

Report on Internship experience at Global Brand PLC : The way Global Brand PLC Works



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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

Report on Internship experience at Global Brand PLC : The way Global Brand PLC Works

Submitted To:

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Registration Trimester : Spring 2025



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Letter Of Transmittal

Dr. Saad Hasan

Associate Professor,

School of Business and Economics

United International University

Subject: **Submission of Internship Report**

Dear Sir,

I am happy to present my report on "Internship in Global Brand Private Limited". I participated in the day-to-day operation of the global brand PLC during my internship period as a trainee in the corporate head office. I really appreciate all your advice and stable support, which is invaluable to our project.

I want to thank me for giving me a chance to develop personally and get new knowledge. I would like to interact with you to learn more about my ideas on analysis of the report.

This has been a valuable learning experience of working under your supervision. I appreciate your time in reviewing this report and welcome any reaction to further improvement.

Sincerely,

Sadman Sakib Ahmed

ID: 111 192 062

Major: Supply Chain Management (BBA)

Certification of Similarity Index

This is to certify that this internship report is a result of work carried out under my supervision. I confirm that the report adheres to the necessary quality and academic standards prescribed by United International University (UIU). Additionally, I verify that the report's similarity index, as per the plagiarism detection report, is within the permissible limit set by the university, ensuring the work is free from plagiarism.

Supervisor's Name: Dr. Saad Hasan

Signature:

Date:

Declaration of the Student

As the author of the project report Internship experience with Global Brand PLC ", I, Sadman Sakib Ahmed, acknowledge my personal accountability. Before being used in the study, every piece of data in this report was gathered and examined. Every single fact in the study is accurate and pertinent. All information is included with proper authorization and approval. Furthermore, no content is shared or directly duplicated from another website without giving due credit to the original author.

Sadman Sakib Ahmed

111 192 062

Bachelors of Business Administration

United International University

Acknowledgment

I am would like to express my sincere gratitude to my honorable supervisor and teacher Dr. Saad Hasan of United International University, Department of Supply Chain Management. For his kind co-operation and guidance during preparing this Internship report. Through his good counsel and supervision, he has contributed significantly positively and informally in my enlightenment and mounding especially throughout the period of the internship and while writing this report.

I would also like to express my gratitude to all the faculty members of School of Business at United International University. What they did for me and my growth within and outside the classroom motivated and enriched my academic life and pursuit of knowledge.

Last but not least, it is for the great appreciation for my parents who motivated me and supported me and encouraged me throughout my educational and personal development. I must thank them for believing in me at every step during this journey.

Executive Summary

Due to the latest discoveries and progress in technology, the pace of change in global and national landscape is much faster than ever. It is rapidly changing technological development industries, creating new trends, and making the business environment highly competitive. In the major areas that contribute significantly to the country's economic development, the Information Technology (IT) industry stands out. In such a competitive environment, organizations should not only upgrade their systems and services, but also invest in human resource development. One of the most effective ways to achieve this is through on-the-job training, especially for fresh graduates.

Internship programs play an important role in helping students to help infection in life, from educational learning to practical tasks. Through the structured on-the-job training, fresh graduates are introduced in the actual corporate environment, where they have the first experience in handling professional tasks and responsibilities. These programs help to develop communication skills, teamwork abilities, time management, problem-solution skills, and adaptability-key characteristics, which are essential in any workplace, especially in the rapidly developed IT region.

In Global Brand Private Limited (PLC), a major IT product distributor in Bangladesh, internship programs are designed to provide extensive risk to various departments including marketing, sales, customer service, product distribution and logistics. The intern has the opportunity to work with experienced professionals and is trained in using ERP software, inventory systems and customer relationship management (CRM) platforms such as enterprise tools. This practical learning experience enhances their confidence and enhances their technical.

Effective on-the-activity education additionally brings numerous advantages to the business enterprise itself. Interns often carry fresh views and new thoughts, that can cause process enhancements and innovation. Moreover, having nicely-trained interns can ease the workload of full-time personnel and make contributions to smoother operational workflows. Organizations like Global Brand PLC that spend money on based internship applications frequently witness

advanced overall performance, improved productiveness, and a pool of potential future personnel who are already acquainted with the agency subculture and systems.

Additionally, such education and improvement efforts assist in developing a wonderful organizational image and building long-term skills pipelines. For the interns, the benefits are not just brief-term; they benefit talents that beautify their employability and prepare them for future activity opportunities. In conclusion, the reason of the internship at Global Brand PLC isn't just instructional achievement, however also practical boom and expert readiness. On-the-job training helps remodel fresh graduates into skilled experts, even as also contributing to the agency's fulfillment in a competitive marketplace.

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Chapter 1: Introduction

1.1 Introduction of the Report

In today's competitive and stability-powered business environment, effective sales and marketing is essential for the development and long-term success of any organization. Global brand PLC, a major distributor of IT products and accessories in Bangladesh, has developed strategically their sales and marketing work to align with both trade development and moral practices. The company belongs to famous international brands such as ASUS, HP, Dell, Lenovo and Acer, and has earned a strong reputation through its efficient distribution network and customer-focused approach.

Global brand PLC understands that to attract new customers and maintain existing people, it must constantly develop its marketing strategies. The company promotes its products through a mixture of traditional and modern marketing techniques. These include participation in IT fairs, tech exposes, digital campaign and social media promotion. These platforms help the global brand PLC directly connect with customers, display new techniques and educate the public about product facilities and benefits.

Partnership advertising and marketing is every other core element of the company's strategy. By forming exceptional agreements with pinnacle international brands, Global Brand PLC ensures a constant deliver of actual and brilliant products. These partnerships permit the employer to provide higher pricing, warranties, and assist, all of which build purchaser agree with and loyalty. Sustainability is also a developing cognizance in Global Brand PLC's advertising and operations. The organization actively promotes energy-efficient and green IT products. It additionally minimizes using published substances through focusing greater on digital marketing and on line purchaser engagement. This no longer best reduces environmental effect however additionally lowers advertising and marketing expenses, making campaigns extra cost-effective.

On the sales aspect, Global Brand PLC has constructed a extensive distribution community throughout the United states of America, attaining city and rural markets. Its nicely-trained sales

group works closely with resellers, company customers, authorities institutions, and character customers to make sure their precise needs are met. The enterprise additionally gives seasonal promotions, cut price applications, and installment centers to make merchandise more less costly and available. In precis, Global Brand PLC's income and marketing approach is constructed on the inspiration of sustainability, consumer delight, innovation, and moral values. By combining sturdy emblem partnerships with modern marketing strategies and accountable practices, the organisation continues to develop at the same time as preserving a superb photo and trusted presence inside the IT sector.

1.2 Purpose Of the Report

This document highlights the motive, scope and significance of my internship on a chief IT product distributor Global Brand Private Limited in Bangladesh. The foremost objective is to apprehend the organisation's advertising and marketing strategies, distribution procedure and the effectiveness of on-the-world training supplied to the intern. During my internship, I was added to numerous departments which include sales, advertising, logistics and customer service. I found out how the organisation manages the distribution of global brands together with ASUS, HP, Dell, Lenovo and Acer. I also attained perception into his promotional techniques together with virtual advertising, IT festivals and provider campaigns.

An important part of the report focuses on-the-world training , which helped me develop practical skills such as ERP tools, data management, communication and teamwork using. Training provided experience on hands and helped me understand the real business operations beyond learning classes.

Although the experience was overall, I faced challenges due to the right approach and lack of structural guidance. Based on that, I have suggested improvements such as clear intern rolls, guide and regular evaluation.

Finally, this report provides recommendations for the company's operation and training methods along with recommendations to improve internship experience

1.3 Objective Of the Report

Main Objective

- Composite Internship Report and Program Preparation and instance.
- Describe and generate a complete file on collected knowledge and experience
From internship journey.
- To find out what sort of task schooling techniques occur in the worldwide emblem
Private Limited and the effectiveness of getting to know when doing.
- Familiar with IT IT products, corporate cultures, skills and knowledge
Need in any organization.
- To identify factors that help create an intern for future travel.
- To inspect training between training and development and jobs
Training for fresh graduates.

- To get acquainted with the marketing and development process of the IT industry and Global Brand Private Limited.

1.4 Source of data

The data is collected through primary and secondary source.

Primary Source:

- Speaking with my supervisor;
- Overview Global Brand PLC Limited insight;
- Contacted with various officers and field experts

Secondary Source:

- Textbooks, including Global Brand PLC Monthly Report;
- Online and offline articles; And other relevant materials

Chapter 2: Company Profile

2.1 Overview Of Global Brand PLC

Global Brand PLC is a leading distributor of information technology and enterprise solution providers in Bangladesh since 1996. It houses more than 100 world-famous global tech brands, including ASUS, Dell, Lenovo, HP, Huawei, and Cisco. A few branches, service centers, or channel partners just describe some support as Global Brand PLC that provides various IT product offerings involving laptops and desktops to networking equipment and enterprise solutions supporting servers, cloud services, cybersecurity systems extended both individual consumers and corporate clients across the country. The company has strong after-sales support plus quality oriented; thus take part in bringing advanced technology easily accessible in all parts of Bangladesh. Global Brand Private Limited is owned by Abdul Fattah, Rafiqul Anwar and Jashim Uddin Khondkar. Mr. Abdul Fattah is the first and largest shareholder in Global Brand Private Limited along with many more companies. He is the chairman of the Global Brand Private Limited. Later, Managing Director, who has the second largest part of GBPL, is Rafiqul Anwar. And, Mr. Jashim Uddin Khondkar is the director of GBPL who is another shareholder. Because of them, it has become one of the largest ICT distributor company.



2.3 Mission and Vision of Domino's Pizza Bangladesh



Mission:

Global Brand Pvt. Limited tries to increase commercial performance in real time. The global brand tries to serve its customers with cost-effective, best-in-class technology solutions. It is dedicated to offering extraordinary sales service to improve customer-business connections. Above all, the global brand is committed to provide extraordinary results and experiences to all stakeholders every time!

Vision:

Global brand is a vision of Bangladesh's leading ICT distributor, providing IT solutions for large corporations, small businesses and end-users. Making technology more accessible, usable and inexpensive became the first option for people with better technology-life, whether it is at home or working.

