

Internship Report on Data Analysis and Visualization at ACI Logistics Limited (Shwapno)

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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

Internship Report on Data Analysis and Visualization at ACI Logistics Limited (Shwapno)

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Date of submission: February 20, 2025

Letter of Transmittal

Date: 20th Feb, 2025

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Subject: Submission of Internship Report

Dear Sir,

The manuscript titled "Data Analysis and HR Strategy: A Comprehensive Review of HR at ACI Logistics Limited (Shwapno)" serves as evidence of my BBA in Management Information Systems (MIS) requirement. My time at ACI Logistics Limited (Shwapno) demanded me to use my analytical abilities for HR projects alongside helping in corporate strategic decisions.

Your continuous support throughout the project development means a great deal to me. This report delivers the expected content along with important insights regarding my internship at ACI Logistics Limited (Shwapno).

Sincerely,

Tahmid Sakib

ID: 111 202 089

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Declaration

As an undergrad student at United International University (UIU) I declare complete originality for my work called "Data Analysis and HR Strategy: A Comprehensive Review of HR at ACI Logistics Limited (Shwapno)" which I have written. The completion of my Bachelor of Business Administration in Management Information Systems (MIS) demanded this required report.

This report contains information from my direct experience while observing and performing analytical tasks at ACI Logistics Limited (Shwapno) during my internship period. The period I spent at ACI Logistics Limited (Shwapno) allowed me to actively work on numerous data-based projects while performing HR analytics research to track compliance and evaluate training programs as well as support strategic planning activities. The complete information shown in this document contains only authentic work results and personal understanding that I acquired during my studies.

The document was given solely to United International University (UIU) before official submission. This document has been developed to satisfy United International University (UIU) requirements for my undergraduate education degree program fulfillment. I take full responsibility for verifying the accuracy of this report content and have no intentional errors apart from those that directly result from my work.

Sincerely,

Tahmid Sakib

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BBA in Management Information Systems

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Corporate Evidence



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ACILL-HR/FTH/01-2025

26 January 2025

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Tahmid Sakib** from **United International University** has successfully completed his internship in our **Human Resources** department as an **Analyst** under the supervision of the **Senior Manager (Lead HR), Talent Acquisition & HR Strategy** from 03 November 2024 to 31 January 2025.

We wish him continued success in life.

Rumana Jahan
Senior Manager (Lead HR)
Talent Acquisition & HR Strategy
ACI Logistics Ltd.

Acknowledgement

The support of my UIU academic supervisor Mr. Ahmed Imran Kabir proved essential throughout my internship path because he provided continuous guidance while showing encouragement and professional backing. The knowledge provided by him contributed significantly to develop this report.

I show gratitude to ACI Logistics Limited (Shwapno) HR team specifically to Rumana Jahan (Senior Manager, Lead HR - Talent Acquisition & HR Strategy), Sarker Noor Mohammad (Lead, Training & Compliance) and Saeef Mahmud (HR Executive - Training & Compliance), who granted me impactful project work and mentoring support during my internship period.

Lastly, I am grateful to my colleagues and fellow intern for their collaboration and support, which enriched my learning experience.

Executive Summary

This report provides a comprehensive overview of my internship experience as an Analyst Intern in the HR Department at ACI Logistics Limited (Shwapno). The core activities of my internship included using data analysis for making decisions and running HR analytics as well as process improvement that directly drove better results in training programs and strategic planning practices. As an intern in ACI Logistics Limited (Shwapno) HR Department I executed essential business analysis work while applying advanced visualization methods to automate HR tasks as well as training assessment systems. My tasks covered retention analysis of employees and data optimization to achieve better system accessibility and support for compliance monitoring activities to optimize overall HR operations.

As part of my work, I designed PowerBI dashboards to monitor Outlet Operation Managers (OOM) and Inventory and Cash Management Officers (ICMO) attendance and completion statistics among 12 training modules. I produced visualization displays both by region and by outlet to supervise training advancement efficiently. An Attrition and Retention Analysis performed by me revealed that better employee retention results in growing sales numbers. Training data revealed ways to cut expenses by lengthening employee stay at 100 days instead of 70 days thus reducing monthly recruitment numbers to fewer than 100 workers.

Saeef Mahmud at my internship showed me how to create Gallup Q12 Employee Engagement Survey Visualization by implementing a Radar Chart with PowerBI for employee engagement evaluation. I created a Dashboard based on Excel that categorized employee compliance incidents into Theft and Job Negligence and Rules Violation and Behavioral Issues. A combination of IFERRPR & VLOOKUP functions allowed me to automate the compliance tracking system which retrieved employee information as well as outlet names and the RHO and ZM assignment data.

During my employment at the company, I took charge of a major initiative to optimize job descriptions by using AI through ChatGPT while leading the team responsible for updating more than 150 position descriptions which resulted in more efficient documentation. HR documentation received consistent standards through job description templates that included summaries and department-specific functions and key responsibilities descriptions. I proposed to enhance HRIS and SQL Database

Accessibility by recommending direct SQL database access for HR so they could obtain real-time employee data without needing manual requests.

Table of Content

Letter of Transmittal	iii
Certification of Similarity Index	iv
Declaration	vii
Corporate Evidence.....	viii
Acknowledgement	ix
Executive Summary	x
List of Acronyms & Abbreviations.....	xvi
<i>Chapter 1:</i>	1
<i>Introduction</i>	1
1.1 Introduction	2
1.2 Objectives of the Report.....	2
1.3 Methodology	2
1.3.1 Data Collection Methods	3
1.3.2 Data Analysis Approach.....	3
1.3.3 Scope of the Study.....	4
1.3.4 Limitations of the Study.....	4
1.4 Organization of the Report.....	4
1.5 Company Profile: ACI Group & Shwapno	5
1.5.1 ACI Group Overview	5
1.5.2 ACI Logistics Limited (Shwapno)	5
1.6 Mission & Vision of Shwapno.....	7
1.7 Shwapno Value Tree: Core Values.....	7
1.8 Corporate Divisions & Departments, and Number of Outlets	9
1.9 Product Lines & Market Share	12
1.10 Operational Details	14
1.11 Philanthropic Activities / CSR.....	16

1.12 Hierarchical Structure of Shwapno.....	17
<i>Chapter 2:</i>	20
<i>Internship Experience</i>	20
2.1 My Role & Contributions	21
2.2 Data Analysis & Power BI Visualizations	21
2.2.1 Training Completion Metrics	21
2.2.2 Invitation List Preparation.....	22
2.2.3 Training Score Sheet & Data Validation.....	22
2.2.4 Monthly Training Attendance & Visualization	23
2.3 HR Daily Compliance Support	23
2.4 HR Project Work	24
2.4.1 KPI-Based Performance Management System (PMS)	24
2.4.2 Business Scope Analysis Using Sales Growth Rate & Attrition Data.....	24
2.4.3 HR Meetings & Documentation	25
2.4.4 PowerPoint Presentations for HR Projects.....	25
2.4.5 Job Description (JD) Update	26
2.5 Radar Map Visualization in PowerBI.....	26
2.5.1 Trainer's Profile Development & Shwapno Value Tree	26
2.6 HR KPI for GMD Reporting	27
2.7 Recommendations for HR Efficiency	28
2.8 Adjusting to Corporate Culture.....	28
<i>Chapter 3:</i>	30
<i>Internship Outcome/Analysis</i>	30
Chapter 3: Internship Outcome/Analysis.....	31
3.1 Analysis of Industry/Markets	31
3.2 Analysis of Competitors	34
3.3 Current Issues/Problems.....	37

<i>Chapter 4:</i>	39
<i>Recommendations and Conclusion</i>	39
Chapter 4: Recommendations and Conclusion.....	40
4.1 Recommendations	40
4.2 Conclusion	42
4.3 Personal Reflection: My Learning Experience	43
References.....	45
Appendix:	47

Table of Figures

Figure 1: ACI Limited's Logo (ACI Limited, n.d.)	5
Figure 2: ACI Logistics Limited's Logo (ACI Limited, n.d.)	6
Figure 3: Shwapno logo (Shwapno, n.d.)	6
Figure 4: Shwapno's Value tree	9
Figure 5: Shwapno "Shebapack"	17
Figure 6: Shwapno's hierarchical tree	19
Figure 7: Porter's Five Forces	33
Figure 8: SWOT Analysis	33
Figure 9:Market Share of Retail Businesses	35
Figure 10: Number of Outlets	36

