

Operational Management System at BanglaCAT



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

Operational Management System at BanglaCAT

Submitted To

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Submitted By

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Major: Supply Chain Management

Enrollment Trimester: Fall 2024



School of Business and Economics

United International University

Date of Submission: July 1, 2025

Letter of Transmittal

1 July, 2025

Mimnun Sultana

Assistant Professor,

School of Business and Economics

United International University

Subject: Operational Management System at BanglaCAT

Dear Ma'am,

It is my pleasure to present my detailed findings regarding the 'Operational Management System at BanglaCAT' of BanglaCAT, where I was appointed as an intern. I have endeavored my best to finish the report with the needed data and recommended suggestions in as significant a compact and inclusive manner as possible. I trust that the report will meet the desires.

I'm indebted in my life, especially for the chance to continue to learn. Please feel free to comment on my analysis and provide any feedback you might have for me.

Sincerely yours,

Hema Mashfia Oyshi

ID: 111 201 198

School of Business and Economics

United International University

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Declaration of the Student

I, the undersigned, hereby certify that the project report submitted is the result of my independent research and analysis conducted under the guidance of Assistant Professor Mimmun Sultana. I confirm that the ideas and conclusions presented in this report are my original work and that I have adhered to all academic integrity guidelines. I attest that this report has not been submitted to any other institution for any degree or diploma. Furthermore, I have complied with all academic standards and practices in the preparation of this work.

I adhered to all academic guidelines while I wrote this report.

Hema Mashfia Oyshi

ID: 111 201 198

School of Business and Economics

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Corporate Evidence

Bangla



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YOUR INDUSTRY
OUR ENERGY

November 7, 2024

Ms. Hema Mashfia Oyshi
BBA in Supply Chain Management
United International University (UIU)

Subject: Approval of Internship

Dear Ms. Oyshi,

In response to your application, Bangla Trac Limited – BanglaCAT has decided to select you as an Intern in the **LBA Sub-division under Electric Power After Market Division** effective from **10th November 2024**. The duration of your Internship Program will be 3 months, effective from the date of joining. Your reporting authority will be Assistant Vice President, Electric Power After Market- LBA.

Please note that for the internship period, your monthly compensation will be Taka 10,000.

Thanks and best wishes.


AKM Monir Hossain
(CHRO)

Received
gsh
10.11.24

Acknowledgement

An internship in a corporate setting such as BanglaCAT has been far too much for me. As a result, I want to sincerely thank Allah Ta'ala for making things simple and joyful and for assisting me in finishing my internship report quickly.

I also would like to acknowledge my honorable faculty and mentor, Mimnun Sultana, Assistant Professor at the School of Business and Economics (SOBE) at United International University, who properly guided me. She was really helpful to me in solving any issues I had with my report by providing the best explanation possible.

Then, I would like to thank my organizational supervisor, Mr. Galib Bin Hamid, Head of Large Business Accounts at BanglaCat, for his encouragement and support throughout my internship period. Also, all the employees of BanglaCat for their cooperation and the warm hospitality they offered to me.

Being a student at United International University is another reason I am grateful. I have gained information, skills, and confidence from this institution, which has enlightened me. They made it easier for me to learn more about the business sector.

Executive Summary

This report demonstrates the internship experience at BanglaCAT- Large Business Accounts division as a course of BBA program of United International University. This report describes all the learning, experience and conclusions of the internship program while working in BanglaCAT. Working in the Large Business Accounts department at Electric Power System, that's the reason for choosing the topic “Operational Management System at BanglaCAT”. There is an overview of BanglaCAT and the activities of the EPS department. The main purpose of the internship report is to provide meaningful information about the operational aspects of BanglaCAT and its EPS departments.

An overview of the internship experience at BanglaCAT is provided in the first section. The second section provides an overview of BanglaCAT's daily activities and how it operates both domestically and internationally.

Last but not least, the BanglaCAT EPS department at the Large Business Accounts division and its operations are examined in the discovery and analysis section. My 12-week internship experience and how BanglaCAT's operations function to increase sales, enhance customer service, and establish a positive impression on customers are all summed up in this report.

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List of Acronyms and Abbreviations

Abbreviation	Meaning
CEO	Chief Executive Officer
CMO	Chief Marketing Officer
IS	Information Management
OS	Operation System
COO	Chief Operating Officer
CFO	Chief Financial Officer
CTO	Chief Technology Officer
AGM	Assistant General Manage
VAN	Value Added Network
E-CAB	E Commerce Association of Bangladesh
RIF	Recordable Injury Frequency
SEP	Service Excellence Program
PEP	Parts Excellence Program

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CHAPTER 1: INTRODUCTION

1.1 Introduction

This internship report comprehensively studies the operational management system of BanglaCat. How they provide the best quality products and service for their consumers. Also, endeavored to maintain high quality and a strong brand position in the marketplace, with the limitations.

1.2 Background

One of the biggest contributors to the nation's infrastructure development and power generation is BanglaCAT, the official dealer of Caterpillar Inc. USA in Bangladesh. For almost a century, Caterpillar Inc., a Fortune 100 company, has been the world's top producer of industrial gas turbines, diesel electric locomotives, natural gas and diesel engines, and mining and construction equipment.

1.3 Objectives of the Report

Objectives of the report is stated below;

1.3.1 Primary Objectives

To gain an overview of how BanglaCAT manages their operational systems, including its policies, products and customer needs.

1.3.2 Secondary Objectives

To assess how they maintain and provide best quality products with after sales services. To identify how they create a strong perception to their consumers mind about BanglaCAT with positioning as a strong brand in the marketplace.

1.4 Methodology of the Study

1.4.1 Sources of Data

I have used both primary and secondary data to help me learn more about the business.

Primary Data

To acquire primary data and practical insights I observe and attend the meetings. Then asked the employees of my department. Consult with my organizational supervisor. Also interact with the supply chain department so that I can go to the depth of information.

Secondary Data

Here the data are collected and presented from academic publications, articles, news, websites, industrial data etc.

1.5 Analysis of Data / Scope of the Study

During my internship in BanglaCAT, I was assigned to the Large Business Accounts (LBA) division of the EPS (Electric Power System) business unit. Through this experience, I had a close look at how the LBA section operates and contributes to the success of the company. I obtain a better grip of the sales process, bulk deals and manufacturing parts and Gen-sets which are suitable for clients. One of the most valuable aspects of learning was how to effectively communicate with customers over the phone or face to face, and establishing good relationships with both existing and new customers.

Throughout the internship, I also gained technical and practical knowledge about different machines, their irreplaceable uses and places of application. This helped me in not just considering the sales perspective, but also seeing how these equipment actually used, through this I got a better view of the whole company.

In addition, this internship played a crucial role in my personal and professional growth. It helped to show me a real business environment with the progress of work, and also assisted me to gather critical soft skills such as workplace communication, adaptability, and time management. It helped me to expand my network and opened up opportunities of career progression.

Finally, the internship at BanglaCAT was an extremely fulfilling experience that helped me acquire hands-on knowledge, boosted my confidence level of handling clients, and gave me a very close understanding of the marketplace today. It was a strong foundation for the growth of my career and has motivated me to keep evolving even more in the industry.

1.6 Internship Position, Duties and Responsibilities

The internship's position, duties and responsibilities are given below-

1.6.1 Internship Position

As an intern in the LBA (Large Business Accounts) department of BanglaCAT my primary job was creating a whole database of the customers, creating an offer to the customers, checking the products are available or not, making a CO and invoice, communicate with the customers,

visit the customers, workshops and warehouses. My work taught me how a corporate office works and how to deal with a customer and how crucial it is to provide good customer service.

1.6.2 Internship Duties and Responsibilities

Create a Database of Customer Information

To create a database of customer information I had to collect information from the responsible person of my department of that particular company. Then input that data in excel sheets in various segments like name, number, delivery address, head office address, production address and invoice address etc. Often, I had to call the customers to ensure their information.

Create a Quotation

When a customer placed an order for some products I had to make a quotation according to the order. Quotation is basically an offer which is made by me to offer the customers a total price for their ordered products with discount and vat. They use different prices and discounts for different customers.

