is Supply Chain Management So Important?

Nowadays, more than some time recently, supply chain management has gotten to be an solid portion of trade and is fundamental to any company's victory and shopper fulfillment. Supply chain management has the control to boost client benefit, diminish working costs and progress the budgetary articulation of a company, but how does it work? Here I give those ways:

PROGRESS CLIENT ADMINISTRATIONS

- Customers anticipate to get the proper item, blending and amount to be conveyed on time. For case, on the off chance that you purchase five portable from Daraz.com and as it were two of the real titles arrive, one is an totally diverse versatile and two are lost, the client will lose confidence in Amazon, provoking them to take off a awful review and prevent them from returning to the stage..

- Products ought to be on conveyed within the right area. Client fulfillment is discolored on the off chance that your bike's brake cushions fall flat and the auto repair shop is postponed in making the repairs since parts are not accessible in-shop.
- Follow up back after deal benefit must be done quickly. When an Hardware store offers a AC with a guarantee and it breaks down after 2 months utilize, it may be a extraordinary disappointment of company so donate them great speedy service.

DECREASE WORKING COSTS

- **Decreases Obtaining Cost:** Retailors depend on supply chains to rapidly disperse expensive items in least cost.
- **Decrease Generation Cost:** Any delay in generation can take a toll a company 10 thousands of dollars misfortune. This calculates makes supply chain administration ever more critical. Solid conveyance of materials to get together plants maintains a strategic distance from any expensive delays in manufacturing.
- **Decrease Add up to Supply Chain Cost:** Discount producers and retailer providers depend on capable supply chain administration to plan a organize that meets client benefit fulfillment. This gives businesses a competitive advantage within the marketplace.

PROGRESS FINANCIAL POSITION

- **Insert Benefit Leverage:** Businesses esteem depends on supply chain directors since they offer assistance control and diminish supply chain expenditures.
- **Decrease Settled Resources:** Supply chain directors halt or diminish the utilize of huge settled resources such as plants, stockrooms and transportation vehicles, basically reducing cost.
- **Increases Cash Stream:** Firms appreciate the included esteem of supply chain management contributes to the speed of item streams to customers.

How Does Supply Chain Management work?

There are a few certain key of components run the show worldwide supply chain management. Let us have a speedy see on those center components of Supply chain administration framework.

- **Product Development:** The development or work stream of the item plays the imperative part in planning SCM show. Development of the item has to be managed well to attain victory within the trade. Impeccably development of a item from one unit to another, suitable quality check at each point and speedy conveyance are the key components to totally fulfill customer's needs.
- **Information Sharing and Communication:** Destitute communication can lead to catastrophe in businesses. SCM demonstrate ought to be outline such that it has an fitting stream of data development from one point to another way conducting business.
- **Integrated Supply Chain Management:** Key integration of different capacities inside the organization or partners is fundamental to oversee the work stream and in turn the

victory of the organization. SCM show must coordinate the capacities and partners well so that the long term objective of the organization can be pick up. Supply Chain Administration can bring parts of benefits to the organization and offer assistance to fulfill its long term objective.

How MAX Infrastructure limited Work with supply chain department and what types of work done in supply chain?

Here I describe those entire things which done by supply chain department work and how they work:

In Max group the main work of supply chain department is supply or manages all goods from local market or from foreign market by Letter of credit and or in other way and those goods supply for their production or their projects sites in proper time. There are 3 groups in supply chain department. They divided into this 3 part and work their duty. Here I describe all those departmental work which they done and how

1. MAX Infrastructure Department supply chain group
2. Max industries supply chain group
3. Max power supply chain group

Here I describe those 3 groups' key works:

1. Max infrastructure department supply chain group: Actually this group work for all projects and all sights of Max group and for Max pre-stress where they supply sleeper for rail way track and Max work on “Akhaura laksham duel gauge rail line project” or “Chittagong Elevated express way flyover project” on those project they supply goods like Geo Textile, Bentonite power, crane, mixer truck etc. all those things are imported from foreign country and those things related with import done by this group and I am also include this group so I do several things related with this like fill up lcf form check PI and LC etc. in this group there are 2 teams work. One make sourcing means they collect all details and find suppliers in foreign all those things related with that and send those information to another team then another team prepare all documents and do all those things to open LC in Bank to discharge documents of customs prepare and send it to CNF for discharge from port and send all those goods to their projects. Those things are performed by this group.