List of Acronyms & Abbreviations

ACI – Advanced Chemical Industries

HR – Human Resources

HRIS – Human Resource Information System

OOM – Outlet Operation Manager

ICMO – Inventory and Cash Management Officer

RHO – Regional Head of Operations

ZM – Zonal Manager

JD – Job Description

SQL – Structured Query Language

KPI – Key Performance Indicator

PMS – Performance Management System

AI – Artificial Intelligence

EDA – Exploratory Data Analysis

MIS – Management Information Systems

UIU – United International University

SWOT – Strengths, Weaknesses, Opportunities, and Threats

Q12 – Gallup’s 12-Question Employee Engagement Survey

RMIA – Risk Management and Internal Audit

IoT – Internet of Things

Chapter 1:

Introduction

1.1 Introduction

Retail businesses play a crucial role in shaping consumer behavior and economic trends. Shwapno leads all Bangladesh retailers by designing exceptional customer experiences and enhancing logistics with real market data. During my internship period at ACI Logistics Limited (Shwapno) HR department as an Analyst I gained essential knowledge about HR analytics techniques plus learned how to keep employees and track staff training success. As Bangladesh's largest retail chain, Shwapno has reformed the retail industry by prioritizing customer experience, supply chain efficiency, and data-driven decision-making. This report captures my internship experiences, observations, and contributions while exploring the operational structure, strategic goals, and market positioning of Shwapno.

1.2 Objectives of the Report

This internship report serves four main goals which are as follows.:

- To analyze the **role of data analytics in HR decision-making** at Shwapno.
- To evaluate the **efficiency of PowerBI dashboards in tracking training attendance and excel visualization for compliance** record.
- To understand **employee retention and attrition trends and its impact on business performance**.
- To document the **organizational structure, corporate strategy, and operational details** of Shwapno.

1.3 Methodology

The research methodology section describes the approach to create the internship report that includes gathering and assessing information followed by producing reports. A combination of direct and existing data sources describes the complete picture of HR analytics together with training assessment and compliance oversight and employee retention strategies at ACI Logistics Limited (Shwapno).

1.3.1 Data Collection Methods

The collected data came from both primary along with secondary sources. Primary data was collected through direct observations, hands-on data analysis, and discussions with HR professionals. Throughout the study I participated in all aspects of training data management together with compliance tracking and HR project responsibilities. My analysis of employee trends used PowerBI and Excel to build various visualizations which resulted in reporting conclusions. In addition to my report, I conducted informal discussions with HR professionals' trainers and managers which allowed me to understand both the challenges and effectiveness of the company's HR strategies.

A review of both company documents and industry reports and internal reports made up the secondary data collection section. The evaluation of the organization's HR functions depended on my analysis of HR training records alongside compliance reports and employee engagement metric data. Comprehensive web-based research consisted of information obtained from ACI Group's website and competitor analysis and industry articles which provided insights into Shwapno's market position as well as strategic business outlook. Previous internship reports from colleagues together with Saeef Mahmud's document served as my reference to build an effective structure for my findings.

1.3.2 Data Analysis Approach

Data analysis utilized both qualitative and quantitative methods to process the received information. Exploratory Data Analysis (EDA) based exploration through Excel and PowerBI tools helped me uncover patterns regarding team training achievement rates and employee maintenance levels alongside personnel leaving the company. The effectiveness evaluation of training programs and HR strategies used comparative analysis for measuring performance outcomes between the pre-implementation period and the post-implementation stage. Interactive PowerBI data visualizations advanced the results by providing a tracking system for training effects together with compliance patterns among multiple outlets and across Zone and Region territories.

1.3.3 Scope of the Study

Shwapno serves as the main subject of this report for its HR analytics operations and training programs and process optimization initiatives. The study focuses on HR analytics alongside employee retention by analyzing data-based workforce strategies that preserve staff members and optimize outlet operations through training programs and lower business expenses with strategic retention strategies. The report discusses training and compliance management by highlighting how structured programs and tracking systems boost the organizational performance results. The examination investigates HR process optimization through technical automation and AI-trained job description (JD) enhancement systems based on ChatGPT technologies within HR project operations.

1.3.4 Limitations of the Study

Several constraints are present in this document which offers comprehensive information. The organization restricted access to both HRIS and SQL databases thus HR employees needed to make manual file requests to retrieve HR data. Time restrictions prohibited evaluating the long-term effects that training and retention strategies would have on the company. The report had limitations because some organization-specific business analytics and HR strategies were withheld because of privacy policies.

1.4 Organization of the Report

This report contains the following organization format:

Chapter 1: Introduction, objectives, methodology, and company overview.

Chapter 2: Internship role, responsibilities, and key analytical contributions.

Chapter 3: Industry and competitive analysis (Porter's Five Forces, SWOT, market landscape, HR challenges).

Chapter 4: Findings, recommendations, conclusion, and personal reflection.

1.5 Company Profile: ACI Group & Shwapno

1.5.1 ACI Group Overview

Since its foundation in 1968 Advanced Chemical Industries (ACI) Limited has become a major Bangladeshi corporation which operates across multiple business sectors. The organization was founded by Imperial Chemical Industries as its subsidiary during 1968 before achieving standalone status in 1992 (company-profile, 2024). ACI continues its operations through businesses that include pharmaceuticals, consumer brands, agribusiness, motors, electronics, and logistics products among others. The company's mission is to enrich the quality of life through responsible application of knowledge, technology, and skills (ACI Limited, 2024)



Figure 1: ACI Limited's Logo (ACI Limited, n.d.)

The World Economy Forum recognizes ACI as one of the founding members in its Community of Global Growth Companies through its prestigious global business network. ACI became a part of the UN Global Compact since 2003 to actively promote sustainability together with corporate responsibility and ethical business methods. Commercial operations at ACI remain dedicated to responsible business expansion through membership affiliations that unite operations to international human rights and labor practice benchmarks and environmental protection and anti-corruption initiatives (ACI Limited, n.d.).

1.5.2 ACI Logistics Limited (Shwapno)

The retail division of ACI Logistics entered the market with Fresh and Near as its brand name in 2008 while guided by its "Seed to Shelf" business philosophy. The vision

seeks to establish a direct path between producers and consumers to provide farmers fresh products alongside secure and affordable high-quality products. Shwapno has transformed into the biggest retail chain of Bangladesh with commanding 51% market leadership and serving 568 outlets located nationwide (aci-logistics-limited, 2024).

The brand Shwapno operates as an entity of ACI Logistics Limited. Presently the chain provides services to more than 35,000 households per day through its wide range of retail formats extending from small convenience stores to large megamall facilities and occupying 1,208,868 square feet of total retail space. The company maintains 7,000 employees who operate its stores together with corporate offices across the country (aci-logistics-limited, 2024).

The main strength of Shwapno lies in its sustainable approach to sourcing fresh produce because they directly buy ingredients from farmers representing 20% of total items. The business model helps farmers receive better profits and delivers superior quality products at affordable pricing to customers. Since its beginnings Shwapno has developed its product range beyond fresh produce and household essentials to include apparel under 'Shwapno Life' as well as home décor electronics and private-label grocery brands.

Shwapno joined Global G.A.P. in 2016 demonstrating its stronger dedication to food safety alongside sustainable farming practices by working with the worldwide leading private-sector body. Shwapno advances customer-centric innovation and improves agricultural value chains in Bangladesh through its various initiatives which provide an easy shopping experience (aci-logistics-limited, 2024).



Figure 2: ACI Logistics Limited's Logo (ACI Limited, n.d.)



Figure 3: Shwapno logo (Shwapno, n.d.)

1.6 Mission & Vision of Shwapno

Mission: "To win the hearts of customers by consistently providing the best quality products and services while ensuring a strong and sustainable supply chain that benefits farmers, partners, and communities."

Vision: "To be the most trusted and customer-centric retail chain in Bangladesh, setting the benchmark for excellence in retail through innovation, efficiency, and social responsibility."

Shwapno implements its mission and vision through continuous improvements in customer satisfaction while it maintains healthy relationships between buyers and suppliers and various stakeholders. The company maintains its leadership position in retail through continuous innovation of modern business strategies and digital transformation and responsible business practice management.