Making a Customer Order

After receiving the price offer, customers send purchase orders to our company. Then I had to make a CO to allocate the product for them. In this I had to input their company name, delivery address, payment methods, ordered products (parts/machines/lube oil), quantity of the products, discount and vat. If any product was out of stock, I had to make a requisition for that product.

1.7 Professional Development of Skills

The Professional development skills, which I gained through this internship is stated below.

Communication Skill

One of the most valuable insights I gained from this internship was the importance of verbal and nonverbal communication and written expression, which I will carry with me for the rest of my life, because communication occurs at every level of our life and it is critically important. I was fortunate enough to frequently communicate and interact with my team members, supervisor, clients, and other professionals at different levels, which I think allowed me to improve this skill.

From this experience I appreciated how careful I needed to be when choosing the appropriate tone and words, when trying to communicate a message. I learned to be clear in articulating my ideas during meetings and to write succinctly, professionally, and appropriately when drafting emails. I learned the importance of active listening and body language by observing how experienced professionals communicated during conversations. I also developed a growing sense of confidence, adopting an approach to strike up a conversation or gently add to discussions in a way that did not appear as if I was simply wandering into the conversation. I realized that all of my communications, whether written or verbal with other professionals allowed me to improve not just my fluency, but also my clarity and persuasion. Regularly communicating with professionals in a wide variety of situations, I was able to break any idea of being hesitant about speaking, and develop the appropriate way to adapt based on my audience. Overall, this skill was a strong contributor to further developing my teamwork, my confidence, and professionalism in the workplace.

Time Management

The one professional ability most valuable like a gem that I was taught during the internship is time management. For most of the time, the dynamics of the workplace had me handling several tasks simultaneously, each of which had a degree of urgency and complexity attached to it. This constant managing had me develop an efficient system of allocating my time and resources. I learned to break huge tasks into smaller pieces of work and set realistic deadlines for each. A daily routine of prioritization was essential. I went through the value and urgency of deadlines for each task so that they were completed first that had deadlines earlier or most important. I utilized techniques such as to-do lists, computer calendars, and making notes to direct me and stay organized.

Also, I realized how to manage time for different activities so that quality of work is not compromised. I also focused more on time-killing habits and made a conscious effort to eliminate them. With trial and error methods, I gained a better understanding of discipline and productivity. This experience has significantly enhanced all the qualities in me which are needed to succeed in any professional career like planning skills, being able to deliver to tight deadlines, and working effectively under pressure.

Soft Skills

During this internship, I significantly enhanced my soft skills, particularly responsibility, accountability, and paying attention to detail, these are essential for career advancement. My

work involved dealing with huge amounts of numerical and confidential data. Working with such confidential material required an incredible amount of attention and focus. I had it clear in my mind right from the beginning that any small mistake on my part might have disastrous effects, including financial loss for the company. This feeling of accountability bound me to be more alert and detailed in my work. I had to re-check every number, every data, be well-organized, and plan time well to meet deadlines while not compromising on accuracy. This made me more responsible, owning up to what I did and ensuring it was done honestly and attentively.

Besides, working on complex data kept me on my toes, and it improved my abilities in staying focused for extended periods and being alert to commands. All these experiences have not only improved my technical capabilities but also strengthened my professional reliability, which will be beneficial in future assignments where trust, reliability are required.

Technical Skills

This internship helped me enhance my technical skills. Having a chance to handle industrial tools, software, and equipment, I had the opportunity to acquire new technologies and apply the learned concepts into real-world problem-solving. It gave me practical experience of utilizing systems that are widely employed in the industry. I became confident using the specialized software and equipment which I had previously only read about in textbooks.

Using theoretical lessons with practical work helped me reconcile the gap between produced academic research and application. I developed good troubleshooting skills that helped me become a better problem solver. I was instructed to adapt quickly to new tools and technology. It sharpened my analytical brain, especially in the case of unexpected problems in real time. Being exposed to different technical settings provided me with a diverse knowledge pool. Generally, the internship laid a good groundwork for further technical skill building throughout my career.

Team Work and Professionalism

It was an artificial world, but it taught me how to stay upbeat, dress positively, meet deadlines, work through new environments and new people, and know how teams could work together.

I learnt that it is important to be on time, and to be assertive about handling responsibilities. Watching some of my colleagues being professional helped me to develop the discipline to be goal oriented. I became more alert about communications at work, that is, when to listen, when

to speak and how to share thoughts while demonstrating respect to colleagues. I was also prepared to respond to the corporate cultures demand for flexibility, and resilience. These experiences enhanced my learning as a professional and colleague who communicated with an assumption of cooperation and respect.

Self-Reflection

Self-reflection is important when it comes to professionally developing skills, as it provides an individual with an opportunity to evaluate their strengths and weaknesses in which they need to improve. Through constant reflection, I better understand my performance, conduct, and the impact of my actions in the professional environment. This information is important in making meaningful progress and marking achievable objectives in career development. This process is more fruitful when feedback is taken from supervisors and colleagues. From their feedback and criticism, I can see myself from other's perspectives, which allows me to understand my strengths along with my weaknesses. For example, when a supervisor complains about me on communication or time management issues, I take it as an input which needs to be worked on and developed.

By assuming an active role in self-reflection and receptive acceptance of criticism, I have been successful in developing key professional skills such as team work, leadership, flexibility, and problem-solving. In the process over time, this has significantly improved both my personal and professional development to make me more confident, productive, and efficient in the workplace.

1.8 Limitations of the Study

The difficulties and limitations I face while making this report:

- Limited access for me in different departments and software
- Facing problems with collecting necessary information. As some data was very confidential and crucial
- Time constraint as the internship was for a short period

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Overview and the History of the Company

One of the biggest contributors to Bangladesh's infrastructure development and power generation is BanglaCAT, the official dealer of Caterpillar Inc. USA in Bangladesh. Caterpillar Inc., a Fortune 100 company, has been the world's top producer of industrial gas turbines, diesel electric locomotives, natural gas and diesel engines, and mining and construction equipment for almost a century.

Beginning operations on October 11, 2004, BanglaCAT has been effectively offering unmatched nationwide service to a large number of clients and organizations ever since. BanglaCAT is the biggest supplier of independent power generation solutions in Bangladesh's industrial sector thanks to its excellent customer service and integrity. In addition to being one of the Top 5 Caterpillar EPG Dealers and the biggest dealer of gas engines worldwide, BanglaCAT is the biggest Caterpillar Electric Power Generation (EPG) Dealer in Asia Pacific.

BanglaCAT was established with the pledge to treat customers' demands with the highest priority, effectiveness, and sincerity. To provide the investors and customers with excellent services and pioneering technical solutions, the company employs hundreds of executives, engineers, and service staff who work tirelessly around the clock. Building and maintaining trustworthy, long-term business acquaintances that customers can depend on is a top priority for the company's management.

2.1.1 History & Growth

2004 – BanglaCAT started their journey on October 11.

2005 – 2008 - Rapid growth also won multiple “Top Asia Pacific Power System Dealer” awards.

2009 - Established Caterpillar-certified contamination-control workshop in Ashulia, this is the first in South Asia like this.

2010 - Established B-Trac Engineering Limited (BTEL) to locally manufacture switchgear, control panels, and solar solutions.

2014 onward - Expanded into IT, digital services, telecommunication, QSR retail (Burger King Franchise), and IGW services.

2.1.2 Business Divisions

BanglaCAT – Sales, rental, service of Caterpillar generators, equipment and engines; key player in power and infrastructure.

B-Trac Engineering Ltd. (BTEL) – Manufactures switchgear/control panels and implements solar EPC and irrigation mini-grid systems in collaboration with IDCOL and Schneider Electric.

B-Trac Technologies Ltd. – Distributor of Dell and HP hardware/IT solutions, servicing both public and private sectors.

Tiffin Box Ltd. – Master franchisee launching Burger King Restaurants in Bangladesh since 2018.

Bangla Trac Communications – Licensed IGW provider since 2007.