2. Max industries supply chain group: This group related with industrial unit that means they supply and manage goods for industrial unit like example for Max industry which produced stainless steel products and for AFA steel where they make leaf springs for buses, trucks and for many types of transport they actually do all things like which Max infrastructure do on their unit but their products team is different.

3. Max power supply chain group: Max Power Ltd., a 78.5 MW gas based control Plant is the 1st power plant developed by MAX. MAX has done the total EPC of this basic cycle power plant. So in this group they supply all those things which related with its production and when one things needed then they at first sourcing that thing and collect information of supplier and product then give it to this team for collect those product. In this group the work is very critical because here need many types of product which is very rare and costly and people don't know enough about those product and don't have proper H.S. code that's why they have to face many types of difficult situation they have to solve those problem very carefully and supply those product to the plant in perfect time.

This 3 groups work and business with total 58 countries all over the world.



From analysis we briefly know about the supply chain work in MAX Group. Now here I discuss about those practice and how they work and which strategy they follow what lacking they have in their supply chain group all those things are discuss here:

We know from findings that MAX Group has three part or group in Supply chain department and from those 3 groups they have many sub-groups. Those group work in different sectors and different division. Here I briefly discuss that in MAX infrastructure limited they have a main one group and it divided into 4 parts those three sub_ group work for same things but in different sectors like one sub group collect information from the factories from the sight or from the projects. They collect information about which things those projects or factory needs for their work or production and which item become finish within some days than those sectors people requisition that sub-group of supply chain and supply chain departments that group research those requirement if they really need those goods then supply chain departments that group collect information and make all official work and send it to their another group from three then this second group collect information from first group and research about those product and then they sourcing about those product where they can get it they search in local market as well as

foreign market if they find it in local market then they send all those information to then forth the fourth group collect all information from second group and take Proforma invoice or order details from the second group and start their work to supply those product to their requirement sight for this they open local LC or directly buy from the supplier and work all those things like arrange money from finance give payment to the supplier and send the goods to requirement place etc. now, if second group search supplier from foreign market then they give all details to the third group or give order details or give PI to them then the third group start their work. The first work is select a bank from which they send legal TT or LC to that supplier then they give PI details to Insurance company and write the LCF and LCAF form and work all things for opening a LC then contact with supplier for give shipment when they give shipment and how and for shipping and goods documents. When the documents of those product become arrive then they contact with bank arrange money for realizing the documents and send it to their CNF agents when CNF agent relies the goods from customs then this group arrange all those things to send those product to their requirement site. This all things done by this 4 groups together in MAX Infrastructure limited. On other sight if we look in MAX industries supply chain department they do the same things with their 3 sub-groups all those things in same way which done by MAX infrastructure group do but there are a sub-group less because they don't need first group here because there is only one industry so the industry in charge officer give all details about their requirement then the other group do all things to supply those goods in industry and their work is little bit easier then Infrastructure group because they supply same product maximum time and very few time they work with new products but Infrastructure people regularly work new products which is difficult and power industries supply chain group has only one group because their work is not huge they supply very few item and every month do very few consignment but their work is very difficult because they work with those product which is very rare in Bangladesh market so they face many problem for that. This are the whole supply chain work done by Supply chain Management department of MAX Group. Though I have get to chance to work with MAX Infrastructure LC department or third group but for work purpose I contact and have good relation with other sub-groups

3.2 Findings: I find something's a positive or good site and lacking and wrong, which I discuss here:

Their working environment is very good and their employees are much happy with their environment

- Employee safety is very much high in this company and their labor work with proper safety guard
- Their financial condition of supply chain department is much better
- They have very good relationship with their all working banks.
- The chairman sir of the company takes proper care of them.
- The supply departments employees of this company is very much work dedication to their work.
- first of all they don't have employee satisfaction in this department because the management group don't know what and how sub-group works and they don't get promotion easily
- the groups of supply chain department work from different location like MAX Infrastructure supply chain sourcing group work in mohakhali corporate office where management team workhand LC department work I main office in motijheel so it is difficult to work from different location like they can't talk directly and many problem occur for that and this problem same with MAX industry and MAX power supply chain.
- On other hand the sub-group relationship with each other is not good condition because the process of work makes them this.
- They work in good environment but the sub-group people of LC department work or go maximum time in bank means field work is main so its very difficult to them to perform it properly.
- Maximum time they failed to divide their work properly so it's become difficult for some employee to work perfectly and some time they lost their interest to work with all those things.