1.7 Shwapno Value Tree: Core Values

The corporate philosophy of Shwapno operates through a defined structure that uses Value Trees. These corporate ethics function at all employee levels as the fundamental driver to sustain business growth together with superior customer satisfaction levels. The Value Tree contains three essential organizational elements that form its foundation:

1. **Respect & Responsiveness** – Shwapno proves their commitment to value-based stakeholder engagement through continuous participation in both listening to and resolving stakeholder requirements.
2. **Fairness** – Shwapno delivers fair treatment equally to all participants in every business procedure from internal operations to employee relations.
3. **Fact-Based Decision-Making** – Shwapno relies on factual business data discovered via market study and current observations to produce right and efficient business results.

4. **Unlearning & Adaptability** – Shwapno recognizes the need to abandon outdated approaches because the organization desires open-mindedness toward continuous fresh opportunities and technological advancements and changing market trends.
5. **Integrity & Transparency** – The vital organizational values at Shwapno include integrity together with transparency because the organization maintains moral business principles combined with open communication throughout all operational sections.
6. **Work-Life Balance** – Employee productivity along with satisfaction remains high because the company operates a program that combines work and personal life success.
7. **Informal & Fun Work Environment** – Shwapno makes its workplace relaxed to stimulate innovative teamwork through the freedom of collaborative employee interaction.
8. **Purpose-Driven Culture** – The entire Shwapno team functions under company mission and vision to deliver substantial progress in reaching long-term business goals.
9. **Creativity & Innovation** – Creativity and Innovation stand as fundamental operational components at Shwapno since the organization embraces nontraditional thinking and implements innovative reactions that enhance organizational knowledge throughout all levels.
10. **Continuous Progress & Development** – The company advances progressively toward business excellence through continuous development of its organizational functions at Shwapno.
11. **Embracing Disruption & Change** – Challenge-based change functions as an opportunity for Shwapno because the company takes proactive measures to adapt towards industry alterations and business obstacles.
12. **Passion & Dedication** – The employee population at the organization demonstrates both enthusiasm and dedication to achieve company success.
13. **Operational Excellence & Perfection** – The company requires operational perfection and operational excellence to deliver perfect customer experiences while leading the market.

14. Pragmatism in Decision-Making – Shwapno balances between idealistic decisions and practical realities to deliver sustainable and strategic decision-making approaches.

These core principles demonstrate Shwapno's goal to direct the retail field by placing customers at the center through innovative ethics-driven business decisions that support lasting growth.

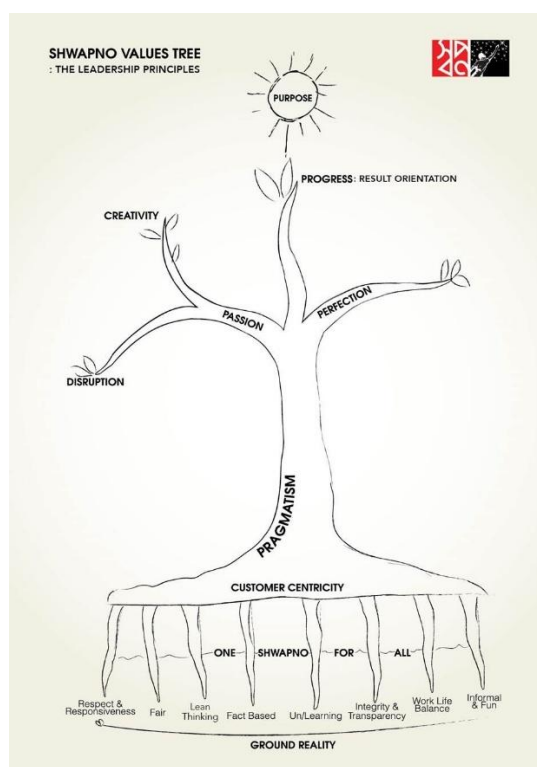


Figure 4: Shwapno's Value tree

1.8 Corporate Divisions & Departments, and Number of Outlets

ACI Logistics Limited (Shwapno) requires identification of its corporate divisions and departments alongside workforce distribution to provide an adequate summary of its business operations. The organizational structure enables both operational excellence and customer-friendly shopping process for all Bangladesh marketplaces.

The different specialized divisions within Shwapno together with their departments contribute greatly to its success.

1. **Outlet Operations:** The Outlet Operations unit supervises and regulates the day-to-day functioning of all retail stores to maintain a consistent premium shopping experience for every customer. The main revenue-driving department operates more than 568 retail outlets throughout Bangladesh.
2. **Distribution:** The distribution department ensures reliable supply chain operations and achieves efficient product distribution to all Shwapno outlets. The distribution facility which serves this department operates from Tejgaon in Dhaka (Takvir, 2018).
3. **Corporate Sales:** The Corporate Sales department directs its effort toward serving corporate clients with bulk buying options and B2B partnership development which raises overall revenue.
4. **Non-Retail Sales:** The non-retail sales team direct sales operations that extend past retail channels to both business-to-business and wholesale markets for streamlining revenue sources.
5. **Commodity Category:** The Commodity Category Department ensures essential commodity distribution to reach shopping stores. The department implements strategies aimed at increasing product improvement along with their availability throughout distribution channels.
6. **Company Goods Category:** The Company Goods Category at Shwapno is responsible for positioning branded commercial products from outside sources in order to increase their visibility and sales performance within the retail stores.
7. **Non-Lifestyle Category:** As part of the Non-Lifestyle Category the department ensures customers have access to all their daily household necessities.
8. **Lifestyle Category:** The Lifestyle Category at Shwapno includes apparel and home décor products and works to extend the existing lifestyle products range (Mawa, 2021).
9. **Protein & Perishable Category:** The sales head focuses on protein-rich perishable items specifically to sustain high quality standards while preventing spoilage. Fish, meat and both fresh fruits and vegetables are part of the merchandise offered at this section.
10. **Merchandising:** Determines how products should be positioned within stores to optimize both customer satisfaction and commercial outcomes.

11. **Supply Chain:** The Supply Chain Department manages product deliveries by optimizing inventory management to achieve efficient transportation of merchandise and flow (Sujoya, 2023).
12. **Marketing:** The Marketing team develops branding strategies to increase customer interactions and drive sales performance for Shwapno.
13. **Communication:** Communication functions as a key responsibility to maintain both external and internal information channels which guarantee corporate messaging success.
14. **E-Commerce:** E-Commerce leads the digital retail divisions of Shwapno to offer a smooth electronic shopping journey which expands customer demographic.
15. **Private Label Branding:** The Private Label Branding function operated by the company develops branded products which give Shwapno better market reach.
16. **Quality Assurance & Audit:** Continual Quality Assurance & Audit operations conduct standard checks to confirm product quality and standard compliance so that superior products can be maintained.
17. **Inventory Management:** The system both determines suitable stock quantities for online availability and reduces inventory costs that may lead to financial loss.
18. **Non-Inventory Procurement:** The company buys necessary non-inventory materials which are vital for operating retail facilities properly.
19. **Corporate Affairs & Employee Welfare:** Organizational relationships maintained by the department allow them to design employee programs which elevate workforce morale and productivity.
20. **Maintenance:** The proper maintenance of store facilities carried out by maintenance operations leads to better retail shopping environments.
21. **Project Development:** Project Development directs all new projects as well as retail expansion methods to push forward development through innovative initiatives.
22. **Health and Hygiene:** The core function of Health and Hygiene involves setting strict safety standards that protect both the safety and hygiene standards of every retail store.
23. **Food and Non-Food Management:** The task involves warehouse oversight to manage inventory for food products alongside nonfood products in order to maintain a wide variety of merchandise selection.

24. **MD's Office:** The MD's Office establishes strategic management strategies that help lead business operations on a large scale.
25. **MIS (Management Information Systems):** The department focuses on developing data-based operational support services and maintains an active process of decision-making enhancement.
26. **Legal:** Legal functions receive oversight from this department which ensures proper legal compliance for effective management of legal challenges.
27. **RMIA (Risk Management and Internal Audit):** Spots and decreases financial and operational hazards.
28. **Finance (Support Office):** Finance ensures financial stability through budgeting planning reporting activities which produces accurate financial records.
29. **Administration:** The administrative department handles organizational support functions for operating efficiency together with daily administrative operations management.
30. **Billing:** Through their oversight of billing procedures, they ensure both transaction accuracy and maintain perfect details of financial records.
31. **Human Resources (HR):** The Human Resources (HR) department handles employee recruitment procedures as well as both employee training needs and compliance with employment regulations (Natasha, 208) (Mahmud, 2024).