2.4 Product and service

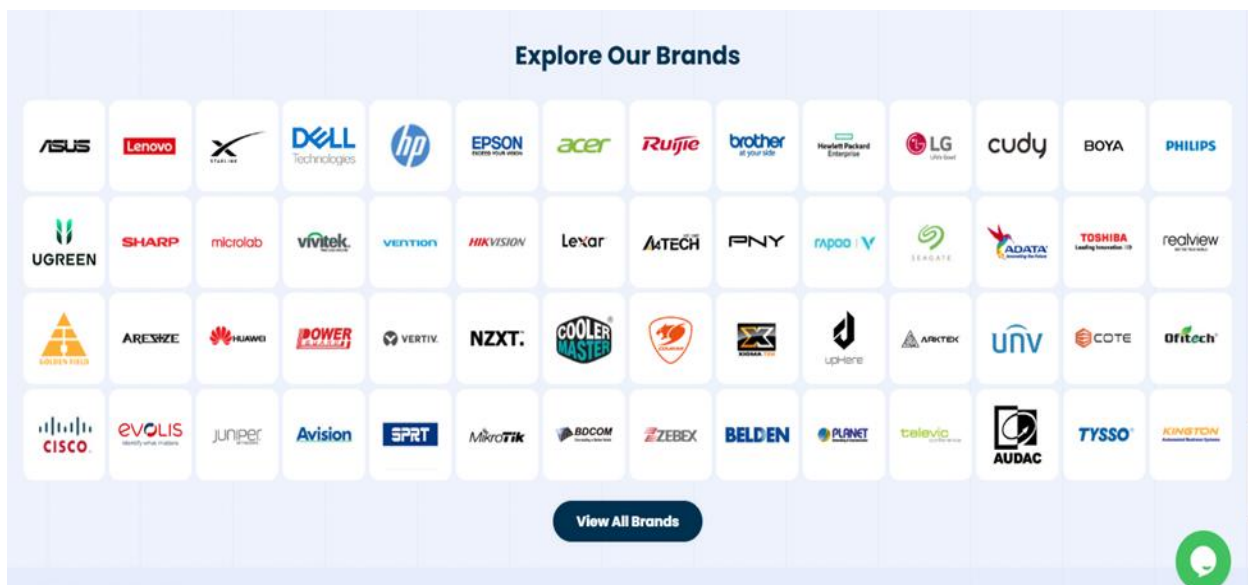


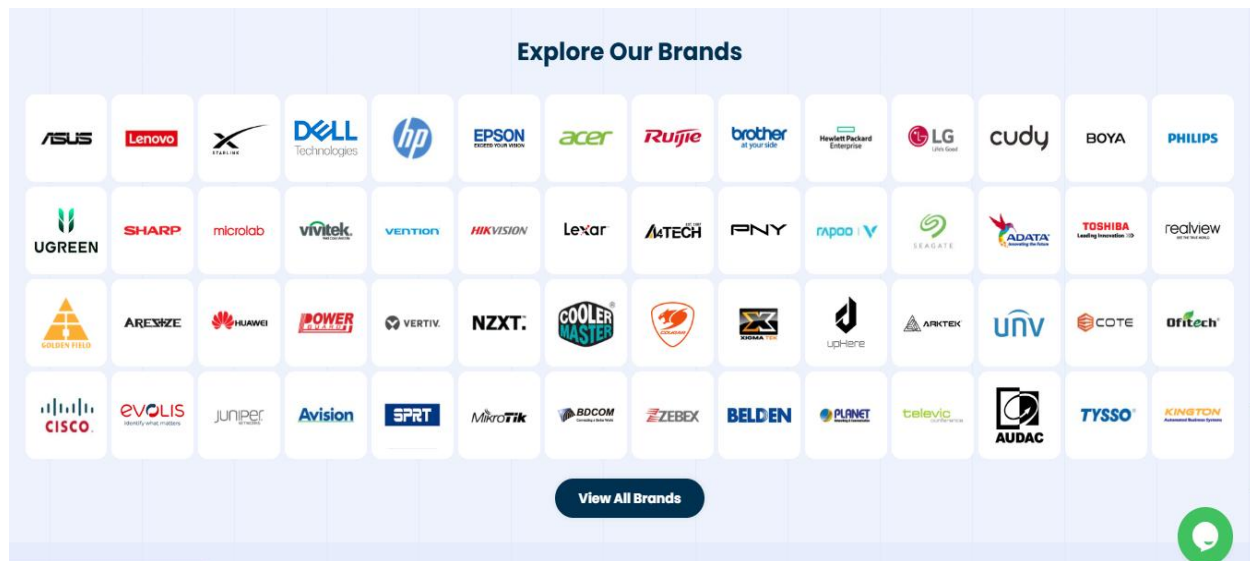


2.5 Brands:

Global Brand Private Limited is largely known for ICT distributor. It has the highest number of authorized distributor to distribute different products from different brands in Bangladesh.

Distributing more than 100+ brands in e-commerce in Bangladesh are demanding to customers.





2.6 Product Segments:

1. Laptop & Notebook
2. Desktop PC: Brand PC and all in one PC
3. Accessories: Speaker, mouse, external hard disk drive (HDD) pen drive, power strip, Casing Accessories, Keyboard, Solid State Drive (SSD), Webcam, Lighting Accessories, Mobile Accessories (Adapters, Android Pendrive, Bluetooth Speaker, Charger, Headset And earphones, USB cable)
4. Components: Monitor, Power Supply, Optical Drive, External Blue-Re Western, External Optical drive, graphics card, hard disk drive (HDD), casing cooling fan, casing, Headphone, motherboard, desktop RAM, CPU cooler, sound card
5. Enterprise Solutions: Enterprise Networking, Data Storage, Server
6. Networking Products: Router, LAN Card, Switch, Networking Accessories (UTP Cable) And patch cord, cable tester and crimper, wall socket, wireless range of extermination, patch

Panel, connector)

7. Office Equipment: Brother Printer, Projector, Card Printer, Office Shredder, Scanner,

Fax Machine, Photocopier, Kingon Money Counting Machine

8. Power backup solutions: offline and online UPS, UPS battery

9. Performance Solution: Digital Sinease, Video Wall, Interactive White Board (IWB)

10. Safety and Monitoring: Home Solutions, Time and attendance, Safety Accessories,

X-ray baggage scanner, hand Held Metal Detector, Archway Gate

11. Smartphone and Tablet

12. Software

13. survey instrument

14. Computer gaming

2.7 Trends and Growth

Global Brand Private Limited (GBPL), established in 1996, has become one of the top IT product distributors in Bangladesh through a deep understanding of the strategic international participation, innovation and developed technology market. Starting its journey during the country's initial IT revolution, the company quickly grew by bringing global technology to brands to serve local consumers, businesses and institutions.

In 1997, GBPL signed its first major partnership with Taiwanese Technology brand, Asus. A year later in 1998, it introduced the A4tech brand and entered the CD-ROM and accessories market. By 2000–2003, GBPL further expanded in networking and power backup solutions with brands such as Micronate, Power Guards and Adata, creating a strong foundation.

There was a major turn in 2007 when GBPL secured the globally recognized tech veteran Dell's authorized distributor. This marked the GBPL in corporate and individual computing areas. Shortly after, it was brought to other global leaders: HP and Acer, allowing GBPL to offer a wide range of laptops, desktops and printers-change the IT distribution house-one-stop.

In 2008, GBPL acquired the ISO-9001 certification, which strengthened its brand image. It also expanded its office and warehouse footprint in Bangladesh. In 2013, it acquired Lenovo's full-line distributorship, then the world's number 1 PC brand. With this, GBPL was distributing four of the most in-demand computer brands in the country: Acer, Dell, HP and Lenovo. In the period 2015-2017, GBPL venture was seen in monitor (via Philips), monitoring (with CP Plus), Biometric Security (with Suprema), and networking (with Cisco, Mikrotic and Hotink). These additions combine with rapid digitization in Bangladesh businesses, education and government sectors. In 2019, GBPL participated with Huawei to distribute enterprise networking solutions, which greatly strengthened its portfolio in IT infrastructure and smart offices. From 2020 to 2022, among the epidemic, GBPL quick adapted. It supplied excessive-descends which include laptops (from HP, Acer, Dell, Lenovo), webcam, SSD and router. This additionally tells about educational technical bundles to people of colleges and distance, showing their agility in response to the crisis. In 2023, GBPL captured the trend of gaming, streaming and IOT, introducing new peripheral and highly-effective computing products. Acer Predator, HP Omen, and Dell Alienware Gaming devices have become a famous addition in its lineup. By 2024, GBPL introduced Green Tech and solar-operated gadgets, as well as interactive education equipment. These innovations aligned with stability and national goals of digital learning. Now in 2025, Global Brand Private Limited has about 30 years of experience, which distributes Acer, Dell, HP, Lenovo, ASUS, Adata, Huawei, Philips, Cisco and many other world -class brands. It continues to lead with strong service network, strategic channel participation and a vision to enter South Asian regional markets and launch your own branded products.

Chapter 3 : Industry Analysis

3.1 Overview of IT Industry

The IT services and product distribution industry in Bangladesh has seen a rapid growth in the last decade, which is operated by digitization in all fields and a growing demand for reliable computing infrastructure. More people and business are using IT products and services in their daily lives. Things such as software, cloud services and freelancing are becoming popular, especially among young professionals and companies who want to modernize. The industry includes companies that provide hardware, software, enterprise solutions, system integration, cloud services and counseling. With the rise of e-governance, fintech, digital startups and banking and telecom automation, the requirement of scalable and safe IT solutions has increased to a great extent. Global tech manufacturers like Asus, Dell, Lenovo, HP, Acer and many others. Are getting into the Bangladeshi marketplace thru local companions, accelerating the importance of IT distribution companies. According to ICT Division, the use of IT enterprise contributes considerably to GDP, and the authorities' "Digital Bangladesh" has created new opportunities in cloud computing, cyber safety and records management technologies. The IT industry is now visible as smart and advanced, making it attractive to many human beings. This growth is likewise helped by using better net get admission to and virtual gear, making it easier to work on-line and use IT services from everywhere. Large cities like Dhaka, Chittagong and Sylhet are searching at the most demand, as many businesses and people are switching on digital solutions.

3.2 IT Industry Trends

Several revolutionary trends are influencing the IT industry relevant to all IT companies

Growth of brand consumer electronics and devices: with increasing demand for laptops, desktops, tablets and accessories from leading global brands such as Asus, HP, Dell, Acer and Lenovo, expand IT companies' product portfolios to meet different consumer and business needs.

Digital changes in distribution and logistics: Many IT companies are now adopting advanced inventory systems, ERP software and automation equipment to ensure accurate, fast and efficient distribution processes.

Extension of e-commerce and tech-based retailing: As online sales channels become increasingly popular, IT companies are strengthening their digital appearance and supporting retailers through integrated platforms and digital marketing tools.

Increasing demand for post -sales IT services: Technical aid, product servicing and warranty management are becoming major focus areas. IT companies are investing in skilled service teams and nationwide support networks to promote customers' satisfaction.