Power Plants – Operates independent power plants (~700 MW initially, expanding to nearly 800 MW by 2019) through ventures like Acorn Infrastructure Services. These plants play an important role in supporting the national grid and ensuring uninterrupted power supply across various areas and regions. Its commitment to energy infrastructure has positioned it as a key contributor to Bangladesh’s power sector development.

2.1.3 Journey of BanglaCAT

Year	Achievement / Journey
2004	With around 100 staff members, BanglaCAT began its operations as the official dealer of Caterpillar Inc. in the USA for Bangladesh.
2005	BanglaCAT, now with close to 200 employees, has introduced a Group Insurance Coverage and Gratuity policy for its workforce. The company was honored with the Top Asia – Pacific Power System Dealer Award for achieving the highest electric power sales.
2006	Received the Parts Growths Challenge Award and the Top Asia – Pacific Power

	System Dealer Award for Highest Electric Power sales.
2007 – 2008	Received the Top Asia – Pacific Power System Dealer Award for Highest Electric Power sales. Successfully installed 100MW for client Hosaf Power Plant.
2009	Achieved the Top Asia-Pacific Power System Dealer Award for the highest sales of electric power. Caterpillar recognized BanglaCAT's Ashulia facility as a 4-Star Contamination Control Full-fledged Workshop, marking it as the second of its kind in the South Asian region. Launched a Nationwide 24/7 Product and Service Support system.
2010 – 2011	Commissioned a 100MW Power Plant for Desh Energy Ltd. Executed the Global ERP Infor M3, enabling full functionalities to improve business operations. Developed a cutting-edge Warehouse Facility in Vulta, Rupganj, Narayanganj.
2012 – 2013	Received Caterpillar's Dealer of Excellence Award and Excellence Award in the Forklift Truck Business. Made a strong foot-hold in the Marine Market with an aim to deliver One-Stop-High-Value-Solution with CAT Marine

	propulsion system and Marine Power generation system. With a combined capacity of 3500MW CAT generators in Bangladesh were supplying 35% of the national grid's electricity production.
2014	In less than ten years of operation, BanglaCAT emerged as one of the major contributors to the country's power generation and infrastructure development sector, earning recognition as the largest Electric Power Generation (EPG) dealer for Caterpillar in the Asia Pacific area. The company was honored with the Parts Growth Challenge Award for the second time and achieved the highest sales of Natural Gas Generators in the Asia-Pacific Region. The Group Brand Management (GBM) department has been established to enhance the brand equity of BanglaCAT.
2015	Topped the Diesel Generators Sales and Introduced the high-efficiency H-Series Engines in Bangladesh. Established its own Call Center – 16448. Majority of shipyards are building various class approved vessels for private and government organizations (BIWTA & BWDB) with CAT Marine Engines and Parts. HR ERP Catalyst got into live operation with a full suite of functions.

2016	With nearly 500 employees, BanglaCAT topped the Diesel Generators Sales for the second time in a row. Caterpillar certified BanglaCAT's Ashulia facility as a 5-Star Contamination Control Full-fledged Workshop. Nearly all the new licensed mid-water fishing trawlers are being operated with CAT3500 series propulsion engines. The CRM department is launched to integrate all the sales functions to create business synergy. Leadership and Competency Development framework is launched.
2017	Achieved a High Bronze Level Performance for the Service Excellence Program as part of Caterpillar's Foundational Capability Program. Launched the largest rental yard in Bangladesh, complete with a machine demonstration ground. Honored with the Gold Global Warranty Excellence Award. Successfully issued 1,250 million BDT in Zero-Coupon Bonds, with subscriptions from major corporations in Bangladesh. Initiated the installation of a 200MW HFO power plant in Julda, Chittagong, and introduced the Parts Sales Counter in Ashulia.

	Commenced the setup of a 100MW power plant in Nowapara, Jessore, as well as a 200MW power plant in Daudkandi, Comilla.
2018	Launched Workopolo Virtual Office Application in BanglaCAT. Launched Virtual Office and Work-from-home facilities for the employees. CAT generators now have a combined capacity over 4000MW and BanglaCAT continues to be the largest contributor.
2019 – 2020	One Stop Service for the customers at Ashulia Central Service Office at Ashulia achieved ‘Strong Silver’ accolade in Caterpillar’s worldwide Service Excellence Program (SEP), and ‘Strong Bronze’ in Parts Excellence Program (PEP), in 2019. Recognition in SEP has earned us the Highest Standard in the entire Japan/Asia region. Achieved ‘O’ Recordable Injury Frequency (RIF) in 2019.
2021 – 2023	350MW was created in the captive power industry in 2021, with which we created a history in our 18 years journey. Exceeding 1000MW of Power generation in the market with H-series population supplied 67 units of Wheel Loaders to Roads and Highway Departments, government of Bangladesh. Inaugurated SOS Lab facility in 2022. Hosted CFEDA International Conference, first time ever by BanglaCAT in 2022.

Table: 1

2.2 Mission, Vision and Values

Mission

We are committed to creating value for our customers through a wide range of products and superior services to ensure highest level of customer satisfaction and to achieve sustainable business growth. We strive to build long-term relationships by consistently exceeding expectations. Our focus on innovation and reliability helps us stay ahead in a competitive market.

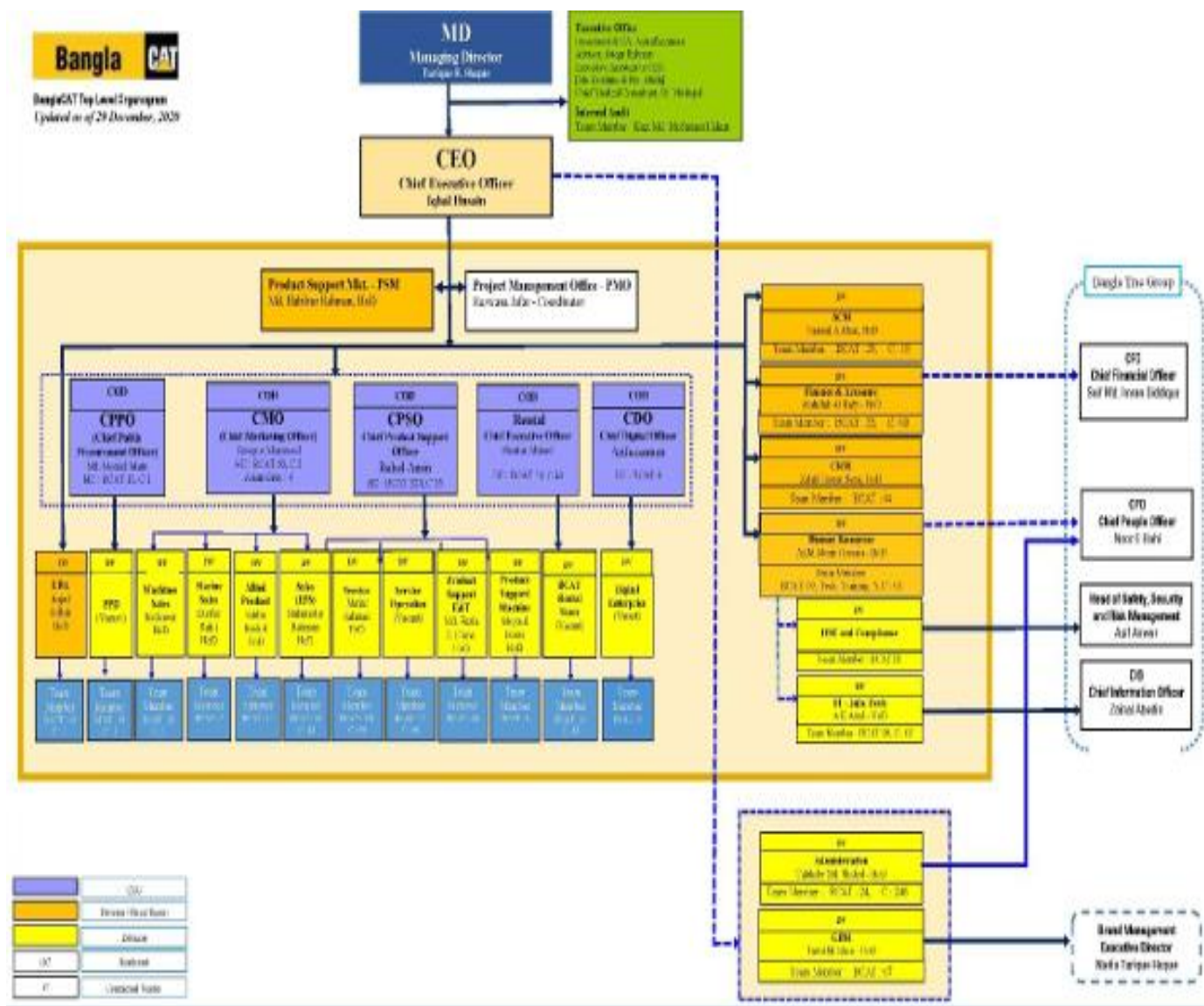
Vision

A Dynamic Global Company Driving Stakeholders' Success through Excellence, Integrity, Humility & People Leadership.