Shwapno has established more than 560 locations throughout Bangladesh where it maintains a large team to handle its broad business operations. Since I joined Shwapno in November 2024 the company had 528 outlets yet in February 2025 the number of outlets had grown to 568 outlets showing consistent growth inside the retail market. The retail leader position of the company in Bangladesh's market is sustained through its dedicated focus on efficient management across all business divisions.

1.9 Product Lines & Market Share

Market Share

The dominant retail market of Bangladesh belongs to Shwapno which controls between 45% and 51% of all sales. Shwapno dominates the retail market through its dedication to delivering high-quality service and outstanding client support along with impressive value and efficient convenience. Shwapno has established a new industry benchmark for shopping facilities by building sophisticated retail architecture throughout the country (Israfil, 2019).

Product Lines

The product selection at Shwapno consists of five primary divisions that include:

1. Protein and Perishable

The perishable products division includes fruits, vegetables, meat, poultry, fish alongside dairy items. Shwapno keeps product quality at high levels through its direct purchasing model from local farmers and producers that delivers fresh nutritious goods. The company builds its product range by acquiring 72% of vegetables and 60% of fish from local farms which simultaneously maintains freshness while strengthening support for agricultural farmers (Lamia, 2020).

2. Company Goods

The company segment produces various consumer goods under three categories which include toiletries together with home care products and hygienic essentials along with kitchen necessities sourced from multiple companies. Shwapno selects unique brands at their stores while making marketing efforts to promote these brands along with offering customers various high-quality products.

3. Commodity

Such crucial items for household use which consist of rice and flour along with lentils and edible oils and sugar and other staple foods fit within this category. All necessary products are stocked extensively to guarantee uninterrupted supply for buyers who access these items through daily necessities.

4. General Merchandising

The store features various non-edible items such as electronics along with kitchen appliances while presenting numerous home décor pieces and more items beyond edible products. Shwapno satisfies its customer base through its extensive product selection range in this segment.

5. Lifestyle

The lifestyle category at Shwapno includes clothes along with footwear and household textile products and accessories. Shwapno meets customer fashion and lifestyle requirements through its affordable trendy items which lead to improved shopping experiences.

1.10 Operational Details

Shwapno commenced operations in 2008 and developed into the largest retail chain in Bangladesh through quick expansion. Shwapno runs 568 outlets throughout nation where the total retail area measures more than 1,208,868 square feet.

Supply Chain and Inventory Management

Shwapno uses a well-organized supply chain system for efficient product delivery from warehousing through transportation to inventory management across all its outlets. Through this system Shwapno eliminates two common problems: inventory shortages and unwanted stock surplus (2024).

Direct Sourcing for Fresh Produce

For its fresh produce category, Shwapno sources products directly from farmers and producers. The business method allows Shwapno to sustain product quality and freshness while promoting local agricultural products. Shwapno obtains more than 20% of its fresh produce from farmers directly throughout its operations (aci-logistics-limited, 2024).

Quality Assurance

Shwapno operates an advanced quality assurance program that preserves product specifications. The company performs regular audits together with compliance checks as part of their food safety and quality protocols (aci-logistics-limited, 2024).

Technology Integration

Shwapno implements MIS technology together with advanced functions which enhance operational performance as well as customer fulfillment and aid strategic business decisions. The company utilizes Big Data alongside the Internet of Things (IoT) platform to monitor inventory while controlling supply chains through individualized customer suggestions (BBF Digital, 2020).

Store Formats and Customer Experience

The retail operations of Shwapno include different types of stores that range from mini convenient stores to large megastores with optimal locations to serve customers in convenient ways. Every store maintains an environment conducive to smooth consumer shopping operations. Well-informed staff prioritize customer service, ensuring a satisfying shopping journey (aci-logistics-limited, 2024).

E-commerce Expansion

The platform expansion at Shwapno includes an e-commerce site along with delivery choices between home delivery and store pickup for customers. The initiative meets customer requirements for easier online shopping access (BBF Digital, 2020).

Marketing and Customer Engagement

The company uses stable marketing methods combined with promotional activities to gather and keep its client base. The company offers discounts together with loyalty programs and exclusive events which boost customer satisfaction and interaction (2024).

Sustainability Initiatives

To show their dedication to sustainability Shwapno has implemented practices which promote both eco-friendly practices including waste management and plastic reduction and sustainable supply chain practices. The company maintains

environmental standards at a global level and successfully appeals to eco-conscious clientele (2024).

Health and Nutrition Advocacy

Shwapno strives to promote healthy living beyond product quality control by delivering both quality assurance and participation in nutrition and food safety campaigns. The company implements direct farmer supplies of fresh produce together with Global G.A.P. standards to place health and nutritional value at forefront of its product offerings (aci-logistics-limited, 2024).

1.11 Philanthropic Activities / CSR

Supporting Local Farmers

Shwapno started providing help to farmers in Rajbari and Naogaon districts during January 2025. Farmers in the region faced difficulties in receiving adequate payment for their harvest because they had too much newly harvested produce. The cattle growers received their fair compensation when Shwapno arranged direct purchases of cauliflowers from these farmers thus eliminating the need for middlemen. The direct farmer support through this initiative delivered urgent monetary help to the farmers and simultaneously boosted the regional agricultural economic activity (The Business Standard, 2025) (TBS, The Business Standard, 2025).

Health and Safety Initiatives

As an expression of their public health dedication Shwapno started a dengue fever prevention campaign. By providing reduced prices on mosquito repellents together with necessary products Shwapno made these products available at more affordable rates to the general public. By taking this preventive strategy the company sought to stop the spread of dengue and safeguard community wellness (Dhaka Tribune, 2025).

Employee Welfare During the COVID-19 Pandemic

Shwapno dedicated itself to employee welfare by calling them "Shwapno Joddha" (Shwapno Warriors) during the obstacles brought by the COVID-19 pandemic. The

organization developed strong security measures and distributed essential protective gear combined with supportive workplace facilities. The company made essential steps to preserve employee enthusiasm while providing unbroken service to all customers (The Daily Star, 2021).

Sheba Pack Initiative – Supporting Communities During Crisis

Shwapno launched the "Sheba Pack" campaign which supported low-income families alongside other individuals who required assistance because of the COVID-19 pandemic. Sheba Pack included vital daily household necessities such as rice and lentils and salt and sugar with other basic ingredients that customers could purchase at reduced rates. Under this initiative customers had the option to buy Sheba Packs for themselves or donate packages to disadvantaged communities through the campaign expansion. Shwapno gained universal praise for its "Sheba Pack" campaign as it won the bronze award in the Social Campaign category at Commward (Awal, 2020).



Figure 5: Shwapno "Shebapack"

1.12 Hierarchical Structure of Shwapno

Shwapno uses a structured organizational system which enables departments to work together effectively throughout the organization while maintaining operational order. By implementing a leadership system Shwapno achieves rapid decision-making which results in enhanced retail operations and reliability. Shwapno functions through the Group Managing Director of ACI Limited who controls various sister concerns in his role at the uppermost level. The ACI Logistics Limited (Shwapno) managing director

directs all functions of the organization through his position as MD of ACI Logistics. The reporting system of ACI Logistics operates under its MD with these positions at the first level:

- **Assistant Manager, Strategic Coordination**
- **Product Manager**
- **Senior Manager, Quality Assurance and Audit**
- **Head of Process Innovation and Data Science**
- **Senior Manager, Talent Acquisition & HR Strategy**
- **Business Director, ACI Logistics Limited**
- **Director Operations, ACI Logistics Limited**
- **Head of Internal Audit and Process Management**
- **Head of Consumer Insights**
- **Head of Trade Market Research**
- **Head of Supply Chain**
- **Creative Head, Communication**
- **Head of Production**
- **Head of Administration, Crisis Management & Recovery**
- **Head of Corporate Affairs and Employee Welfare**
- **Head of Merchandising**
- **Media and Public Relations Manager**
- **Advisor, Content & Crisis Management (Contractual)**

At its most advanced level Shwapno implements a well-organized structural system which encompasses business functions with specific management for outlets and supply chain operations and additional management of marketing personnel and human resources and IT and financial teams. Figure 6 illustrates the entire organization structure which shows how departments and teams line up for Shwapno.