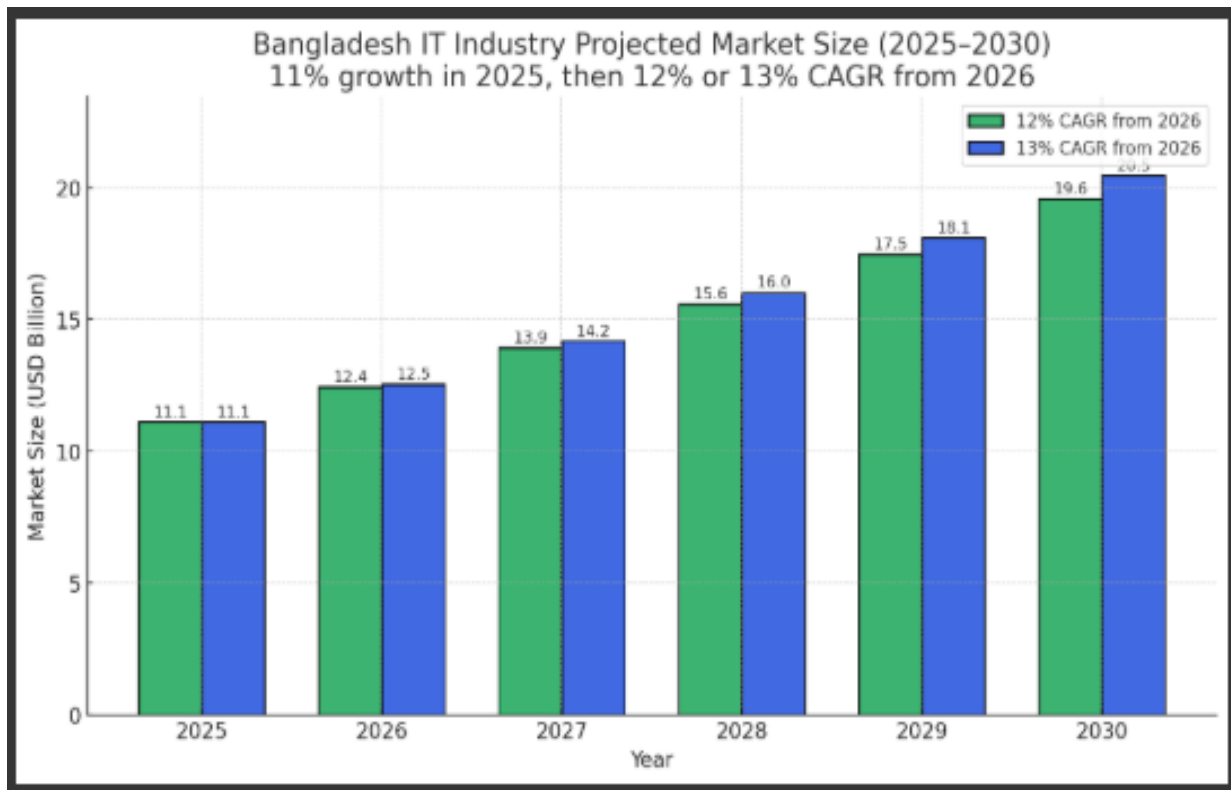
Adopting AI and Analytics in marketing and operation: Through Artificial Intelligence and Data Analytics, IT companies can now better understand consumer behavior, adapt marketing strategies, and predict market trends more effectively.

3.3 Market size and development

The Bangladesh IT industry costs around US \$ 11 billion and is expected to grow at a mixed annual growth rate (CAGR) of about 12–13% in 6 years. In development factors:

- Rapid adoption of digital technologies in public and private sectors.

- Demand for driving a large, young and technology-loving population for IT products and services.
- Support and policy initiative of a strong government promoting "Digital Bangladesh" vision.
- Global demand for IT outsourcing and software exports from Bangladesh is increasing.
- Extension of e-commerce, fintech and startup ecosystem creates new opportunities for IT solutions.
- Improvement in digital infrastructure including Internet connectivity and data center.



3.4 Key Competitor

Walton Group:

A Bangladeshi Electronics Group established in 1977 publicly traded as Walton High Tech Industries PLC. It operates in telecom, consumer electronics, smartphones, computers/laptops and home appliances with an international footprint in China, India and the US. Mainly an IT distributor participates with global brands - Walton constructs both locally and retails a wide range of electronics. This vertical integration enables competitive pricing, strong brand recognition among Bangladeshi consumers and direct control of product quality and delivery.

Startech:

One of the largest and most popular IT product retailers in Bangladesh. Established in 2007. They sell laptops, desktops, PC components, gaming goods, networking equipment, office equipment and gadgets. They are familiar with very strong online appearance, large physical showrooms in Dhaka and other major cities, good sales service and aggressive pricing. Startech is a top option for individual consumers and gamers who are looking for customized PC build.

Smart Technologies:

One of the major ICT product distributors in Bangladesh was established in 1998 under the Smart Group. They sell computers, laptops, servers, networking equipment, printers, scanners, storage devices, monitors and various IT accessories. Their strengths have strong partnership with international brands such as HP, Dell, Lenovo, ASUS, Acer, Gigabyte, and others, reach both comprehensive distribution channels, both corporates and retail customers in Bangladesh and have good reputation to support enterprise IT projects and large scale solutions.

Ryens:

launched in 1995; One of the oldest and largest electronics and IT retailers in Bangladesh. Sells laptops, desktops, PC parts, gaming gear, mobile accessories, home appliances. Popular among

both casual buyers and gamers; The middle class offers several installments and EMI options to attract customers. Strong brand trust, many showroom nationwide, excellent customer service.

Techland:

Established in 2016 but quickly gained popularity. Laptop, desktop, gaming accessories, PC parts, office equipment. Competitive pricing, good product variety, focus on gaming community, active social media marketing. Known to one of the fastest growing retailers; Strong among budget-conscious buyers.

Flora Limited:

One of the oldest and most established ICT solution providers in Bangladesh in 1972. Large - scale IT should focus on infrastructure projects, public sector contracts and corporate customers. Special partnership with global brands such as HP, Microsoft, Cisco, Dell, and others. B2B and strong in enterprise segment; Retail focused compared to other companies

3.5 Swot Analysis

Strength

Strong brand reputation in Bangladesh

- Global is recognized as a reliable distributor of ICT and electronics brands (Asus, Dell, Lenovo, Gigabyte).

Extensive distribution network

- Comprehensive nationwide dealers and retailer coverage allow them to reach remote markets effectively.

Miscellaneous product portfolio

- Provides a series of products: laptops, desktops, networking equipment, components, accessories and home equipment.

Partnership with global brands

- Exclusive or authorized distributors strengthen the agreement and ensure stable supply of quality products.

After sales service

- Investment in service centers and warranty support enhances customers' satisfaction.

Weaknesses

Excessively on foreign brands

- Heavy dependence on global suppliers makes business sensitive to international value, currency volatility and import restrictions.

Limited own brand development

- Lack of proprietary products, reduces discrimination compared to contestants producing in-house brands.

high operating cost

- Large -scale distribution and service operation requires significant operational expenses

Opportunity

Electronics market in Bangladesh

- Internet penetration, digital changes, and increasing middle class income increase demand for IT products.

E-commerce and online sales expansion

- Strengthening the direct-to-consumer online platform can help reach new customer segments.

Product diversification

- The opportunity to expand in smart home devices, IOT, gaming gear and education tech products.

Government's digital Bangladesh vision

- Academic policies and large-scale projects (eg ICT education and e-governance) drive growth.

Threat

Tough competition

- Many strong local companies are fighting for the same customers, making it difficult to grow.

Price change for imports

- Because the products are imported, the dollar rate or change in additional taxes can make them more expensive.

Fast technology change

- Technology updates very quickly, so they need to always be kept relevant.

Chapter 4: SCM Activities in Global Brand PLC

4.1 Supply Chain Management and Global Brand PLC

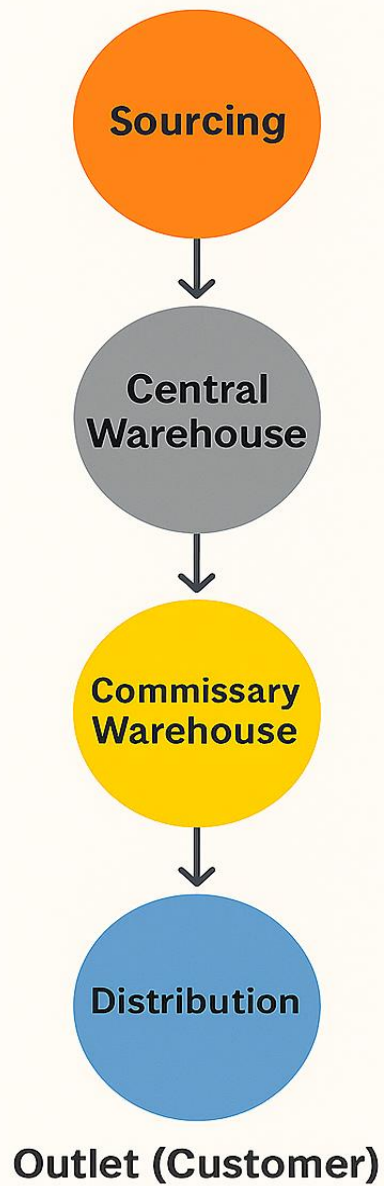
This paper focuses on the supply chain system of Global Brand PLC, one of the leading generation product vendors in Bangladesh. The employer manages the import, storage and distribution of IT products, purchaser electronics and home home equipment for a wide range of clients thru its sturdy national provider and retail community. As the global brand PLC aims to expand the presence of its market and meet the growing consumer demand, a skilled and well organized supply chain system becomes important. This chapter discusses the company's sourcing strategy, supplier selection process, negativity, transportation and warehouse management and the availability of products across the country and facing challenges in ensuring the quality of service and service.



4.2 Supply Chain Chart

GLOBAL BRAND PLC PRODUCT FLOW

5 STEPS TO DELIVER PRODUCT TO CUSTOMER



1. Sourcing

This is the first step where the global brand PLC collects products from international or local suppliers. This mainly involves import or purchase of essential technology products such as laptops, desktops, printers, etc.

Example: The global brand imports products from companies such as Acer, Dell, HP and Lenovo.

2. Central godown

After sourcing, the products are first stored in a central warehouse. This warehouse is used for quality check, inventory listing and storage for future distribution.

It acts as a hub for stock management and plan.

3. Commissioner warehouse

It is a small warehouse where products are sent to the base of areas or areas. Products are transported to various warehouses assigned to specific districts to ensure quick distribution.

Products are stored here for a short time before sending outlets.