Values

1. People First
2. Customer's Success
3. Excellence Through Humility
4. Innovation
5. Integrity
6. Environmentally Responsible

2.3 Organogram



2.4 Products

2.4.1 New Product

CAT 320 GX Excavator

Presenting the 320 GX, our entry-level model that has all the dependability and simplicity of use you would anticipate from a Cat® excavator. Its low maintenance costs and low maintenance features are intended to provide you with a quicker return on your equipment investment.



2.4.2 Generators (Gas, Diesel, HFO, Dual fuel)

Gas - Powering Possibilities with World-Class Power

CAT® Gas Generators are simple to choose, authorize, and install, and they come in a range of capacities from 80 KW to 10,000 KW, with configurable choices to meet your power requirements. The innovative engine technologies from Caterpillar provide world-class electrical and thermal efficiency while delivering power, heat, or cogeneration.

The G3520H, G3516H, G3512H natural gas generators are included in the new highly efficient H Series. In this category of gas engines, the enabling technologies deliver electric power up to 2500 kWe at 45.4% electrical efficiency while achieving Very Low Lube Oil Consumption, and Lowest Total Owning and Operation Costs.

CAT® Diesel Generators - Discover power designed for your demands

From 5.4 to 14,800 ekW (6.75kVA to 18,500kVA) of power potential, the highly efficient CAT® Diesel generators have been Field-proven in thousands of applications worldwide. Their industry leading mechanical and electrical design and motor starting capabilities help them remain matched to the performance and output.

HFO Generators

As a partner of Caterpillar Motoren GmbH & Co. KG, also referred to as CM or MaK, BanglaCAT has modern manufacturing facilities in Germany's Kiel and Rostock. In order to address the global need for electricity and combined heat and power (CHP) solutions, CM produces low emission, high efficiency liquid fuel (LFO, CRO, and HFO up to 700 cSt) fired gensets with capacities ranging from 2.5 MWe to 14.4 MWe apiece, specifically for the Power Market. For 50Hz, CM gensets come in 500 and 750 rpm, and for 60Hz, 600 rpm.

Dual Fuel

At full load, CM Dual Fuel Fired engines may eventually burn natural gas up to 99% volumetrically with 1% diesel pilot injection. Additionally, these generator sets are produced at Caterpillar Motoren GmbH & Co. KG's factories in Kiel and Rostock, Germany. For this kind of combustion variant, Vee engines are now only offered in CM 340mm and 460mm bore sizes. Although the Caterpillar 3500 series diesel-fired generator set from Lafayette, USA, may convert to dual fuel technology, it can only burn at 100% load with a minimum of 30% diesel pilot injection and 70% natural gas. You can get these dual fuel generators in 50/60 Hz and 500/600/750/1200/1500 rpm. Additionally, Caterpillar provides dual fuel conversion for used CAT® liquid fuel generator sets as an aftermarket maintenance service. Caterpillar also does the dual fuel conversion for used CAT® liquid fuel genset as an aftermarket care provision with conversion kits. CAT® provides warranty for the aftermarket conversion subject to diligent performance tests and workmanship.

Microgrid

Microgrid & Hybrid Renewable Energy Integration Solutions Power Range is 10 KW to 100 MW. Hybrid and renewable energy solutions are the best options to seek for-
Factory facility owning a spacious rooftop with no use. Industry in remote location, impractical to run power cables or financially not viable to link facility with public electricity grid to reduce electricity cost. Eliminate dependency on fossil fuels reducing carbon footprint.

Ingersoll Rand Air Compressors

- Power Range: 5.5 hp & 950 hp. Ingersoll Rand, a global multi-billion-dollar company, is a provider of a wide range of technologically advanced, highly reliable and low maintenance air compressors worldwide.

- Product Range: Small Reciprocating Compressor, Contact-Cooled Rotary Screw Air Compressors, Oil Free Rotary Screw Air Compressors, Centrifugal Air Compressors, PET Blow Molding Air Compressors, Air Receiver, Refrigerant Dryer, Desiccant Dryer, Air Filter.
- Industries served: RMG, Pharma, Agro, Food processing and Beverage, Heavy Chemical Plant, Cement factory, Glass and Ceramics, Steel factory, Plastic, Printing, Painting, Leather, Cosmetics, Electronics, Paper, Power plant.

2.4.3 Machines

A highly dependable and efficient equipment, the new CAT® 320D Series 2 Hydraulic Excavator reduces operating expenses by using less fuel and requiring less frequent maintenance. A redesigned engine, a strong hydraulic system, sturdy major structures, and an advanced operator station are all hallmarks of the 320D Series 2 machine. A CAT® C7.1 engine that satisfies EU Stage II, China non-road machine emission stage 2, and U.S. EPA Tier 2 standards powers the 320D/D L Series 2. With a main-relief pressure of 35,000 kPa (5,076 psi) and a maximum oil flow of 2 x 202 L/min (53 gpm), the 320D/D L Series 2 implement hydraulic system offers high hydraulic horsepower for lifting and excavating as well as for employing heavy-duty, hydraulically powered work tools. Completely overhauled, the new CAT® K Series Small Wheel Loaders (924K, 930K, and 938K) feature a new engine that satisfies EU Stage IIIA and U.S. emission requirements. The three new K-Series wheel loaders are powered by the CAT® C7.1 ACERT™, which efficiently collaborates with the equipment to provide up to 25% fuel savings. A dual fuel filter with a greater ability to hold dirt for a longer lifespan is part of an upgraded fuel filtering system.

2.4.4 Marine Solutions

With the widest selection of marine engines in the business, Caterpillar guarantees optimal dependability and effectiveness. The CAT® Marine power system, which is manufactured under the CAT® and MAK brands, is dedicated to meeting customer needs regardless of the vessel or location. Each CAT® marine engine is the product of the industry's most advanced technology and expertise and has over 75 years of experience enhancing productivity and versatility. Our world-class product line of high and medium-speed propulsion engines, which range in power from 280 to 7577 BHP (209 to 5650 BKW), is part of Marine Solutions and is intended for commercial, ocean-going, and pleasure vessel applications. Furthermore,

Caterpillar delivers auxiliary engines with outputs ranging from 292 to 7268 BHP (218 to 5420 BkW) and power solutions (Genset) with outputs between 10 KVA and 6050 KVA (10 KW TO 4840 KW). These combine the newest technology with tried-and-true designs and manufacturing techniques to provide increased power, increased efficiency, and improved monitoring. With the Bell Amphibian Excavators & Dredge solutions, IMS Versi-dredge & MudCat Dredge solutions, and Outboard Thruster solutions, BanglaCAT maritime division has also been providing customers with competitive maritime solutions.

2.4.5 Fork Lifts

CAT® Lift Trucks provides a wide range of durable lift trucks engineered for material handling needs, emphasizing quality, dependability, and customer satisfaction. Caterpillar's best-selling forklift models, the DP30N and DP50N, were specifically designed to satisfy the needs of enterprises and sectors that require robust, high-quality equipment. These internal combustion pneumatic tire lift trucks operate for extended periods to accomplish tasks, whether they are managing industrial materials or transporting goods under a strict timeline. Their creative design produces optimal horsepower and efficiency, resulting in outstanding productivity! Every CAT® lift truck model in this category truly meets or exceeds the stringent U.S. standards. Environmental Protection Agency (EPA) standards for reducing carbon monoxide, hydrocarbons and nitrogen oxide emissions while delivering the power needed for heavy-duty performance.