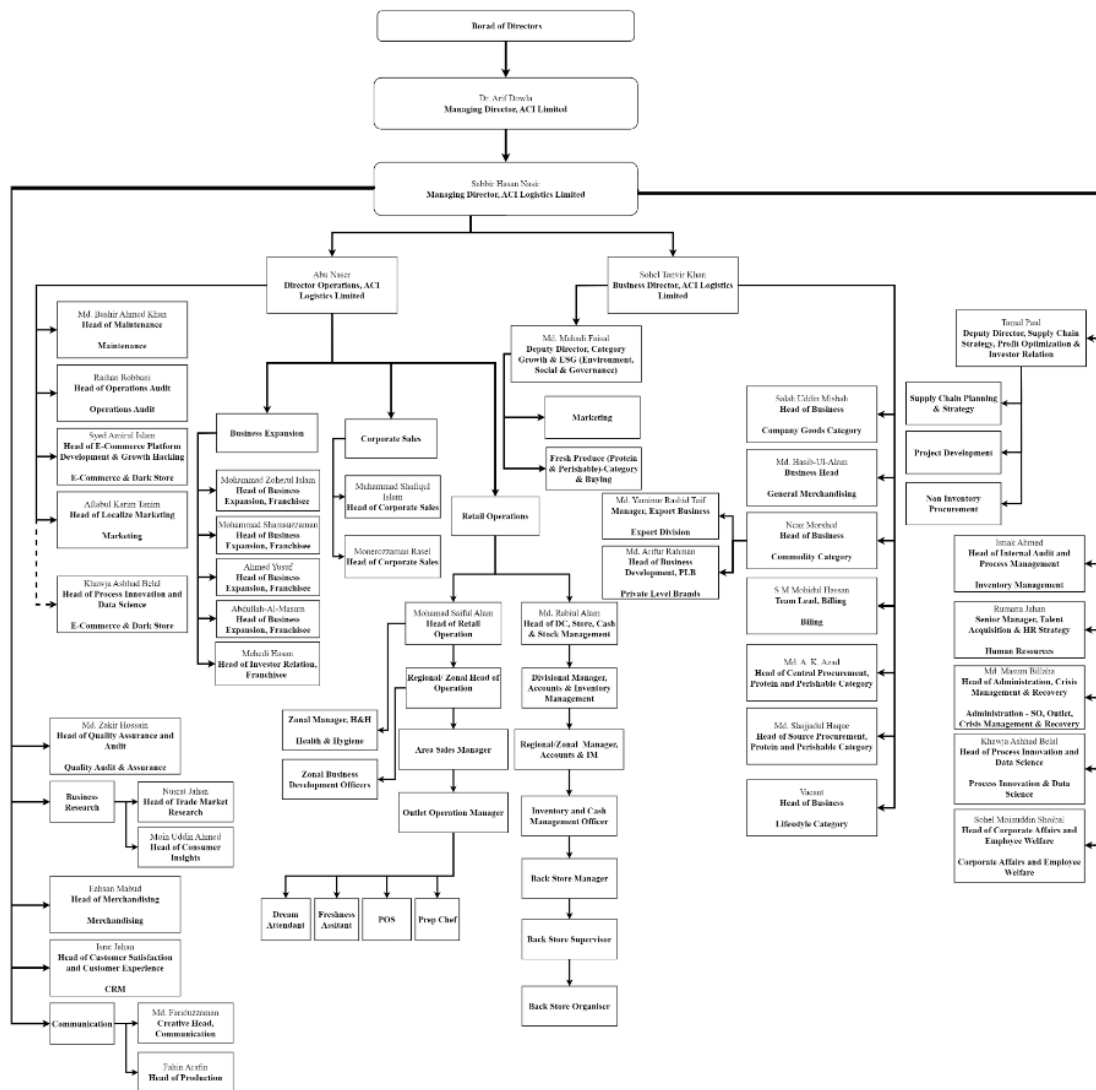


Figure 6: Shwapno's hierarchical tree

The ordered hierarchical structure enables Shwapno to lead while being accountable for its workflow which keeps the company at the top position in Bangladesh's retail market.

Chapter 2:

Internship Experience

2.1 My Role & Contributions

At Shwapno's HR Department I dedicated my internship work to data analysis and visualization together with training management and HR project execution tasks. I dedicated my time to enhance HR operations through PowerBI and Google Sheets and spreadsheet automation programs which led to better training management and data-driven decision-making capabilities. This report details my work at Shwapno's HR department along with my major contributions during my internship.

2.2 Data Analysis & Power BI Visualizations

2.2.1 Training Completion Metrics

The completion rates of 12 critical training programs dedicated to Outlet Operations Managers (OOMs) and Inventory and Cash Management Officers (ICMOs) were under my analysis responsibility. These training programs included:

1. POS Training
2. Customer Service & Complaint Handling
3. Housekeeping
4. Shelving & Merchandising
5. Daily Stock Counting
6. Product Knowledge
7. Quality & Freshness
8. Demand Generating
9. How to Download Reports
10. Promo Tag Printing
11. Weighing Scale Operation
12. Receiving & Stacking

The multiple training sessions took place several times monthly for an average of six training sessions per month. Different training sessions such as POS, Product Knowledge, and Housekeeping exceeded ten monthly occurrences. The collection of

data fell under my responsibility as did report creation and training effectiveness assessment.

2.2.2 Invitation List Preparation

I created an automated invitation system which relied on training performance to achieve proper participant level engagement. I used spreadsheet formulas to verify employee data against the current Google Sheets response files before dividing them into three categories:

- **Passed:** Employees who successfully completed training.
- **Failed:** Employees who needed re-training.
- **Absent:** Employees who missed training sessions.

New outlet opened every month in addition to employing new staff members who were either ICMOs or OOMs. Organizations with larger size or higher numbers of workers contained several OOMs and ICMOs. The task needed me to maintain updated invitation lists and verify training assignment guidelines accurately.

2.2.3 Training Score Sheet & Data Validation

Updating and maintaining the All-Score Sheet through aggregation of individual score sheets was one of my monthly responsibilities. Accurate results required background calculators and double-checking of records and data validation processes. Every score sheet contained details including Employee ID, Name, Designation and Outlet Code with Name and Training Name along with Trainer Name and Venue and Training Hours and Pre-Score, Post-Score, Skill Gap, Training Impact respectively:

- Employee ID, Name, Designation, Outlet Code & Name
- Training Name, Trainer Name, Venue, and Training Hours
- Pre-Score, Post-Score, Skill Gap, and Training Impact

The high number of new employees monthly through rapid growth demanded continuous collection and integration of data files as a part of my responsibilities. I spent extra effort cleaning the data with emphasis on fixing wrong IDs of contractual employees so they matched the database standards. Training record consistency

acted as an essential foundation for HR to follow employee training development and evaluate training program effectiveness.

2.2.4 Monthly Training Attendance & Visualization

At the start of each month, I prepared the training attendance sheet for creating detailed PowerBI visualizations. This included:

1. **Training Attendance Summary** – The Training Attendance Summary provides monthly details about the number of staff who join each training event.
2. **Overall Training Completion Analysis** – The chart displays continuous data from every training course regarding completion rates and attendance statistics.
3. **Workplace Safety Training Impact** – The Workplace Safety Training Impact tracks both female employee attendance rates along with their feedback responses after completing workplace safety training.
4. **Loyalty Card Issue Prevention Training** – Tracking participation and understanding of loyalty card fraud prevention.
5. **Workplace Ethics Training** – Monitoring employee participation and engagement in ethical workplace behavior training.

I handled the missing-present records for every training event while performing follow-up phone calls to boost enrollment numbers. In my role I created visualizations to solve problems that identified repeating safety issues derived from employee reports during workplace safety training.

I was responsible for hiding employee personal information from the bulk SMS announcements sent through Banglalink's messaging platform. Female employees received personal training invitations through the messaging system which protected their privacy during the delivery of training requests across the organization.

2.3 HR Daily Compliance Support

The daily responsibilities at work included tracking HR compliance records together with assisting in compliance duties. A monthly record of compliance issues leads to an end-month excel chart presenting the resolved compliance matters of that period. My close work with Mousumi Akter Mou (Manager, Training & Compliance) enabled

efficient handling of compliance issues so I learned new concepts and enhanced my communication abilities. Collaborating with both the loyalty department and the loyalty department was necessary to complete this role effectively since I needed to verify all necessary details to ensure smooth compliance handling.

This experience allowed me to learn both core HR responsibilities and data analysis therefore providing outstanding understanding of complete HR operations and compliance requirements.