4. Distribution

In this phase, the products are transported from the commissioner warehouse to various outlets or showrooms. Through the transport system, they are sent to a specific store or delivery point.

This is a practical step to move products to store for sale.

5. Outlet (customer)

This is the final stage where the product reaches the customer. Customers buy products from showrooms or through online order.

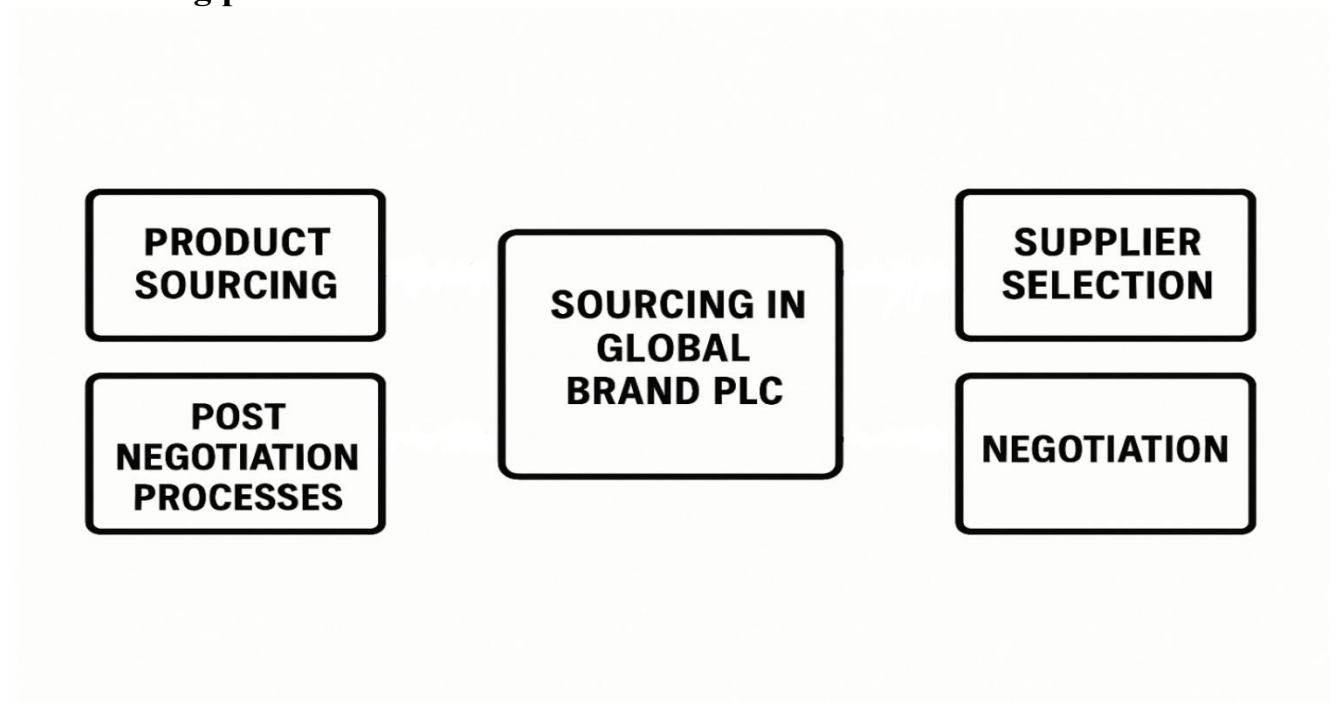
This level is also ensured after sales service and customer aid.

4.3 Source of products

To meet the growing market demands and maintain the availability of the product, the global brand PLC has carefully planned its sourcing strategy based on detailed market research and sales data.

The company imports a wide range of products, including laptops, desktops, monitors, computer goods and home appliances. These products are mainly obtained from internationally reputed manufacturers located in China, Taiwan, Singapore and Malaysia.

4.4 Sourcing process



4.5 Global Brand PLC Product Sourcing Chart

Brand	Product Lineup	Country of Origin	Country of Manufacture	Sourced From
Asus	Laptops, motherboards, monitors, Accessories, components	Taiwan	China, Taiwan, Vietnam	Taiwan, China
Lenovo	Laptops, desktops, monitors	China	China, Mexico, India	China, India
Starlink	Satellite internet equipment	USA	USA	USA
Dell	Laptops, desktops, monitors	USA	China, Malaysia, Mexico	China, Malaysia
HP	Laptops, desktops, printers	USA	China, Thailand, Vietnam	China, Thailand
Epson	Printers, projectors	Japan	Indonesia, China, Philippines	Indonesia, China
Acer	Laptops, Desktop, monitors	Taiwan	China, Taiwan, Vietnam	China, Taiwan

Brother	Printers, scanners	Japan	China, Vietnam, Philippines	China, Vietnam
HPE	Servers, storage, networking	USA	Mexico, China	China, Mexico
LG	Monitors, displays, electronics	South Korea	South Korea, China, Vietnam	Korea, China
Cudy	Networking devices	China	China	China
Philips	Monitors, lighting, health tech	Netherlands	China, Poland, Brazil	China, Poland
Boya	Microphones, audio accessories	China	China	China
Sharp	Displays, TVs, printers	Japan	Japan, China, Malaysia	Japan, China
Microlab	Speakers, audio accessories	China	China	China
Ugreen	Cables, chargers, accessories	China	China	China
Vention	Cables, adapters, hubs	China	China	China
Vivotek	IP cameras, security systems	Taiwan	Taiwan, China	Taiwan, China
Hikvision	Security cameras, surveillance	China	China	China
Lexar	Storage (SSD, memory cards)	USA	China	China
A4Tech	Mice, keyboards, webcams	Taiwan	China	China
PNY	Memory, graphics cards, storage	USA	China, Taiwan	China, Taiwan
Seagate	Hard drives, storage	USA	China, Thailand, Malaysia	China, Thailand
Toshiba	Storage, electronics	Japan	Japan, China, Philippines	Japan, China
ADATA	RAM, SSD, storage	Taiwan	China, Taiwan	China, Taiwan
Huawei	Networking, telecom, smartphones	China	China	China
Arestech	Industrial computers	Taiwan	Taiwan	Taiwan
Golden Field	PC cases, power supplies	China	China	China
Power Guard	UPS, power solutions	China	China	China
Vertiv	Data center infrastructure	USA	China, USA	China, USA
NZXT	PC cases, cooling	USA	China	China
Cooler Master	Cases, cooling, PSUs	Taiwan	China, Taiwan	China, Taiwan
Cougar	Gaming cases, peripherals	Germany	China	China
Xigmatek	Cases, cooling, PSUs	Taiwan	China	China
UpHere	PC cooling	China	China	China
Arktek	Graphics cards, accessories	China	China	China
UNV	Surveillance systems	China	China	China
Cisco	Networking equipment	USA	China, Mexico, USA	China, Mexico
Evolis	Card printers	France	France, China	France, China

Juniper	Networking products	USA	USA, China	USA, China
Avision	Scanners	Taiwan	Taiwan, China	Taiwan, China
MikroTik	Networking devices	Latvia	Latvia, China	Latvia, China
BDCom	Network equipment	China	China	China
Zebex	Barcode scanners	Taiwan	Taiwan, China	Taiwan, China
Belden	Cables, networking	USA	USA, China, Mexico	USA, China
Planet	Network equipment	Taiwan	Taiwan, China	Taiwan, China
Audac	Audio equipment	Belgium	Belgium, China	Belgium, China
TyssO	POS systems, printers	Taiwan	Taiwan, China	Taiwan, China
Kingston	Memory, storage	USA	China, Taiwan	China, Taiwan
Huntkey	Power supplies, chargers	China	China	China
Check Point	Cyber security solutions	Israel	Israel, USA	Israel, USA
Air Pro	Air purifiers	China	China	China
Cambium Networks	Wireless networking	USA	China, USA	USA, China
HID	Access control	USA	USA, Mexico, China	USA, China
Voltan	Power solutions	China	China	China
Leoch	Batteries	China	China	China
Panda	Security software	China	China	China
WatchGuard	Network security	USA	USA, China	USA, China
Bitdefender	Security software	Romania	Romania	Romania
TOTOLINK	Networking	South Korea	China	China
Maipu	Networking	China	China	China
Newline	Interactive displays	USA	China	China
Phanteks	PC cases, cooling	Netherlands	China	China
QNAP	NAS systems	Taiwan	Taiwan, China	Taiwan, China
Sewoo	Printers	South Korea	China	China
Suprema	Biometric security	South Korea	South Korea, China	Korea, China
Wi-Tek	Networking	China	China	China
ZTE	Telecom, networking	China	China	China
Hohem	Camera gimbals	China	China	China
Blisbond	Audio accessories	China	China	China
Julong	Financial equipment	China	China	China
JJ Audio	Audio systems	China	China	China
iBoard	Interactive boards	China	China	China
AMD	Processors, graphics	USA	Taiwan, China	Taiwan, China

Intel	Processors, networking	USA	USA, Malaysia, China	USA, China
Apple	Mac, iPad, accessories	USA	China, India, Vietnam	China, India

4.6 Supplier information

Global brand PLC (also known as Global Brand Private Limited) is a major IT and electronics distributor in Bangladesh. They import and distribute a wide range of technology products, their suppliers are primarily global technology manufacturers such as ASUS, HP, Lenovo, Acer, Dell etc. produce these suppliers produce original equipment (OEM) that the global brand imports and sells through its retail and distribution network. Suppliers are selected based on several major criteria to ensure the highest product quality and reliable supply.

The most important factors considered in supplier selection include:

- **Brand reputation and market reliability:** suppliers must have a strong global appearance and a positive reputation for quality and innovation.
- **Product quality and compliance:** All products should meet international quality standards and certificates (eg, ISO, CE), as well as following local import rules in Bangladesh.
- **Capacity and reliability:** The supplier must be able to fulfill the orders of continuous large amounts of large amounts and distribute it on time to avoid lack of supply.
- **After -sales service and technical support:** Warranty, availability of spare parts, is important, therefore, suppliers must be committed to provide excellent sales service to their customers, if anything is wrong.

- **Financial stability and long -term capacity:** Preference is given to suppliers who are financially sound and are interested in creating a long -term partnership rather than focusing on short -term sales.

Before finalizing any supplier, the global brand PLC fully evaluates its previous performance, market response, production capabilities and support infrastructure.

4.7 Negotiation

After finalizing the dealer, the manner of interaction with suppliers is an important issue of the worldwide emblem PLC's deliver chain strategy. Once capacity providers are shortlisted, the organization engages in specific talks to secure the maximum favorable words and create robust participation.