Bangla Trac Ltd (BanglaCAT), along with 4 other dealers out of 20 dealers in the Asia Pacific region, has won the very prestigious "Dealer of Excellence Award" for the CAT® Lift Truck business 2012-2013 from MCF Ltd.

2.5 Parts and Services

2.5.1 Parts

Your best quality options are the CAT® Parts we offer because of their unparalleled quality, affordable costs, prompt availability, and warranty. The BanglaCAT Product Support Team has everything you need to boost your returns on investment, including lubricant oil, filters, fluids, and entire engines. Our specialist workshop, highly skilled engineers and service staff, and specially tailored services have been set up to provide you with full solutions 24/7 through a single point of contact. We provide a full selection of authentic CAT® service kits and spare parts at affordable costs, all covered by a one-year warranty. We also keep nearly any spare

item you might require in store in our parts inventory. No other company has the commitment, resources, and customer focus to get the right parts for your equipment. In addition to having nearly every CAT® part you might need in stock, we also keep over 6,000-line items to 10,000-line items in our local inventory and are dedicated to completing the majority of our parts orders as quickly as possible.

Caterpillar Service Information System (SIS) is an online resource that provides information on CAT® parts and service dating back as far as 1977. The SIS Web contains thousands of parts and service documents including their latest maintenance instruction, service information, safety bulletins and product updates; it is, in fact, updated daily, and ensures that the most current parts and service information is always available.

2.5.2 Services

As the official Caterpillar dealer, BanglaCAT is dedicated to offering the best customer care in the business, which is provided by a group of dependable and experienced engineers and service staff. With one of the most extensive customer care and support programs in the industry today, the company prioritizes the needs of its clients.

To increase the productivity of your engine and equipment in every way, hundreds of highly qualified engineers, as well as dozens of professional technicians, managers, and support staff, work tirelessly around the clock. Our staff is always being trained to stay up to date and is accessible for emergency and on-site services twenty-four hours a day, seven days a week. For quick support and maintenance, each of our teams has access to a vast collection of technical data, Caterpillar tools, and computerized diagnostic equipment.

For specialist tasks like commissioning, preventive maintenance, troubleshooting, and overhauling of gas and diesel engines in the captive and IPP sectors, including machine and marine support services, we also possess excellent technical skills. In order to extend the lifespan of our engines and products, we also do Scheduled Oil Sampling (S.O.S.) fluid analysis.

The service team at BanglaCAT also regularly arranges training classes for clients on how to use and care for the CAT® products they have purchased. Additionally available for supervision and additional support are the Caterpillar Product Support Service Representatives. In order to enhance our client service, we also often host CAT® Care sessions. In order to

improve customer satisfaction across all of our locations and branches and raise the caliber of the services we offer, we have also introduced the Customer Experience Program (CEP) and the Continuous Customer Satisfaction Survey.

2.5.3 Workshop

Our Ashulia Workshop which is recognized as "**5 Star rated Contamination Control facility**" by Caterpillar Inc. is a proof of successful orchestration of resources, and unsurpassed teamwork and dedication. Our capability of overhauling engines, and repairing and maintaining power generator sets and machine components are one of our many ways of contributing to our customers' success and satisfaction. Besides, our stakeholders and counterparts in the industry have lauded our facilities of engine overhauling, repairing and rebuilding. Our workshop also conforms to Caterpillar guidelines of contamination control compliance. We also follow a Production Line Methodology to ensure quick service for all our products.

2.6 Warehouse

Warehouse & Logistics

With our strategically located distribution centers, and world class Infor ERP system, we Bangla Trac can provide quick support to our customers for all their needs. Our logistics services are driven by our commitment to meet customer needs. To support our emergency customer support we have warehouses open 24/7 for best customer service.

Ashulia Warehouse	Parts Counter Ashulia
Narshingapur, Ashulia, Savar	Narshingapur, Ashulia, Savar
Products - Parts/Oil/Hose Rebuilding/REMAN	Products - Parts/Oil/Hose Rebuilding/REMAN
Operational Hours - 08:30 AM to 05:30 PM	Operational Hours - 08:30 AM to 05:30 PM
Contact No - +880 - 1713148400	Contact No - +880 - 1713148400
Vulta Warehouse	Chittagong
Vulta, Rugganj, Narayanganj	100 Agrabad C/A, Chittagong - 4100
Products - Parts/Oil/Equipment/REMAN	Products - Parts/Oil/REMAN
Operational Hours - 24/7	Operational Hours - 24/7
Contact No - +880 - 1755662228	Contact No - +031 - 2511116-7

2.7 Achievements, Awards and Recognition

Ever since BanglaCAT's inauguration in 2004, we have achieved the following:

Electric Power Sales Achievements:

- BanglaCAT became the top Asia Pacific Power System Dealer for achieving Electric Power Sales (in US Dollars) in 2008 and 2009
- BanglaCAT became the top Asia Pacific Power System Dealer for achieving Electric Power Sales (in US Dollars and Units) in 2006

Workshop: Our Ashulia Workshop was awarded in November 3, 2009 for Contamination Control facility 4 Star from Mr. Rob Carter Vice President of Caterpillar Asia Pacific Distribution Services.

2.8 SWOT Analysis

SWOT analysis is basically a strategic tool for companies to evaluate themselves and look forward to developing their weaknesses. Here the SWOT analysis of BanglaCAT is stated below-

Strengths

High Quality Products: BanglaCAT's merchandise is one of the best products in the machine industry around the world. The quality of its products is arguably the single most important competitive advantage for BanglaCAT. As an authorized distributor of Caterpillar (CAT) in Bangladesh, BanglaCAT can offer products that are recognized globally as rugged, effective, and technologically advanced. Caterpillar is one of the world leaders in construction and mining machinery, diesel and natural gas engines, and industrial gas turbines, which provides immense credibility and value to BanglaCAT's product line. BanglaCAT maintains international product quality standards by endorsing a worldwide recognized brand 'CAT' which provides customers assurance about the products. The strong brand relationship between BanglaCAT and its customers is maintained thoroughly. Through its robust brand partnership BanglaCAT earns enhanced customer trust which gives it a competitive edge against regional and local businesses. CAT machinery delivers both excellent performance and durability which helps users save money on downtime and maintenance expenses. The large-scale project requirements across construction and power generation and industrial sectors demand this essential approach. BanglaCAT operates as the sole CAT product distributor in Bangladesh which enables the company to offer better prices and improved technical support and spare parts availability and continuous product enhancements directly from the parent company. Through this combination BanglaCAT gains substantial growth potential for its reputation and market position in the heavy equipment and power systems sector of Bangladesh.

Service: BanglaCAT provides top notch service to their customers during sales and after sales. One of BanglaCAT's main strengths is their ability to provide a high level of customer service, during and after the sale. BanglaCAT is the authorized distributor of the Caterpillar (CAT) brand of machinery and exhibits international levels of service of which their customers can expect the best globally, while having the ability to address specific local needs through their services. Their service team always maintains a close connection with customers which in turn builds trust and long-term loyalty. An interesting aspect of BanglaCAT's service strategy is their proactive approach with customers. They often obtain feedback and operational data from customers about how their machine is operating and what condition it is in. Through this approach they can not only address issues before they affect the performance of the machine, but they can also make recommendations based on the data they collect that allow for preventive maintenance and upgrades that would avoid or minimize down-time while increasing customer satisfaction.

Employee Recruitment Process: BanglaCAT employs a well-structured and organized recruitment strategy that significantly strengthens the workforce. As the authorized distributor of Caterpillar (CAT) in Bangladesh, the company adheres to rigorous standards in selecting its employees to ensure that they fit with the global brand's excellence. One of the company's advantages comes from hiring technically proficient, sincere, and competent applicants, primarily targeting undergraduate and Master's degree students from excellent public and private universities throughout the country. It is a distinct advantage to hire fresh graduates who possess new technical knowledge, decision-making ability, and a strong academic background.