2.4 HR Project Work

2.4.1 KPI-Based Performance Management System (PMS)

The development of a KPI-based Performance Management System (PMS) proposal took shape by me under observation of Rumana Jahan (Senior Manager, Lead HR - Talent Acquisition & HR Strategy). This framework focused on:

- Defining **SMART KPIs** (Specific, Measurable, Achievable, Relevant, and Time-bound) for different departments.
- Ensuring KPI alignment with organizational goals.
- Creating a structured approach for performance evaluation.

Through this experience I gained knowledge about determining measurable performance expectations that organizations must establish. This experience enabled me to execute my future responsibilities successfully because I learned how to match my assignments with established KPIs. Knowledge of KPI reduces unneeded work stress from higher-ranked colleagues by establishing both individual performance duty and role responsibilities.

2.4.2 Business Scope Analysis Using Sales Growth Rate & Attrition Data

The analysis combined sales growth rate (GR) data points spanning June 2024 to November 2024 alongside six months of attrition data to determine potential business effects of high employee departures on sales outcomes. Theoretical data analysis and calculations demonstrated that sales growth remained lower in outlets where employee retention rates were poor compared to locations which kept their staff better.

Employee retention emerged as a fundamental requirement because it guarantees business stability as well as generating better revenue results.

My work with the Business Analysis Department Head allowed me to enhance both my analytical skills and Excel competency for handling data more efficiently and precisely. My time spent reporting to Sayed Tanvir Husain (HR Consultant) allowed me to comprehend organizational procedures as well as strategic business approaches.

2.4.3 HR Meetings & Documentation

To maintain HR project accountability, I took notes during meetings as well as made data input into task trackers a responsibility of mine. I experienced one of the most notable events when I participated in the KPI workshop alongside the entire team including the Managing Director (MD) and other department heads. My experience during this period enhanced my grasp of KPI development together with its fundamental importance to business success.

A KPI must follow SMART principles since this ensures its success through specific, measurable, achievable and relevant goals which are scheduled for time periods.

- **Specific** – Clearly defined goals.
- **Measurable** – Quantifiable targets.
- **Achievable** – Realistic objectives.
- **Relevant** – Aligned with company goals.
- **Time-bound** – Set within a specific timeframe.

The application of SMART KPIs will assist me in future positions because they provide clear performance targets. The framework will enable me to present my KPIs to potential employers to receive manageable assignments that align with my defined tasks.

2.4.4 PowerPoint Presentations for HR Projects

My work on HR projects included preparing PowerPoint slides for the following objectives:

- PMS Proposal Presentation

- KPI Workshop Presentation
- Compliance and Training Report Presentation

AI tool ChatGPT served me to develop theme ideas which I used to enrich the visual presentation of each slide. The use of Canva allowed me to develop presentational content with enhanced professional design.

2.4.5 Job Description (JD) Update

During my HR project I successfully revised 170 Job Descriptions which included HODs and top management positions together with all support office special roles. My process began with collecting JDs from the organization to analyze their structure before moving forward. After providing specific company information to training ChatGPT it became able to produce more exact and properly structured outputs. This approach allowed me to create optimized Job Descriptions through improved Purpose of the Job sections and Summary of the Job statements and Principal Accountabilities definitions which matched organizational priorities and industry benchmarks. The implementation of this project achieved three main outcomes by simplifying strategic roles and building better documentation while improving hiring methods and employee assessment processes.

2.5 Radar Map Visualization in PowerBI

The use of Q12 employee engagement survey data from each department allowed me to develop Radar Map Visualizations within PowerBI. Visual representations of employee feedback dynamics allowed HR together with management to see identification of necessary improvement opportunities.

2.5.1 Trainer's Profile Development & Shwapno Value Tree

At Shwapno I took my first initiative to create a Trainer's Profile containing important trainer information such as their qualifications and training track record. This initiative:

- Motivated trainers by recognizing their contributions.
- Helped trainees identify and trust their trainers.
- Created a structured record of trainer qualifications for HR.

This project improved training legitimacy by properly assigning professional mentors to deliver quality lessons to the staff members.

I created the Shwapno Value Trees (Values) PPT as a presentation method for showing workers fundamental Shwapno principles together with their useful meaning in corporate settings. Shwapno's values became a visual metaphor in presentation form that the Managing Director envisioned as a tree with fundamental principles connected to each branch. I translated the organizational concept into an attractive training resource which provided participants with useful information. I used senior executive discussions to develop a presentation format which combined effective storylines, graphics alongside relevant practical illustrations to help staff understand core values easily. The training objective focused on building employee understanding about corporate ethics standards and teamwork skills and professional accuracy which would drive daily work improvements toward Shwapno's mission.

2.6 HR KPI for GMD Reporting

As an intern at Shwapno I prepared HR Key Performance Indicators (KPIs) which were needed for GMD reporting purposes. The task required me to compile workforce data from HR colleagues to develop insights regarding employee retention and management.

The key metrics I gathered and reported included:

- **Number of Clusters Communicated** – Employee cluster engagement remained under observation through a record of all communicated clusters in the reporting period.
- **Total Number of Clusters** – The organization operates through a full set of clusters to determine precise coverage area.
- **Employee Turnover Report (Voluntary)** – identifying the employee voluntary departures during October before calculating respective turnover rates.
- **Number of Average Employees During the Period** – Identifying the average workforce size to understand workforce stability.
- **Number of Active Employees Who Joined in the Last 12 Months** – Measuring employee growth and stability.

- **Total New Joiner in the Last 12 Months** – Determine recruitment trends in addition to company expansion strategies.
- **Percentage of Employee Cluster Communicated** – Measure of the communication reach directed toward employee clusters to determine effectiveness.
- **New Hire Retention Rate in the Last 12 Months** – Evaluating how well the organization retains new hires within their first year.

Strategic HR management decisions benefited from this essential reporting because it delivered complete workforce pattern information together with communication distribution data and employee retention patterns to leadership personnel. The reporting process helped me develop better data analysis abilities through my work to verify records alongside information validation and accurate reporting tasks. Through this experience I acquired knowledge about HR analytics as well as its ability to advance employee experience and organizational operational efficiency.

2.7 Recommendations for HR Efficiency

Multiple strategic recommendations emerged from my data analysis together with observations that would boost HR efficiency:

1. **SQL Database Access for HR:** Granting HR direct access to employee data would improve efficiency in employee tracking and training management.
2. **HRIS Enhancement:** Introducing a user-defined HR dashboard with role-based data accessibility for better decision-making.

2.8 Adjusting to Corporate Culture

My experience at Shwapno demonstrated that adjusting to professional culture required time because I faced difficult conditions arising from the demanding work environment and the organization's rapid operational speed. The process of understanding workflow procedures and data handling methods and departmental procedures took about fourteen days. The main problem I faced during my placement involved mastering data analysis practices while learning about HR file management

systems within the department. Standardized database management faced problems because HR data existed across various Google Spreadsheets and this made file accessibility difficult. The process of remembering names of spreadsheets along with their connection points demanded continuous commitment to memorization and practice. My extensive practice with this system finally led to my mastery of navigation and therefore improved my operational speed during HR analytics work. The task of writing down meeting notes proved to be another major challenge I faced. I faced difficulty at first to recognize between important statements for documentation and unimportant ones. The HR meetings spanned different topics between operational decisions and strategic planning matters. I learned how to develop systematic note-writing while observing senior employees under direction from my managers. Through time I developed abilities to prioritize essential points from discussions so I could record actionable information that shaped department operations. Through experience I adjusted to the changing workplace environment and began handling data management and file organization and meeting documentation successfully.

Chapter 3:

Internship Outcome/Analysis

Chapter 3: Internship Outcome/Analysis

3.1 Analysis of Industry/Markets

The retail industry in Bangladesh maintained strong growth patterns during the last twenty years by moving from conventional markets to modern supermarket chains. The retail industry has transformed because of rapid urbanization and raising consumer purchasing power together with shifting customer tastes. The middle and upper-middle-class sector finds supermarkets attractive because these stores offer an excellent shopping experience with numerous products located in a single location.

To analyze the competitive landscape of Bangladesh's retail industry, we can apply **Porter's Five Forces Model**:

1. Threat of New Entrants: Moderate

- **Barriers to Entry:** The market shows moderate barriers to entry because new entrants find the growing demand coupled with urbanization developments to be attractive despite their large initial capital needs.
- **Brand Identity:** The established brand recognition of companies like Shwapno acts as a barrier that potential new entrants need to gradually build up.