Major factors of the negotiation technique encompass:

- **Price fixation and decrease in volume:** Global symbol PLC interacts to achieve great cost through mass ordering. When they buy in bulk, providers provide discounts. This enables the agency to preserve the price of competitive product in the market.
- **Exclusive distribution agreement:** Global brand PLC regularly deals with a logo or the simplest authorized dealer of the product in Bangladesh. This helps lessen direct opposition and strengthens their role in the market.
- **Payment and Credit Terms:** Global logo PLC interacts on bendy fee alternatives. For instance, they are able to pay later (extended credit) or pay in installments or use credit score letters (LC). This facilitates them manipulate cash flow and coffee financial risk.
- **Warranty and service commitments:** During the talks, the employer additionally discusses how long the warrant can be, the supply of spare parts, and what dealer will provide technical training and assistance. This guarantees that the enterprise can provide proper after sale to its customers.

- **Delivery schedule and logistics assist:** Suppliers are required to help with delivery and logistics preparations to agree on clear delivery timeline and timely product availability.
- **VAT and Tax Thoughts:** They additionally discuss who will tolerate the value -introduced tax (VAT) and different taxes all through imports or nearby income. Apparent agreements on taxes help avoid unexpected charges and make pricing more obvious.

During the process of negotiation , the global brand PLC prefer the installation of long -term, mutually beneficial relationships rather than focusing on immediate cost benefits. By creating a strong, cooperative participation with suppliers, the company ensures frequent supply of high quality products, supports its development strategy, and maintains customers' satisfaction.

Post Negotiations process

Final agreement confirmed

After finishing the negotiations (value, payment terms, delivery schedule, warranty, etc.), both sides agree on all conditions in writing.

Issuing a purchase order (PO)

The global brand PLC prepares and sends a purchase order (PO) to the supplier.

A PO is a formal document involving:

- Product Description (model, specification, quantity)
- Agreed value
- Delivery date and location
- Payment Terms (egg, LC, credit conditions, advance payment)
- Any other agreed conditions (warranty, spare parts, etc.)

Supplier confirmation

The supplier examines the PO, officially confirms it (sometimes by signing and sending a confirmation back), and prepares for production or shipment.

LC opening

Depending on the agreement, the global brand PLC can pay an advance or open a letter of credit (LC) through the bank.

Production and shipment preparations

The supplier starts producing or packing products and arranges shipments according to PO and agrees to the timeline.

Shipping and delivery

Suppliers ship products. Global brand PLC organizes logistics support, customs clearance and transportation in their warehouse.

Receiving and inspection

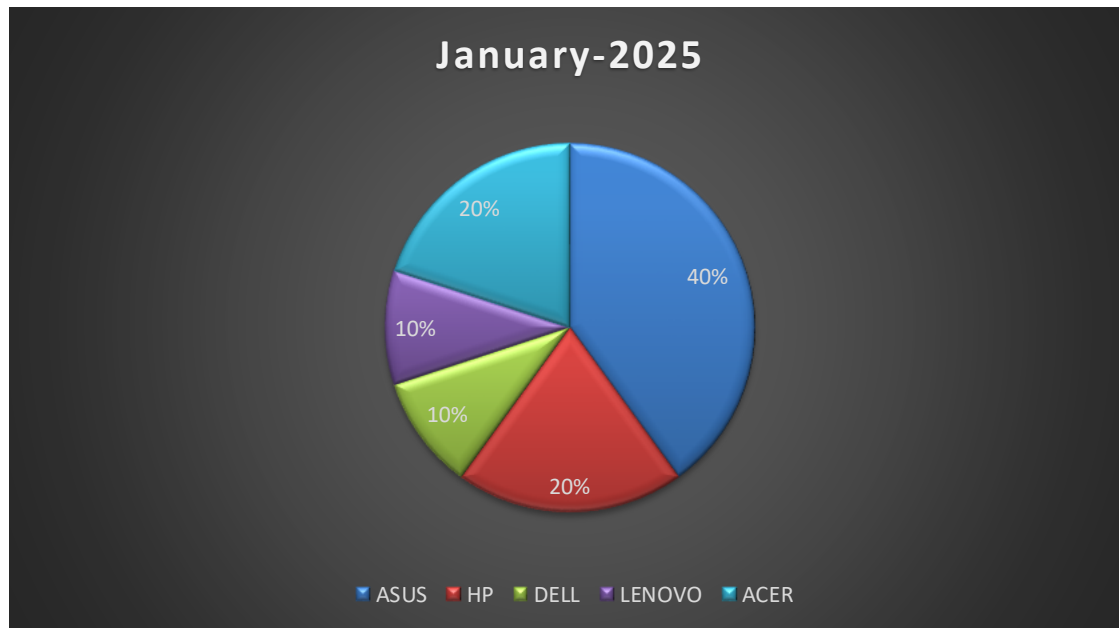
When the goods arrive, the global brand PLC inspects (inspects) to confirm quality and volume according to PO.

final payment

After successful delivery and inspection, the company pays the remaining if there is any balance left.

Chapter 5: Sales

5.1 Sales growth over 6 month in Global Brand PLC



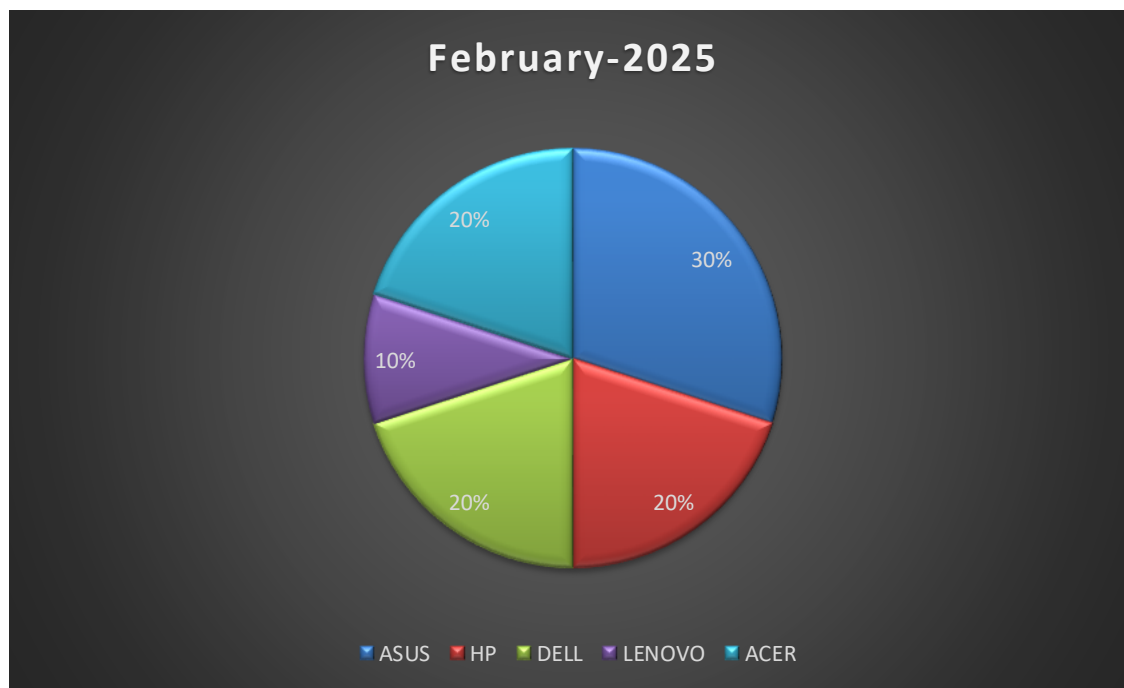
Summary:

The pie chart illustrates the profits distribution of IT products by way of manner of Global Brand PLC for the month of January 2025. It shows the proportion contribution of five important pc producers: ASUS, HP, DELL, LENOVO, and ACER.

According to the chart, ASUS holds the largest market proportion, accounting for forty% of overall income. his suggests that ASUS changed into the most famous or most offered brand amongst all in the course of this period. HP and ACER observe subsequent, each contributing 20% of the whole sales, showcasing a balanced and competitive overall performance within the marketplace.

On the alternative hand, each DELL and LENOVO recorded the bottom sales figures, each with 10%. These manufacturers lagged in the back of in market proportion as compared to their competition in January, suggesting capability regions for sales improvement or in all likelihood lower patron demand.

This sales distribution helps highlight the dominance of ASUS and the equal footing of HP and ACER, at the same time as also emphasizing the want for strategic consciousness on DELL and LENOVO to boost their destiny performance. The statistics serves as a beneficial insight into patron choices and emblem popularity within the first month of 2025 for Global Brand PLC



Summary:

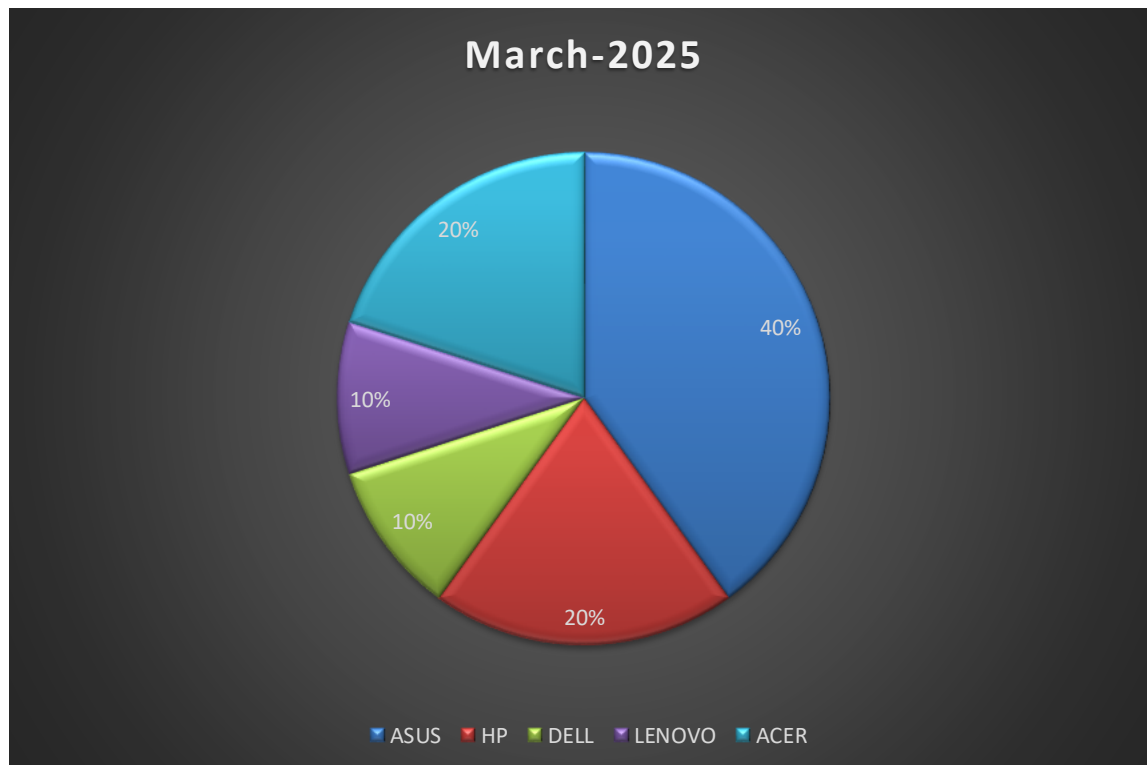
The pie chart provides income distribution of IT goods through the global brand PLC for the month of February 2025. This shows the percentage ratio conducted through five major laptop brands: ASUS, HP, Dell, Lenovo and Acer.