Not only does the recruitment strategy utilize academic merit instead of which university a candidate attended, it also assesses many other traits and demands applicants to offer skills as they will get many skills that they will have to adapt to rapidly changing and evolving technologies and organizational expectations to demonstrate they are committed to their professional development. Candidates with technical ability in machinery, electrical systems, and mechanical fields of engineering are particularly useful and valued as all staff deal with technical machine-based and engineering services, which contributes to positive operational experiences, and builds customer loyalty and trust, as these characteristics will enhance the quality of the service and technical support provided to customers.

Work Environment: BanglaCAT provides a working environment which is comfortable, collaborative, and pro-employee, which directly reflects employee and organizational productivity and satisfaction. As the authorized distributor of CAT (Caterpillar) in Bangladesh, a small sophisticated professional organization, BanglaCAT establishes a friendly atmosphere working for a welcoming organization. Workers are appreciated and supported by the atmosphere and work environment. The environment encourages open dialogue, mutual respect, cooperation/government relations, and working together to assist workers in sharing knowledge and experiences as well as working closely/cross-coordination with each other across respective roles/departments. BanglaCAT's management is supportive, allowing workers access to tools/resources and training required to complete their roles to complete their roles/positions. Employees have weekly meetings as a team, and the Supervisor encourages employees to innovate, improvise, and complain with a culture/policy of continuous improvement. Trust and transparency characterize the leadership to all levels of employees. Furthermore, BanglaCAT provides opportunities for personal or professional growth including structured internship/workshop/mentorship programs. The welcoming environment enables a new employee and new intern to quickly acclimatize easily, to feel connected, and to grow quickly. The positive working environment enhances employee engagement and motivation to stay with the firm. Ultimately these benefits positively enhance the image of the company as an attractive employer in the industry.

Weakness

Pricing: One of the key weaknesses observed in the activities of BanglaCAT is the pricing strategy. As BanglaCAT provides good-quality machines and equipment and these are the products of Caterpillar, this also means that their products are priced significantly higher than local or regional companies or competitors. When a customer receives a quotation of a product with a price which is offered by BanglaCAT, after watching the pricing the customer sometimes is not ok with the price. This price gap is a discouragement to price-sensitive customers, particularly in sectors where the cost is a primary driver of purchasing decisions. The resultant effect is that the sales officer will engage in prolonged negotiations, which creates room for the customers to switch to competitors with lower prices. While the premium price is often found to denote superior quality, durability, and after-sales service, the lack of flexible or aggressive pricing makes it hard for BanglaCAT to attract a broader customer base.

Lack of Media Presence: In today's world it is essential that companies maintain a compact media presence so that they may effectively connect with and engage with their existing and

planned customers. Media platforms, especially social media, play a vital role in brand creation, customer awareness, and competitive standing. However, BanglaCAT has a clear weakness on this front because it does not invest much time online through social media.

As the official dealer of CAT machinery in Bangladesh, BanglaCAT operates in a highly competitive business sector where customers have been adopting the online channel for product research, product comparison, and contacting brands. The company's low social media presence reduces its visibility and its ability to forge a strong brand relationship with potential and existing customers. This gap stifles opportunities to promote benefits of products, reference success stories, and resolve questions in a timely manner, and drive buzz for promotions or new product launches. Also, lacking a rich online presence makes BanglaCAT less delicate to the latest marketing trends and less capable of gaining immediate consumer feedback. Competitors with active use of social media can capture additional markets, leveraging digital media to influence purchasing decisions of customers and accelerate sales. Therefore, this weakness puts BanglaCAT in a disadvantaged position, with slow growth making its standing in the rapidly changing marketplace weaker.

Lack of Security: One of the few downsides of BanglaCAT is that they do not focus much on security solutions for building protection. Security of company buildings is today commanding in protecting valuable assets, secret information, and workers' well-being. Although there are several modern security technologies like surveillance cameras, access control, alarm systems, and trained security personnel—there does not appear to be proper implementation of all these security systems in BanglaCAT. Such vulnerability exposes the company to diverse risks, including theft, property damage, and intruder access, which can lead to economic losses and reputational damage to the company.

Moreover, not having a sound security system damages employees' confidence as well as overall productivity because working in a secure work environment makes employees more alert and allows them to keep their self-esteem up. In a business where they work with high-value assets, securing this gap through investment in advanced security solutions and security protocol awareness in the company would significantly increase BanglaCAT's operational resiliency and risk management.

Opportunities

Increase Brand Visibility: In this modern world, establishing media exposure is one kind of main task for BanglaCAT to widen its market segment. With a strong base as the distributor in

Bangladesh of globally recognized Caterpillar (CAT) equipment, BanglaCAT has a compact foundation on which to expand. To use the reputation most effectively, the company can take dynamic actions to increase its revelation through various digital platforms. As the rate of online and social media usage is growing in Bangladesh, a well-planned digital marketing strategy can help BanglaCAT reach out to more customers. By promoting their product range, after-sales services, customer reviews, success stories of their projects, and expert opinions on Facebook, LinkedIn, YouTube, and news portals, BanglaCAT can increase brand recall and confidence. To this end, regular media exposure will position the firm as a power solutions and heavy machinery thought leader, thereby enhancing its credibility. Engagement in workshops, video tutorials, online promotions, and industry conferences will not only attract potential and existing consumers but also educate them on the advantages of using CAT machineries and parts in terms of its durability, efficiency, and long-term value. In a sense, increased brand awareness through internet and media engagement can make it possible for BanglaCAT to expand its customer base, harden brand loyalty, and attain a competitive edge in Bangladesh's growing manufacturing and construction sectors.

Affiliation: BanglaCAT should continue to be affiliated with many colleges in order to expand their network through the organization of various seminars, activities, and case study competitions.

South Side: Bangla CAT has a huge opportunity to spread their business in the south side of our country. If they widen their transportation system then it will be a great opportunity for BanglaCAT.

Threats

Competitor: BanglaCAT is faced with intense threats from fierce local and global competition in the power generation and heavy machinery industry. Competitors being local are prone to offering identical services and products at reduced prices, thereby leading to price wars and decreased margins. On the other hand, multinational companies, especially financially well-equipped global brands with advanced levels of technologic sophistication, pose a deadly threat by offering technologically advanced solutions and competitive financing options to customers. This double pressure sets BanglaCAT on a test of sustaining market dominance, customer loyalty, and price flexibility. As the market is growing rapidly with new technologies and competitors, the competitive threat is only going to become larger in the future—

intimidating BanglaCAT to keep innovating and working on its value proposition in order to stay competitive.

Pricing Structure: Given that BanglaCAT's product is far more expensive than those of its rivals, BanglaCAT faces both a threat and an opportunity.

CHAPTER 3: OPERATIONAL MANAGEMENT SYSTEM

Operational Management System is mainly a foundation of processes and procedures for an organization on how they can manage the day-to-day operations effectively and efficiently. It basically supports transforming the resources and labor into goods and services to run the organization. Operational management system mainly involves-

Planning: Planning serves as a guide for every step of the organizational process. It covers a number of important subjects, including raw material purchases, supply chain management, transportation strategies, and management of employees, manufacturing segments, and the plans that direct each one. An organization can effectively meet demand by outlining how labor will be used, how resources will be distributed, and how items will be produced and supplied. Setting priorities, predicting possible difficulties, and coordinating several divisions are further benefits. Planning guarantees that every step of the process, from locating inputs to delivering the finished product, is in line with the objectives of the company. Even when things don't go accordingly, contingency plans also back up the situation by decreasing the effect of any negative flow to operations.

Scheduling: The Establishment of schedules identifies the time limit within which a task must be finished, making it an essential part of operations management. Ensuring efficiency around the clock makes certain that every planned action takes place. In addition, the Scheduling system helps in monitoring unique organizational assets like machines, labor force, and raw materials, ensuring their effectiveness and availability. It acts like a basis for confirming punctuality as at each stage of the production process, management can recognize any system delays or shortages far in advance. This makes certain that the operations remain smooth and devoid of unwanted complications. Effective time and resources tracking enables the Scheduling System for efficient asset as well as employee execution. In a broader sense, this helps the firm in sustaining control of the daily cycles and operations without big changes or disruptions throughout the processes.