Overall the whole things are good in this whole department. All those things I find from this department. It's very difficult for me to collect information form the company but I have tried my best to do but here many things I give from my own opinion and try to make this proper findings.

Chapter 4:

Conclusion and

Recommendations

4.0 Conclusion: Supply chain division of MAX gather is working all the time to support and conveying legitimate and great products to their extend location or to their manufacturing plants in time. Agreeing to my claim involvement the working environment of the organization is exceptionally motivating. Be that as it may, the organization has to work a parcel to fulfill their all workers and make appropriate judgment to all of their work and work with its experienced and ancient representatives. The organization is continuously sharp to execute unused rules and activities for advancement.

Subsequently, more inquire about consideration will be required in arrange to make strides supply chain administration viability and operational efficiencies of MAX Bunch. There are numerous commonalities of benefit and fabricating supply chains with one bunch to another group.

So the in general conclusions are that there's require a lot of exertion to extend adequacy of both benefit and supply chain administration of MAX Group. In case we conversation approximately which is way better among SCM all three bunches than is vital to get it that those all are exceptionally critical for any offices or gather of MAX. Because all departments play a vital role of every sector of MAX Group. And MAX can't run their business can be run effectively without those group of supply chain and now a part of MAX group fully depends on it because they take dealership of several companies products Like SDLG, FASSI etc And they sell it in local market so we can say that in this site all depends on Supply chain management group. So overall it play a very important role of MAX Group. If look on international companies like dell it fully depends on Supply chain management.

4.1 Recommendations: MAX group is one of the leading groups in Bangladesh. It became very big group now days. Though they have some issue which they have to be solving as soon as possible. Here I give some recommend to this group how they resolve those problems:-

- They have to work properly to gain the top position of the market
- The management team should make their work properly so that the whole team works of different group make perfectly done.
- They should have to satisfy their employees perfectly because some employees of max group don't satisfied at all and become frustrated day by day.
- Their work environment is pretty good but their employee arrangement is not good because if we look in supply chain department they have different types groups and teams in different sectors of supply chain and the management team situated their location of supply chain people in different office if they located all their supply chain people in same office then is much easier for them to work perfectly and comfortably.
- Max Group have some extra-ordinary people in their different department but the management team can't properly utilize them so if they give perfect position to them then they make their work perfectly to catch goal of the company.
- They should have to maintain proper relationship between all groups and employees by using proper and good communication.
- The top level of employee should distribute the work among their team member perfectly otherwise it becomes very much difficult for some employees to perform their work perfectly.

Here, I find some recommendation for the MAX group. I think if they follow those recommend they can recover those problems and become a perfect company.

Appendix

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Ref: MCO/HR-IP/19/05

16th May, 2019

Anik Das
5 no. Tanti Bazer, Dhaka

Sub: Internship Program

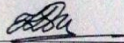
Dear Mr. Das,

Reference to your application on the above subject, we are pleased to inform you that the management of Max Group has approved 3 (Three) months internship program in **SCM Department of Max Infrastructure Limited (Power Division)**.

The internship may start from **19th May, 2019** and it will continue up to **18th August, 2019**. Max Group will pay you **BDT 5000 (Five Thousand Taka)** per month as internship allowance along with the lunch facility.

Our organization being a conglomeration of number of companies your service may be placed in any of the sister companies of our group as & when required on a short notice but at the moment you are report to **Max Infrastructure Limited (Power Division), 11th Floor, RAOVA Complex, VIP Road, Dhaka-1206**.

Thanking You,


Kaniz Saleha
Additional Head, OD & HR Operation

Copy To: 1. Personal File
2. Accounts Department

Corporate Office : RAOVA Complex, Level-11, VIP Road, Mohakhali, Dhaka-1206, Bangladesh
Head Office : Baitul Hossain Building (6th Floor), 27 Dilkusha Commercial Area, Dhaka-1000, Bangladesh



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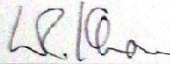
Dated: 26/08/2019

To Whom It May Concern

Mr. Anik Das has completed 03 months internship from Max Infrastructure Limited (Power Division) from **19th May 2019** to **18th August 2019**.

During his tenure of internship **Mr. Anik Das** had proved to be an efficient and sincere employee.

We wish success in his future endeavors.



Md. Wahid Kaiser Khan
Deputy General Manager, Human Resources

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