In this month, Asus maintained its position because the peak-covered logo, who commands the largest percentage at 30%. This indicates a strong and consistent consumer choice for ASU products.

HP, Dell, and Acer each took 20% of the entire income, which reflects more balanced opposition between these three brands. They suggest a stable call for their similar performance and indicate that in this period, no one in any stage beaten others.

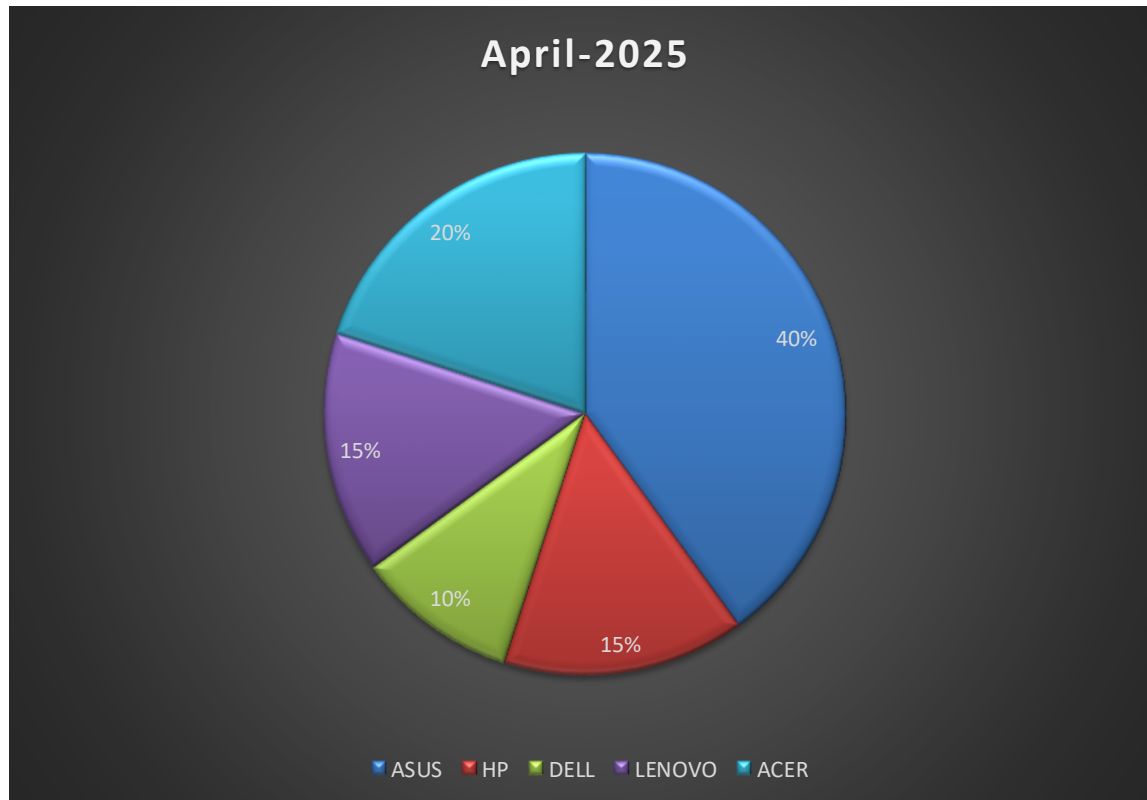
Lenovo, but, was the smallest percentage at 10%, marking it because in February the lowest looking brand. This should propose both less demand or more powerful competition from rival brands, indicating capacity areas for an increase or re -evaluation in strategy.

Overall, the chart underlines the main role of Asus in the market, while also highlights the shared ceremony of HP, Dell and Acer. Lenovo's percentage factors decrease for improvement opportunities. These insight offers valuable facts to evaluate the overall performance of the logo and to align future sales strategies.



Summary:

The pie chart represents the sale distribution of IT products through the Global Brand PLC for the month of March 2025, displaying the proportion contribution of five foremost laptop brands: ASUS, HP, Dell, Lenovo and Acer. For this month, Asus emerged as a clear chief, taking pictures the largest market percentage at forty%. This presentations a sturdy client choice and keeps dominated the IT product phase for ASUs. Both HP and Acer indicated strong and aggressive overall performance, with 20% each. These manufacturers maintained the equal marketplace stocks, showing non-stop call for inside the market. On the other hand, Dell and Lenovo recorded the lowest sales figures with 10%. Their noticeably small element suggests a vulnerable appearance as compared to the contestants for the duration of March, indicating the need for strategic reforms or advertising and marketing efforts. Overall, the chart highlighted Asus's stable market leadership, while HP and Acer positioned their ground with mild overall performance. Dell and Lenovo may additionally want to guarantee their strategies to remain competitive, whilst continuing their decrease instincts. This records gives sensible tendencies for brand performance and customer possibilities of global emblem PLC in March 2025.



Summary:

The pie chart shows the sale distribution of IT products by the Global Brand PLC for the month of April 2025, with the market share of five major computer brands: ASUS, HP, Dell, Lenovo and Acer.

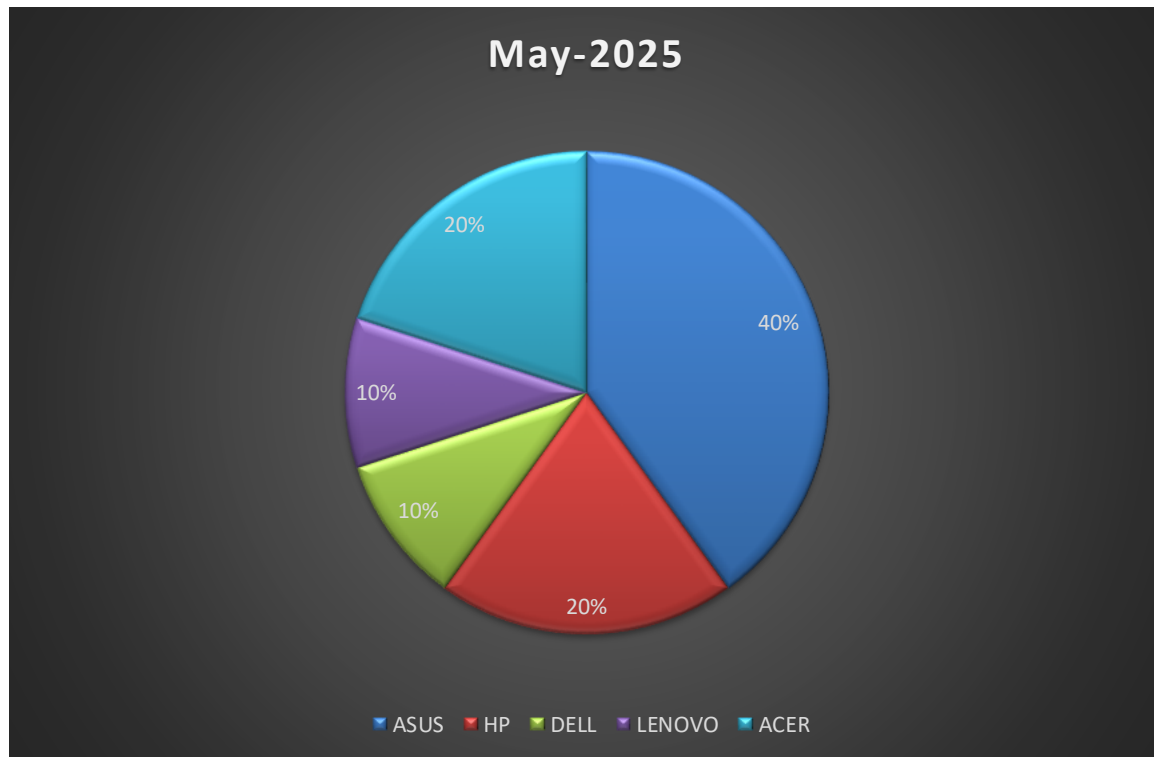
Asus maintained its major position with 40% of the total sales. This continued strong performance, which highlights Asus's continuous popularity and leadership in the market.

HP and Lenovo shared an uniform part of the market with 15% each. Little behind the leader, his frequent presence reflects a moderate but stable demand from consumers.

Acer maintained his share at 20%, indicating interest in the previous months with his performance, and stable customers indicating interest.

Meanwhile, Dell placed the smallest part this month, accounting for only 10% of the total sales. It marks a constant low performance, which suggests the re-evaluation of market strategies or a possible interval in customer engagement.

In summary, April 2025 chart confirmed the strong market dominance of Asus, while HP, Lenovo and Acer remain competitive. Dale, however, reflects a recurring requirement for strategic reforms. This breakdown provides valuable insight into brand competition and develops customer preferences for the month.