2. Bargaining Power of Suppliers: Moderate

- **Supplier Diversity:** The retail industry sources products from a mix of local producers and international suppliers. Multiple suppliers allow retailers to defend themselves against relying on one main supplier.
- **Supply Chain Dynamics:** Efficient supply chain management remains fundamental because it directly affects the market. Product availability together with pricing may experience modifications during disruptions.

3. Bargaining Power of Buyers: Moderate to High

- **Consumer Choices:** Consumer choice extends across numerous supermarket and traditional market operators that enhances market power for customers.

- **Price Sensitivity:** Retailers adapt their pricing strategies through competitive offers to respond to the large group of customers who base their purchase decisions on price.

4. Threat of Substitutes: High

- **Traditional Markets:** Generic retail shopping through small regional markets and neighborhood stores supplies private customer service together with lowered prices which presents a substantial substitute challenge.
- **Online Retail:** Online retail has become popular because e-commerce platforms offer consumers the option of receiving their goods directly to their homes thus creating additional market competition.

5. Competitive Rivalry: High

- **Market Players:** The marketplace contains numerous established supermarket chains which raises the level of market competition.
- **Market Share:** Companies expand their market presence by pursuing two main strategies of market share expansion through both new store development and strategic promotional activities alongside improved customer satisfaction measures.

Porter's Five Forces Analysis

- **Competitive Rivalry:** The level of competition among existing companies in the industry. High competition makes it harder to succeed.
- **Threat of new entrants:** The ease with which new competitors can enter the market. Easier entry means more competition.
- **Bargaining power of suppliers:** The control suppliers have over prices or quality. Fewer suppliers mean more power for them.
- **Bargaining power of buyers:** The control customers have over prices. More buyer options mean they can demand better deals.
- **Threat of substitutes:** The availability of alternative products or services. More substitutes reduce demand for your product.



Figure 7: Porter's Five Forces

SWOT Analysis Matrix

SWOT ANALYSIS

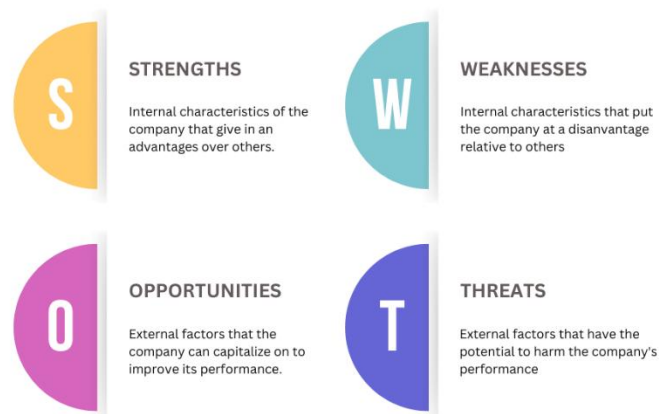


Figure 8: SWOT Analysis

A four-quadrant matrix summarizing Shwapno's **Strengths**, **Weaknesses**, **Opportunities**, and **Threats**:

Strengths:

- Market leader with 51% share, and 568 outlets nationwide.
- Strong brand reputation and consumer trust
- Large-scale supply chain and logistics network
- Diverse product offerings

Weaknesses:

- Heavy reliance on external vendors
- E-commerce platform not as strong as online based competitors
- High employee turnover requiring continuous training

Opportunities:

- Expansion into rural and untapped markets
- Growth of e-commerce and online retailing
- Potential for foreign investment

Threats:

- Increasing competition from new retail chains and online platforms
- Employee poaching by competitors
- Economic fluctuations affecting consumer purchasing power

3.2 Analysis of Competitors

The Bangladeshi retail market features various key players who are adopting specialized approaches to claim their parts of the market.

Shwapno, the supermarket chain operates as the biggest retail network in Bangladesh after its founding by ACI Limited in 2008. Shwapno has established over 568 stores nationwide while planning to develop its outlet network to 3000 stores by 2028 (Sohel, 2023). Current market reports show that the chain controls approximately 51% of the market share (aci-logistics-limited, 2024). Shwapno's franchising model combined with its wide array of products has promoted its business growth.

Meena Bazar entered the market in 2002 and presently maintains 33 outlets with a solid reach in urban markets. As a grocery chain the business dedicates itself to fresh items along with loyalty programs that serve customers of middle and upper-middle-class income brackets. The reported market shares for Meena Bazar range from as high as 18% to other sources indicating 18% (Shafiqul, 2024).

Agora, since 2001, has led Bangladesh's supermarket industry through its 23 retail outlets focused on urban markets. Agora stands out for its premium-quality inspection standards and it provides a wide selection of different products. Industry research confirms Agora holds about 22% of its market segment (Shafiqul, 2024).

Daily Shopping, maintains its operation through Pran-RFL Group and distributes its 75 outlets to multiple market locations. The company employs competitive pricing while systematically developing its store locations to attract more customers (Shafiqul, 2024).

Best Buy, operates under Pran-RFL Group to serve as the company's emerging retail division. Best Buy operates with unknown figures regarding outlets and market share but its flexible pricing along with product variety brings customers seeking affordable solutions.

Prince Bazar runs a total of 5 stores located mainly in Dhaka. Prince Bazar plays a small role in the market but carries an engaged customer group by delivering top-quality items and providing individualized service (Shafiqul, 2024).

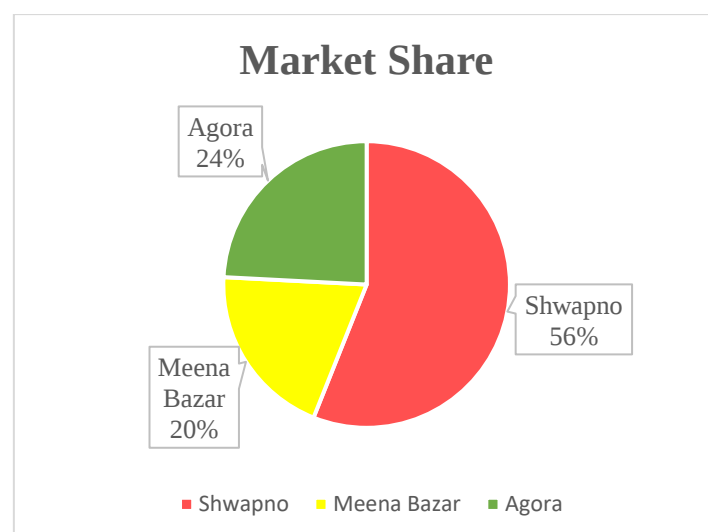


Figure 9: Market Share of Retail Businesses

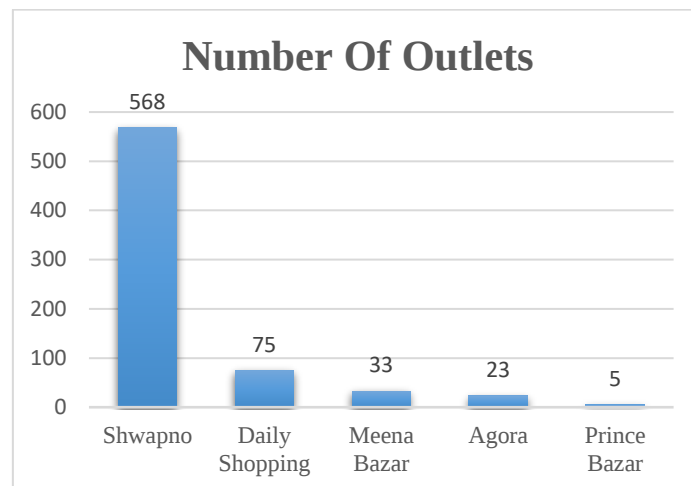


Figure 10: Number of Outlets

Shwapno conducts business in the Bangladeshi retail market against lifestyle retail operators and electronic retail chains that operate through the internet.

Lifestyle Retail Competitors:

The Shwapno Lifestyle division faces competition from a number of well-established lifestyle brands in the market.

- **Aarong:** One prominent lifestyle franchise entity in Bangladesh is Aarong which provides diverse products including traditional clothing along with modern clothing and accessories together with home interior items. As an initiative of BRAC Aarong operates with an established brand reputation together with dedicated consumer support.
- **Yellow:** Beximco operates Yellow which provides fashion clothing and accessories aimed at the young demographics with fashionable yet inexpensive products.
- **Cats Eye:** The Bangladeshi fashion market features Cats Eye as a major brand which releases stylish formal and casual apparel for men and women.