Organizing: It is a stage where a company emphasizes on their necessary activities to overcome their problems to achieve their expected objectives and goals. Organizing is a basic function of management that deals with the systematic ordering of a business's resources and activities toward its predetermined objectives. At this point, the business concentrates on identifying and categorizing the fundamental actions which are necessary to resolve problems at hand. The business defines functions, assigns tasks, and aligns the groups to synergize toward shared objectives. Efficiency in organizing means the company establishes systems

with proper frameworks enabling each employee to understand his or her duties, the chain of command, as well as the communication pathways. This fosters effective optimization of resources including human capital, materials, and time. Take, for example, a business that is experiencing difficulty in servicing customers; it may reorganize by establishing a support team, defining specific roles, and setting clear expectations.

Purchasing: Purchasing is very important in any company as it affects the product quality, and organization functioning as a whole. It is a part of strategic management that deals with obtaining the required raw materials, goods, or services for packing and production. This step requires instant decisions made by an expert to ensure that the right materials are procured from trustworthy suppliers at the best prices. Supplier choosing is an important process in the purchasing organization. It is equally important that companies evaluate and select suppliers that can provide the requested product and materials consistently with delivery, quality, and competitive price. This usually involves rigorous vendor analysis, terms negotiations, and the formation of everlasting relationships founded on trust and performance. The objective is not just the cheapest option, but rather optimal value for money by achieving a suitable equilibrium between price, quality, and reliability. Therefore, purchasing entails more than just material acquisition; it is an activity that underpins the entire production and business growth strategy. An organization is able to run seamlessly, minimize risks, and succeed in the long run from the correct strategic purchasing decisions.

Controlling: Controlling is one important stage in the management process that makes sure an enterprise stays on track for its goals and objectives. This involves monitoring and evaluating the actual performance of an organization against standards or targets that were set during the planning process. The main use of control is to pinpoint deviations from the planned versus what is happening.

At the controlling stage, organizations establish performance standards that need to be clear; these may relate to productivity, quality, costs, or time. Subsequently, these outputs or experiences are regularly measured against the standards. Good levels of performance reinforce that the operations are far from any deviation, while any deviations or lacks need to be examined by the managers; managers must then look for the reason behind such deviations and take corrective measures.

The corrective measures could include changes in strategy, resource allocation, or further training, or they could lead to amendments to the original plan to take account of the new

situation. This dynamic quality of the controlling process builds the agility of an organization and renders it responsive so that a small matter does not escalate into a larger problem.

Quality Control: Quality control is the process of monitoring and evaluating the quality of finished products to ensure that they satisfy set standards and consumer expectations. Important for any firm is the quality control process that ensures the goods produced conform to company standards and to what the customers expect. It looks through and monitors products at various stages of production, usually at the very end, looking for defects or faults. The objective is to eliminate any faults plus to have the product given to the customers in agreed specifications so that they receive items that are safe, reliable, and able to meet market claims. The process safeguards a company's reputation and trust vendors place in their goods. Giving customers consistent high-quality products tends to create loyal customers who recommend the brand to their friends. Quality control focuses on end products but can also include certain checkpoints along the production line that help find an issue at the onset and stop a bigger impediment later.

Depending on the sort of product involved, quality control could be a manual inspection by skilled personnel, advanced testing through automated systems, or a mixture of both. For example, in a factory that manufactures electronic goods, machines might use diagnostic tests while technicians

Inventory Control: Inventory control is the process of maintaining and monitoring stock levels so that a company may efficiently meet client demand. It is crucial to company procedures since having too much or too little inventory can have an impact on profitability. When a company keeps too much inventory, it freezes away capital that may be utilized elsewhere and raises storage and handling costs. On the other hand, having too little inventory might result in shortages and missed opportunities for revenue, decreasing customer satisfaction and confidence. Effective inventory control helps organizations in maintaining the right equilibrium by ordering the appropriate quantity at the right time. It decreases the risk of overstocking or understocking and allows for more efficient workflow across departments including sales, production, and transportation. Companies must evaluate and adapt their inventory strategy on a regular basis since inventory management incurs additional costs like warehousing, insurance, and most likely spoiling or obsolescence.

As a result, inventory control involves more than just counting stock; it's also about increasing efficiency, lowering expenses, and ensuring that customer needs are satisfied without unnecessary delays.

CHAPTER 4: OPERATIONAL MANAGEMENT SYSTEM OF BANGLACAT

4.1 Management Practices

Empowering Organization's Staff: BanglaCAT provides increment after 1 year to its employees, also promoting them based on their performance. Employees who work hard, dedicated and progressive are promoted quickly. They also provide leave to the government holidays and other times when an employee needs it. Moreover, they are inspired to think creatively, arrange functions and picnics according to the occasion, celebration and achievements to motivate their employees.

Training Facility: BanglaCAT arranges different training sessions for their old and new employees, which helps them to learn, memorize and provide their best service to the customers. Through these seminars and training arrangements employees can acquire practical knowledge.

Introducing New Technology: Being a machine industry, BanglaCAT is constantly looking for new innovations and technologies. The most modern computers, printers, and other devices are used by every BanglaCAT employee. Additionally, BanglaCAT primarily uses three pieces of software: M3 SALES AUTOMATION, WORK O POLO SMART OFFICE, and LOWSON. All tasks are made convenient for employees by these three pieces of software.

Hold Meetings: In my department Large Business Accounts, I have found that meetings are held every month's first week. Where employees present their previous month's collection, who gave them advance, who ordered or needed new products and services and lastly, they set a new targeted amount for that month.

4.2 Marketing Practices

STP Analysis-

Demographic Segmentation: As it is a marketing strategy to divide target audience into groups based on income, location etc. LBA works with 30 large groups of companies and their concern companies like Square, Beximco, Akij group, Pran RFL etc.

Targeting- BanglaCAT targets all renowned companies, banks, universities, government projects and new companies as well. As BanglaCAT is a famous brand for machines, they charge higher prices compared to other brands and work with those organizations or individuals who really can afford their products.

Positioning- BanglaCAT does not have any advertising, brand ambassadors, or celebrity endorsements because it is a business-to-business (B2B) organization. On the other hand, BanglaCAT hosts many trade shows, such as the US Trade Show, DIFT Fair, Directory Add, and DTG 2025 Expo.

Distribution- Manufacturer ↔ Dealer ↔ Customers

BanglaCAT is the only authorized dealer of CATERPILLER Inc. BanglaCAT brings machines directly from the manufacturer and then sells them to the customers as per demand.

Promotion- BanglaCAT uses a variety of strategies for promotion, including billboard and newspaper advertising as well as social media (Facebook, LinkedIn, etc.). Additionally, BanglaCAT participates in several fairs, such as the DTG expo. Additionally, a variety of seminars and campaigns are organized to advertise BanglaCAT's goods and services to consumers.

4.3 Financial Performance and Accounting Practices

In the year 2019, BanglaCAT had revenue of 520 crore BDT. Due to COVID-19 in the year 2020, they had earned revenue of around 460 crore BDT, and they estimated that by the year 2021, BanglaCAT will earn revenue of around 550 crore BDT. Here, from the revenue, around 35% to 40% is the gross profit margin and the other 60% is the cost of goods sold. And their net profit margin is 8% to 10%. 60% of the revenue of BanglaCAT comes from the Large Business Accounts department. The accounts and finance department also have to keep records of VAT and Tax. This is to have a clear track record for their daily transaction. These transactions are usually carried out by different banks, pay orders, and cheques. Once the deal is closed, the customer provides BanglaCAT with a work order. Upon receiving the work order, BanglaCAT places the customer order and releases the product from the warehouse to distribute among their customers, and then mails the invoice and requests payment. Once the bill is settled by the customer to the bank, the finance and accounts department prepares a report of all the transactions and the final report is directly submitted to the Finance Manager for analysis. The overall cash flow of BanglaCAT reflects both market responsiveness and strategic planning. The fall in 2020 during the worldwide pandemic was a problem faced by industries across the board, though the company's proactive approach ensured that things continued. They ensured that essential services were not halted, especially to clients in telecom, hospitals, and construction sectors where uninterrupted power supply was crucial. As things returned to regular operational levels by the second annual half of 2020, BanglaCAT focused on sales

revival and customer relations. The growth in revenue in 2021 proves the company's persistence and capacity to bounce back from adversity. The estimated 35–40% gross margin indicates that the company is successfully maintaining its production and operational costs and kept them under control. Maintaining the margin over the years is also proof that BanglaCAT controls overhead costs while delivering high-value products and services. On the other hand, 60% Cost of Goods Sold (COGS) comprises primarily the cost of Caterpillar engines, generators, machinery, logistics, and warehousing costs. With a net profit margin of around 8–10%, the firm is profitable while being competitive in the market.