Summary:

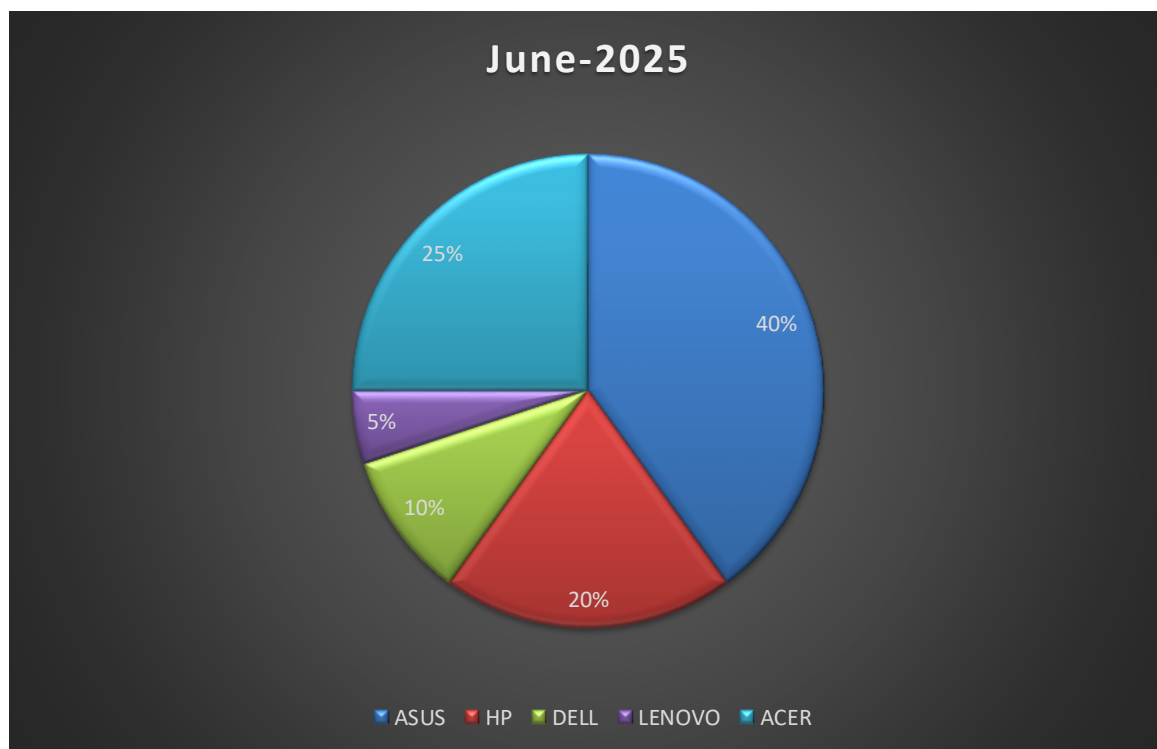
The pie chart reflects the sale distribution of IT goods through the global brand PLC for the month of May 2025, depicting the market percentage conducted by five major computer brands: ASUS, HP, Dell, Lenovo and Acer.

In this month, the ASUS over again achieved the role of Shikhar with a large 40% of overall income, which remained with its fashion of strong dominance inside the IT market. This reflects a regular buyer preference and brand loyalty to ASU products.

Both HP and Acer took 20% of the income, which stood a balanced and competitive inside the market. Stocks similar to them support solid overall performance and frequent customer demand.

Meanwhile, DELL and LENOVO every contributed 10% to the whole income, placing them on the decrease cease of the marketplace share for the month. This suggests notably weaker overall performance and may spotlight the need for marketing or strategic adjustments to beautify their competitiveness.

Overall, the chart reaffirms ASUS's endured leadership, with HP and ACER preserving consistent floor. DELL and LENOVO stay the underperformers, supplying capacity possibilities for improvement. This breakdown provides precious perception into consumer alternatives and brand dynamics for May 2025.



Summary:

Pie Chart represents the sale distribution of IT products via Global brand PLC for the month of June 2025, which releases market share of five major computer brands: ASUS, HP, Dell, Lenovo and Acer.

In June, Asus maintained its strong market leadership with the highest share of 40%, continuing the constant tendency in the IT sector. This outlines the stable popularity and strong customer trust of the brand.

HP followed with 20% sales, which shows stable operations as the previous month. It saw a slight increase in this month, captured 25%, which became the second largest contributor and showed the customer's interest in the brand.

Dell stayed at 10%, stood, maintained his position but he is still behind the leading brand. However, Lenovo saw a significant decline in performance, only 5% of total sales - the lowest in all brands for June. This indicates a significant reduction in the demand for customers or potential challenges in the market state.

In summary, ASUS prepared its main role, at the same time as the Acer suggests a positive trend. The HP maintained a continuous part, and Dell remained fantastically strong. Lenovo's exhibition

declined unexpectedly, indicating the need for strategic reevaluation. The chart presents valuable insight to transfer emblem dynamics and purchaser preferences to June 2025.

5.2 Customer Acquisition Strategy (How they gain new customers)

1. Targeted Marketing Campaigns

What does “Targeted Marketing” mean?

In manner Global Brand PLC doesn't sell its products randomly to anyone. Instead, they carefully pick out unique agencies of people or businesses who're maximum possibly to shop for their products — after which create unique promotions or classified ads only for the ones groups.

Global brand PLC identifies its target markets (corporate customers, retailers, government offices, final consumers).

Global brand PLC focuses on these main customers types:

- **Corporate customers:** Office and business required by computer, server and networking equipment.
- **Retail seller:** Local shops that recreate their products.
- **Government Office:** Public institutions require IT hardware for each day operations.
- **Final Consumer:** Individual customers which include students, gamers or home customers.

2. Online Marketing Activities

Facebook Ads

Global brand PLC uses Facebook advertisements to achieve a vast target market, mainly college college students, young experts and technical enthusiasts. They create a focused campaign based on age, surrounding areas, gender, use of devices and accurate interests such as gaming or analysis. This allows them to promote specific products (eg, student laptops or gaming goods) for the appropriate buyer organization. Seasonal publicity and new product launch are often marketed in this way

Google Ads

They invest in Google Ads so their internet site seems on pinnacle whilst people search for terms like “HP laptop charge in Bangladesh” or “pleasant gaming PC.” These paid commercials assist growth visibility and power visitors directly to their e-trade web site or product pages, growing the danger of sales.

LinkedIn Marketing

LinkedIn is used for specialist networking and B2B advertisement. Global brand uses it to reach PLC .Corporate customers, including IT manager, procurement officer and institutional

customers. They Show corporate IT answers, sell wholesale offers, and create enterprise relations through this channel.

SEO and Content Marketing

They continuously optimize their internet site with keywords, technical search engine optimization, and fast loading speeds. In addition, they post blogs, product comparisons, and evaluations to teach shoppers, construct agree with, and enhance natural traffic from Google.

3. Offline Marketing Activities

Global Brand PLC additionally promotes their merchandise in person or thru physical materials:

IT Fairs & Tech Expos

Global brand PLC actively participates in major IT fairs and tech exposes in Bangladesh. These opportunities today allow them to show different gadgets from laptops, computer systems, add-ons and brands like Asus, HP, Dell, Lenovo and Acer. Visitors can reveal the first time in goods, compare capabilities, and interact with representatives of the corporation. These festivals help the global brand PLC to join immediately with both character consumers and commercial enterprises customers, creating logo cognizance and agree with it. It also has an opportunity to accumulate leads and on-the-spot sales.

Workshops

Global brand PLC faculties, directive workshops for universities organize and connect, The location of the company's work, and government business. During these classes, how they display New IT products or answer can increase productivity and overall performance. For example, They will show interactive whiteboard for lecture room or better computing system

Business These activities act as a generation partner to the organization, not only one Suppliers, help them benefit long -term customers.

Direct Mail Campaigns

They also use conventional advertising and marketing with the aid of sending revealed substances—including brochures, catalogs, and promotional letters—to workplaces, establishments, or clients' homes. These materials highlight modern-day gives, product specifications, and get in touch with info, assisting the agency reach capability clients who might not be energetic on line

5.3 After Sale Service

1. Service Centers and Technical Support

Global brand PLC has major cities in major cities where customers can bring their products to repair or check-up. These centers have efficient technicians that fix laptops, desktops, printers, and other IT products from brands such as ASUS, HP, Dell, Lenovo and Acer. For business customers, they also provide on-site service-which means that technicians go directly to the customer's office to solve the issue. It helps to save time and gives better support to big customers

2. Warranty Support

Global brand PLC ensures all the products that they sell - such as laptops, desktops and accessories - with an official warranty from the manufacturer. If there is a technical problem within the warranty period (usually 1 to 3 years) of a product, the customer can bring it to the service center. The company will replace the product either the repair of the product for free or defective parts based on the warranty policy.

They also keep a digital record of each product procurement date, serial number and warranty period. This helps them to check the state of warranty quickly. The company also helps the

customer understand the terms of the warranty, so there is no confusion. Their goal is to resolve warranty issues quickly, fairly and without any trouble.

3. Customer Support Help Desk

Global brand PLC has a friendly and responsible aid desk crew that helps customers in any problem after purchasing for the product. Customers can call a figure, e-mail, or fill a shape to a shape on the internet site to report or ask for assistance. Once after submitting a complaint or service request, this mile is entered into a ticketing gadget. This system continues to music of trouble, handing it to the right technician, and sends updates to the mentor. Whether it is a damaged laptop, a software trouble, or a setup query, the crew reacts rapidly and attempts to fix the difficulty within the shortest time.

4. Spare Parts Availability

One of the biggest strengths of Global Brand PLC is that they hold unique spare parts in inventory for all foremost manufacturers. This consists of things like pc batteries, tough drives, displays, keyboards, and chargers.

Because they don't must watch for parts to arrive from abroad, upkeep are done much quicker. This is in particular beneficial for corporations that can't have enough money lengthy downtime. Customers additionally feel confident because the company uses 100% genuine parts, which ensures higher product life and overall performance after restore.

5. Follow-up and Feedback

After completing any service—along with a repair, set up, or assurance claim—Global Brand PLC follows up with the purchaser to make sure they are happy. This is an vital part of their after-income help because the company honestly cares approximately the purchaser revel in, no longer just the sale.

Once a product is serviced or added, a workforce member from the provider or customer care group may also name the client or ship a comply with-up SMS or electronic mail.

6. Installation and Maintenance Support

For schools, offices, banks and government customers, the global brand PLC offers professional installation services. For example, they install computers, servers, projector and networking systems. Their technical team sets everything properly, tests it, and trains users if necessary.

They also provide annual maintenance contracts (AMCs). Under AMC, a technician will travel regularly to check whether everything is working well, fixing small issues before clean equipment and big problems. This is a great way to avoid unexpected breakdowns for customers and get priority service whenever they need help.

Chapter 6 : Internship Experience

6.1 Position:

The situation I had during my internship period was the Intern-Produce Management Department at the Global Brand Private Limited-Head Office. There were team leaders and HRs to guide me and see after overall operation.

6.2 Duties and responsibilities

Preparation of daily sales report

Every day, I gathered and analyzed sales data from numerous branches and income groups to make a detailed report. These reports included most important matrix assessment of overall income, product-wise sales overall performance and real sales vs. Desires. I additionally highlighted regions requiring tendencies, top-performing merchandise and enhancements. This daily analysis helped the control fast apprehend enterprise performance, become aware of demanding situations and enhance records-operated decisions to improve sales techniques and optimize operations.

To check the current stock report in ERP software

An vital part of my function become to reveal stock stages through the agency's ERP gadget. I checked stock availability frequently in all warehouses and branches to ensure accurate records. By doing this, I helped avoid stockouts or overstocking, supported better plans for replenishment, and reduced capability monetary losses from unusual or obsolete stock. The challenge additionally protected the identification of sluggish -moving and speedy -shifting merchandise, supporting to inform the income and promotional strategies.