Shwapno Lifestyle operates in a competitive landscape due to these brands that sell various lifestyle items.

Online-Based Retail Chain Competitors:

E-commerce in Bangladesh has led to multiple online retailers that entered the market:

- **Chaldal:** The company operates through an online platform that delivers various products ranging from fresh food to household items along with personal care products to customers' homes.
- **Daraz Bangladesh:** As the biggest e-commerce platform in Bangladesh Daraz Bangladesh shows its customers a wide variety of electronics fashion products and multiple other items.
- **Pickaboo:** Pickaboo offers exceptional electronic devices to customers through their well-curated items with committed service support staff.

Shwapno faces major retail competition from online platforms because these platforms provide extensive product ranges combined with ease of online shopping.

3.3 Current Issues/Problems

The growing retail business sector in Bangladesh experiences several complex problems:

1. Talent Acquisition and Retention

- **Employee Poaching:** The employee retention at Shwapno suffers when competitors and local super shops outbid their current staff recruitment offer. Shwapno stores face continuous demands for new staff recruitment as well as training due to their repeated staff departures.
- **Recruitment Challenges:** Company growth demands prompt staff recruitment of multiple candidates every month. The continuous search by companies to recruit suitable employees with required qualifications remains a persistent problem.

2. Training and Development

- **Resource Allocation:** Organizations need substantial funds to launch training programs for new staff recruitment because these programs guarantee operational success and service excellence maintenance.
- **Training Pressure:** The training department functions under pressure to provide essential skills training to new employees which allows them to reach organization-wide performance metrics on schedule.

3. Succession Planning

- **Leadership Pipeline:** The organization does not have an appropriate framework to discover and develop potential leaders because of their deficient succession planning system.
- **Knowledge Transfer:** Success of organizational goals depends on the successful transfer of essential knowledge between employees for critical positions.

4. Potential for Foreign Investment

- **Market Attractiveness:** The company operates as the largest retail chain in Bangladesh thus attracting substantial foreign investment opportunities.
- **Sustainability Initiatives:** International investors are attracted by the sustainability initiatives that Aman Group implements for environmental needs and workforce support in addition to consumer satisfaction and farm assistance programs.

Chapter 4:

Recommendations and Conclusion

Chapter 4: Recommendations and Conclusion

4.1 Recommendations

The strategic recommendations involving HR operations enhancement combined with market expansion will ensure both organizational growth and operational efficiency when implemented by Shwapno:

Enhance Employee Engagement Programs

Strategic engagement initiatives with framework structure enable workers to have better satisfaction and increased productivity. Each company initiative that joins employee survey practices with team-building activities with reward programs creates an engaged workforce. Employee engagement strategies lead organizations to receive dedicated work performance from their employees which results in reduced staff turnover as well as superior customer service delivery.

Invest in Training and Development

The defining element for creating an effective team with maximized performance is properly trained employees. Shwapno requires increased financial support to conduct detailed training that develops top-notch technical expertise and builds organizational leadership as well as customer satisfaction excellence. The capability of employee talent will rise at Shwapno through classroom learning access alongside mentoring initiatives and industrial training to support ongoing professional competence growth.

Strengthen Talent Acquisition and Retention

The rapidly expanding Shwapno operation needs efficient recruitment techniques to retain staff at high turnover rates. To retain employees Shwapno must offer market-driven wages and better job progression opportunities and enhanced workplace benefits.

The quick career progression system at Shwapno defines its primary advantage over its market competitors. Outlet managers at other retail stores need at least four to five years to reach the same position due to their restricted business activities and minimal employee upward mobility. Shwapno staff reaching Outlet Manager positions from Dream Attendant or Back Store Organizer starting points requires two years to develop all the 13 listed skills found within the Employee Calendar. Skill-based structured

promotions create solid motivational forces which push staff members toward internal career development as they prefer the company over rival employers even though competitors offer superior initial compensation packages.

Shwapno needs to promote career acceleration programs through employee training and educational initiatives supported by recruitment advertising strategies. Through long-term promotion system education Shwapno maintains its essential personnel while cutting down employee turnover rates.

Promote Diversity and Inclusion

Better innovation and increased organizational growth require organizations to maintain diverse workplaces and inclusive environments. Shwapno needs to develop programs that promote fair hiring practices and unbiased recruiting protocols with diversity learning materials for all staff. Business operations will improve through enhanced teamwork and increased employee morale while developing creative capabilities because of establishing an organizational culture of inclusivity.

Improve Performance Management Processes

The company needs to enhance its assessment procedure for obtaining clear performance ratings which guarantee fair evaluation processes. The organization needs to provide employees with both career progression options and defined objective assessment practices that connect to KPIs and scheduled performance evaluations to establish appropriate performance expectations. Data-driven and merit-performance assessment approaches within performance evaluation systems generate superior employee motivation.

Embrace HR Technology and Data Analytics

The adoption of modern HR technology platforms by Shwapno should enable easier organizational activities combined with improved information accuracy. A HRIS provides employees automatic data management systems while also enabling real-time training progress tracking in addition to improved compliance tracking. Project analysis supported by workforce planning and decision-making functions leads to better operational strategy development while enhancing human resources effectiveness.

Develop a Stronger Succession Planning Strategy

The position as Bangladesh's largest retail chain obligates Shwapno to implement succession planning for assured peaceful transitions of leadership between executives and sustained business existence. Enterprise operations will face reduced interruptions when businesses implement programs that both recognize elite personnel and develop their leadership abilities and create structured career progression options.

Prepare for Future Foreign Investments

The combination of sustainability practices and investments into employee benefits and market leadership positions makes Shwapno an attractive opportunity for international investment. Strengthened corporate governance and operational efficiency and expanded sustainable practices will make the company a dominant investment choice across the Bangladeshi retail sector.

4.2 Conclusion

Shwapno established both market-leading brand awareness and operational efficiency as the leading retail chain of Bangladesh. The operating environment of Shwapno matches other major organizations due to forces of marketplace competition alongside management of workforce and technological change. The company requires both strategic planning and HR development and process optimization to respond to market challenges to establish deeper market leadership.

Shwapno will achieve business success and cultural power through its human resources investments focused on employee motivation and employee recruitment along with HR system implementations and training development. Product range expansion along with enhanced customer service quality and new market exploration opportunities will sustain the business growth.

The company possesses foundations that allow it to adapt and maintain high excellence standards which will drive future expansion. The future of Shwapno's retail dominance in Bangladesh depends on human capital investment as well as

technological advancement and strategic business development which will create bases for international expansion.

4.3 Personal Reflection: My Learning Experience

The experience at Shwapno allowed me to gain top-level corporate expertise that enriched my classroom learning. Target business operations become visible to students only through practical workplace experience in combination with theoretical education. Academic understanding forms the basis while working on real-life situations helps students develop their problem-solving skills and learn adaptability techniques and refine their decision-making prowess.

My internship gained its most valuable aspect when I attended meetings with all Shwapno departments to experience first-hand the business strategies and organizational decision-making processes. Sayed Tanvir Husain as HR consultant provided outstanding mentoring that revealed advanced HR strategies and business analytics and data-based decision-making techniques.

The HR staff at Shwapno demonstrated confidence in my abilities through crucial HR assignments that needed me to improve both my analytical performance and operations. As part of my work at Shwapno I enhanced my performance management and data analysis skills as well as improved my system of employee training and developed my communication skills teamworking ability and project management expertise.

As a major takeaway from our consultant's guidance, we learned crucial knowledge about survey and research methodology. The consultant stressed employees and research authors need to maintain identical question structures in their survey design work. A thorough survey requires questions that begin with identical verbalization such as "How" "Is" or "What" to keep the method easy to understand. The lesson has inspired me to pursue research-based decision making alongside data analysis because I want to develop these capabilities in my academic and vocational development.

This transformative experience offered me practical business knowledge combined with technical expertise and built a professional network which turned out to be

invaluable during my internship. My professional journey will benefit from the skills learned during this experience because they will allow me to handle corporate environments competently.

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Appendix:



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ACILL-HR/FTH/01-2025

26 January 2025

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Tahmid Sakib** from **United International University** has successfully completed his internship in our **Human Resources** department as an **Analyst** under the supervision of the **Senior Manager (Lead HR), Talent Acquisition & HR Strategy** from 03 November 2024 to 31 January 2025.

We wish him continued success in life.



Rumana Jahan
Senior Manager (Lead HR)
Talent Acquisition & HR Strategy
ACI Logistics Ltd.