The Large Business Accounts (LBA) segment generates a large portion of the firm's revenue. This segment deals with institutional clients, infrastructural mega projects, and government orders. They deal with client relationship management, sales planning, project bidding, and negotiating large orders. The employees in this department are trained to handle big deals that usually take weeks of negotiations, technical presentations, and proposal revisions. The LBA team works in close coordination with the technical department and finance department to finalize the most competitive offer in terms of price, delivery, and after-sales support. The finance and accounts department is one of the pillars of the organization and ensures compliance and financial correctness. Their job does not stop at report making; they are also required to file government-statutory reports on time, reconcile statements, track receivables and payables, and arrange for bank credits by coordinating with banks. All transactions, from small to large, go through their verifications to avoid errors. Using automated accounting packages like SAP or Tally allows real-time monitoring of transactions and also improves accuracy.

Tax and VAT calculation is another sensitive function that requires constant vigilance. There are some tax implications for each purchase and sale, especially for imported Caterpillar equipment. The finance department ensures the imposition of the correct VAT rates and all the documents according to National Board of Revenue (NBR) rules. Not only does it protect the company from litigation, but also ensure transparency to auditors and regulatory bodies as well. Bank remittance, pay order, and cheque receipts are traced and vouched with invoices. As soon as there is a payment from a client, it is not just posted into the system; it is reconciled, validated, and posted to related ledger accounts. A payment history for each client is maintained, which comes in handy while conducting credit checks, financial forecasting, and sales forecasting in the future. The delivery process is initiated only after receiving and confirming the work order by the sales and logistics department. Upon confirmation, the

necessary product is picked up from the warehouse and dispatched. Delivery timings are arranged with the logistics department to deliver the product to the client within the mutually agreed time frame. After confirming delivery, an official invoice is raised. The invoice contains VAT calculations, product description, and quantity, price, and payment terms. When the customer pays the bill through banking channels, the finance and accounts department collects the transaction information. They provide a transaction report with the mode of payment, payment date, invoice number, and balance confirmation. The report assists in maintaining proper records and serves as a valuable reference in the event of internal or external auditing. The final financial report that is prepared is not just a record-keeping document but is analyzed for trends, projections, and any suggestion of irregularities. The Finance Manager goes through the report, looking at the cash flow, outstanding payments, high-value transactions, and payment behavior of customers. These findings allow the senior management to take strategic decisions such as offering discounts, credit limits, or revising product prices.

To put it briefly, BanglaCAT has a highly structured financial system supporting its large business. Right from revenue projection to VAT monitoring, transaction management of the customers, and profit reporting—all functions are integrated and lead to the company's growth. The methodical process ensures financial discipline along with operational excellence.

4.4 Electric Power System Function at BanglaCAT

LBA is essentially a division of the Electric Power System. Retail and bulk sales are handled by this section. Here, we sell generators, gas, and diesel. Finding and classifying the needs of the clients is the initial responsibility of this EPSD. The department then begins corresponding with those clients, establishing personalized pricing and other service plans for each. Customers can use this to ascertain the technical details of that specific product, as well as its cost, terms, and conditions, among other things. If this is acceptable to the customer, EPSD will send the design team to the customer's location to install the machine. After that, the clients bargain with us to lower the prices, and occasionally EPSD offers a discount. Following that, the clients bargain with us for a price reduction, and occasionally EPSD offers its clients a discount. After the transaction is complete, EPSD notifies finance to release the product from the warehouse and sends the customer an invoice to collect payment. Additionally, the EPSD department has a telecommunications unit. EPSD uses them to communicate with all of its

current and potential clients. Inquire as to whether any services are required or whether they will be needed in the future.

This department plays a crucial role in ensuring that each sale is aligned with the client's power demands and infrastructural capacity. The company often conducts long, detailed meetings and presentations to acquaint customers with the capacity, fuel efficiency, and long-term running benefit of the generator. The customers constitute the majority from large industry sectors, construction companies, hospitals, commercial complexes, or even government bodies requiring uninterruptible power solutions. To provide effective services to such customers, EPSD has an efficiently maintained CRM (Customer Relationship Management) system. The system maintains a record of all past interactions, purchasing history, service history, and future needs. The advance tracking helps in smooth coordination with customers and anticipates any service or upgrade requirement.

Apart from the sales team, the EPSD works closely with the technical support division. Once a machine is delivered, the technical support team takes over the installation, testing, and commissioning process to ensure the generator runs perfectly on-site. If any technical difficulties arise, immediate action is taken by deploying field engineers to the customer's location. The price arrangement is not standard and is tailored to different clients according to their size, location, and particular demands. Regular customers with frequent orders or long-term contracts are highly likely to obtain competitive prices. Throughout the negotiation process, the EPSD also lays emphasis on the long-term service benefits, warranty terms, and after-sales services that account significantly for the transaction.

Once the last quotation has been finalized, a total agreement is drawn with delivery time, terms of payment, service commitment, and installation process. This association offers clarity to both parties and avoids any kind of misunderstanding at a later point of time. After receiving the green signal from EPSD to the finance department, they check the payment status of the client, clear the product from inventory, and prepare the bill and delivery documents. The cross-functional communication facilitates the proper fulfillment of the order within the specified timeline. The telecommunication department, an integral part of EPSD, not only needs to do follow-up calls, but must also build long-term customer relationships. They are on a repeat calling schedule, updating customers on any new product introductions, upcoming offers, or campaigns.

They also constantly reach out to their customers through surveys and follow-ups to see how the machines are performing and if any kinds of guidance or support are needed. The feedback they gather is carefully noted and shared with the right teams to help make the service experience even better for everyone. In addition to outbound calls, the telecommunication department also services inbound inquiries from prospective buyers who might have learned about BanglaCAT through advertisements or industry recommendations. These inquiries are logged, categorized, and passed to the sales or technical teams for further follow-up.

Furthermore, the department organizes customer engagement events, such as service awareness campaigns or training sessions, to educate clients on how to maintain the machines and get the best performance out of them. By offering end-to-end solutions—from requirement gathering to installation and long-term servicing—EPSD ensures that each customer receives reliable, efficient, and uninterrupted power support, which ultimately builds trust and brand loyalty.

CHAPTER – 5 CONCLUSION AND RECOMMENDATION

5.1 Conclusion

As BanglaCAT is the authorized Dealer of CATERPILLER INC. in the machinery industry and heavy equipment domain of Bangladesh, BanglaCAT is an older and more well-known institution. It is immense in its product line and reputed for good service. BanglaCAT is very successful in its commitment to its customers to provide the best solution. One of the main constituents of their success is technology advancement combined with high-level innovation and research. This basically forward-looking approach is keeping them ahead of industry curves and setting higher standards for themselves and others afterward. As they promised their customers to provide the best quality products and services, they always try to upgrade their technologies and urge them to innovate and research more, which has taken themselves in a higher position.

5.2 Recommendations

As BanglaCAT's main motto is the satisfaction of their customer, they should maintain a strong relationship with their existing and potential customers. Along with, they should fix their pricing strategy so it will be easier for them to compete with their competitors more efficiently. Similarly, they should engage themselves in various social welfare activities and focus on promotional activities. Lastly, they should continue their business with honesty, integrity and trust.

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