Product transfer verification

I cautiously monitored the product transfer between warehouses and branches. My responsibilities involved to check that the precise extent and items had been being moved, all transferred documents have been organized well, and the ERP gadget was updated to correctly replicate those modifications. This technique ensured transparency and helped to keep an accurate stock information, reduce errors and anomalies in stock matter.

Warehouse tour for product check

I often visited warehouses to behavior physical inspection of merchandise. It became established in these assessments that the physical stock suits the ERP document, inspects the goods for any harm or defects, and ensures proper storage situations (eg temperature, hygiene and secure stacking). By doing those checks, I helped to ensure that the products remained in exact condition and had been ready for well timed distribution to branches and clients.

Branch tour and cooperation with sales teams

During branch trips and meetings with sales groups, I targeted on expertise purchaser options and marketplace needs. This covered collecting perception on the most famous merchandise, desired colorings or functions, pricing expectancies and seasonal traits. I used this information to provide pointers to the product plan and inventory teams, supporting them to make informed selections approximately the product services and inventory levels.

Analysis of the customer's demand

During branch trips and meetings with sales groups, I targeted on expertise purchaser options and marketplace needs. This covered collecting perception on the most famous merchandise, desired colorings or functions, pricing expectancies and seasonal traits. I used this information to provide pointers to the product plan and inventory teams, supporting them to make informed selections approximately the product services and inventory levels.

Over-the-phone communication with sales employees

In addition to the in-lifestyle assembly, I maintained regular communication with income personnel at the telephone. This protected discussing inventory updates, coordinating instant product necessities and addressing any immediately product-related troubles. Maintaining this

continuous line of verbal exchange helped make sure clean operation, quick hassle answers and powerful guide on the market efforts.

Expanding product knowledge

I actively focused on increasing their knowledge of the company's products. This included studying product manual and technical sheets, participating in internal training sessions and updating new products and updates on technological progress. Better product knowledge enabled me to provide better assistance to both internal teams and customers, increasing my overall effectiveness in the role.

Competitive analysis

I frequently analyzed aggressive evaluation to higher understand the marketplace landscape. This included analyzing contestants' products, pricing techniques, campaigns and Seva Prasad. By identifying the strength and weaknesses of rival manufacturers, I provided precious perception to the organization to improve my product role, create competitive pricing techniques and become aware of viable opportunities for new merchandise or enhancements.

Client handling

I managed interactions with customers at once via cellphone calls, in-person meetings, and emails. This worried answering their inquiries, presenting precise product records, resolving complaints, and making sure a advantageous universal revel in. Effective consumer coping with reinforced relationships, multiplied patron pride, and helped construct a loyal patron base, contributing to the organization's long-term achievement

Client development

Client development is all about locating new clients and constructing sturdy relationships with them to assist develop the business. I started by using doing marketplace research to locate true potential customers and the high-quality marketplace segments for our services or products. After figuring out those goals, I labored on getting new leads by means of bloodless calling, networking, going to industry occasions, and the use of on line structures like LinkedIn to connect with crucial decision-makers.

6.3 Evaluation

Given my limited work, it is difficult for me to fully compare the global brand PLC. However, as a trainee, depending on my time, I noticed that the organization continues a fairly professional and based ongoing environment. The agency's locations insist on maintaining accurate figures and efficient operations, to ensure smooth enterprise strategies to ensure advanced ERP systems and inventory control gears.

My observers and senior colleagues have been constantly assistant and encouraging. He patiently guided me and provided orders in a mentorship style, which made my kind knowledge completely effective and pleasant. Through his guidance, I developed a deep understanding of the commercial venture and was able to promote its analytical and operational competencies.

The business enterprise additionally focused on clean interaction and teamwork. Regular discussion with income groups, warehouse employees and branch managers helped me increase my oral exchange abilities and taught me how to cooperate properly with special departments. During your internship, I came to know how to check the sale and stock information carefully, professionally deal with the mentor and product related questions, and a real commercial enterprise adapt to rapid changing conditions in the environment. I also got the opportunity to see how important it is to align all sports with the dream dreams and preserve high professional requirements in each project.

6.4 Improvement of Skills

We constantly learn new abilities, whether or not they are easy or complex. Developing those competencies is an vital achievement that helps both personal and professional increase. During my time operating at Global Brand PLC, I received numerous precious abilities with a purpose to benefit me in my future profession. These include:

Effectively utilizing Microsoft Excel for an array of tasks

While operating, I found out to use Microsoft Excel in a more advanced and green way. I have become skilled in growing particular income reviews, studying large statistics sets, making ready stock summaries, and producing charts and graphs to offer facts truly. I additionally found out to apply formulation, pivot tables, and records evaluation gear to draw insights and support

decision-making. These Excel abilities helped me paintings quicker and greater appropriately, and they are crucial for dealing with commercial enterprise statistics in any expert placing.

Understanding how to use ERP tools effectively

I was given hands-on experience with the companies ERP (Enterprise Resource Planning) software. This tool is necessary for businesses to be operationally efficient. I learned to monitor and update stock levels, the movement of products, backorder visibility, and interaction logs from departments. Learning an ERP system can help me build my technical aptitude while getting a sense of how integrated business processes tie together, for future jobs that are operationally, supply chain, or inventory management or related, to be effective.

Demonstrating that I can relate to and get along with others

Improving interpersonal and communication skills has also improved my confidence when dealing with co-workers and clients, and confidence is very important when developing a collegial working environment that is conducive to maintaining positivity and productivity.

Showing that I am adept at relating to and getting along with others

I have the possibility to paintings with the folks who are different companies while I became there, e.G., sales humans, warehouse employees, department managers... At some point of that point, I became able to discover ways to react to unambiguous communications, prioritize or investigate for hidden reasons in conversation, and construct powerful relationships with those who I had now not met or labored with within the beyond. I discovered a way to speak, and paintings, in a group-layout and more importantly, a way to preserve the ones exchanges with patience and appreciate all through the expert exchanges.

Improving interpersonal and conversation capabilities has additionally improved my self belief when dealing with co-people and clients, and self assurance is very crucial while developing a collegial working environment that is conducive to preserving positivity and productiveness.

Increasing productivity by organizing and managing time better

With managing some responsibilities daily, preparing reports, checking stocks, visiting branches and handling consumer questions, I helped me improve my time management and organizational abilities. I came to know to prioritize the tasks, determine the deadline and to effectively

suppress the pressures effectively with compromising my work well. Consequently, I have become additional effective and reliable, so it can be beneficial in any destiny function where it is necessary to compete with the assembly deadline and charge.

Gaining additional understanding of marketing and sales

My involvement with sales groups and client improvement activities gave me treasured insights into advertising and income techniques. I found out how to research client demand, recognize marketplace trends, and aid promotional sports. Additionally, I won realistic experience in offering merchandise, negotiating deals, and constructing relationships with clients. This knowledge has bolstered my understanding of a way to attract, engage, and keep clients — key skills for achievement in any business-associated profession.

5.4 Addressing the Challenges

1. Inventory and Supply Chain Issues

In Global Brand PLC, Inventory and Supply Chain Management is a major challenge. The company depends on international suppliers, so the availability of the product can be affected by delayed customs, shipping, or global disruption. Stock deficiency can cause neglected cells, while oversawing increases storage fees. Employees ought to be expecting demand, coordinate with providers, and manipulate the distribution program carefully. External issues consisting of currency adjustments or import guidelines also can affect deliver. Additionally, it is important to ensure accurate actual -time stock records to avoid order mistakes. Effective stock control is important to preserve easy operations and patron pleasure on this competitive IT marketplace.

2. Coordination in departments

Coordination in the course of departments is a key undertaking for Global Brand PLC. As the company handles big volumes of IT products, easy collaboration among sales, advertising and advertising, buy, debts, and logistics companies is vital.. Very regularly, miscommunication or delays in information sharing can disrupt operations. The income team does not inform the stock group approximately urgent orders, it can lead to stock troubles or past due deliveries. Similarly,

delays in buy updates can have an effect on income making plans. Without proper coordination, customer support high-quality and standard efficiency suffer.

3. ERP

Global Brand Pvt. Limited use "Paperless Office" software to do your instructional work

Such a gradual system to perform any sort of sports. Even they do now not move for any amendment.

Chapter 7: Conclusion

Internship is a vital part of business research schooling that facilitates college students apply their theoretical information in a sensible work surroundings. Through this internship software at Global Brand Pvt. Ltd. (GBPL), I even have received a treasured knowledge of retail and distribution income operations, in addition to the internal features of a main IT product organisation. This enjoy has helped me to connect educational know-how with actual-global commercial enterprise practices and supplied perception into the technical and managerial elements of modern-day sales and marketing.

Over the direction of 3 months, I located and took part in several departments consisting of sales, marketing, bills, logistics, and customer support. , Each department supplied stories of special studies, which contributed to my universal knowledge of a wholesaler and manner of operating a store business enterprise. Established environment, supporting crew and sensible duties helped me develop important abilities for my future profession

Global Brand Pvt. Ltd. Is not handiest targeted on income but additionally contributes extensively to the usa's economy by means of offering employment, selling ICT improvement, and increasing digital get right of entry to. The corporation's initiatives such as EMI facilities, corporate offers, and plans to strengthen its on line shopping platform show its dedication to customer pleasure and technological development.

In precis, my internship at GBPL changed into a meaningful and worthwhile enjoy that has organized me for future expert challenges.

Recommendation

During my internship at Global Brand Pvt. Ltd., I encountered numerous demanding situations, however these experiences additionally highlighted regions wherein improvements can be made. To beautify the internship enjoy and basic organizational performance, I would like to indicate the subsequent recommendations:

- Establish a dedicated studies and education section focused on helping interns. This division can manual new interns, help them recognize their roles better, and offer talent improvement possibilities. Such guide will increase motivation and overall performance at some stage in the internship period.
- Encourage non-paintings sports that promote crew bonding and improve relationships among personnel, as engaged employees have a tendency to be greater modern and productive.
- Global Brand Pvt. Ltd. Ought to boost up the enlargement of product offerings and schemes to obtain higher consumer delight. Improving efficiency in their e-trade platform is also vital to meet current marketplace needs.
- The organisation need to actively gather and examine patron feedback through surveys and marketplace research. Understanding customer opinions will help enhance offerings and higher compete with industry leaders.
- Upgrading technology, system, and place of job centers is important to create a snug and efficient working environment, a good way to growth worker pride.
- Fair remedy of all personnel, expanded incentives, and motivation applications are essential to maintain a committed and influenced staff

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