vivo

Internship Report

On

Analysis of comprehensive activities and financial performances of VIVO ltd Bangladesh by Md Mashrur Haider

Internship Report

On

Analysis of comprehensive activities and financial performances of VIVO ltd Bangladesh.

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

Submitted To:

Rana Mazumder ACMA

Assistant Professor - A&IS, SOBE

United International University (UIU)

Submitted By:

MD MASHRUR HAIDER

ID: 111 153 045

UNITED INTERNATIONAL UNIVERSITY

Date of Submission: 17th August, 2020

Letter of Transmittal

Date: 17th August, 2020

To

Rana Mazumder ACMA

Assistant Professor - A&IS, SOBE

United International University (UIU)

Subject: Submission of Internship Report on “Analysis of comprehensive activities and financial performances of VIVO ltd Bangladesh.”.

Dear Sir,

I would like to inform you that this report is prepared on the topic given by you. Despite the fact that in this Internship Report, I have attempted my level best to speak to the genuine picture of the **“Analysis of comprehensive activities and financial performances of VIVO ltd Bangladesh.”** I have given adequate efforts to prepare the report according to your instructions.

Though I have put my utmost efforts to make the report, this report may have some loopholes. I hope you will consider those mistakes of this report.

Sincerely yours

………………………

MD. Mashrur Haider

Id- 111 153 045

Programme- BBA

Session: 2015-2019

Major: ACCOUNTING

Acknowledgement

It is very necessary to have the knowledge about the relationship between theory and practical knowledge. Only then, a student can profess herself as a serious as well as sincere student. Many people helped me a lot to make this report on time by providing necessary informations. It is the time to be thankful to all those people.

Above all else, I might want to recognize my heartiest appreciation and obligation to Rana majumdar, Assistant Professor of School of Business & Economics of United International University for her guidance, supervision and help in all phases of carrying out my report. Without her critical analysis and suggestions at each & every step of the report, this report could not have reached its present form.

Secondly, I might want to convey my humble gratitude to **rezwan,** Manager-Accounts of VIVO Bangladesh Ltd. and other employees of VIVO for helping me with their valuable informations that was really important & needed for the report completion.

Finally, although I have given my earnest efforts to make the report, this report may include some lacking. I really apologies for any unintentional mistakes in the report.

____

MD MASHRUR HAIDER

Id- 111 153 045

Programme- BBA

Session: 2015-2019

Major: ACCOUNTING

Executive Summary

Accounts & Finance department are the most important department for an organization. The Accounts division of “VIVO” is an ideal location for learning Accounts related policies & practices. They consist of an outstanding team of management to perform all the Accounts related activities. They have such a dedicated team members, their dedication make sure the possibility to get right people for right position. The team members try hard and soul to continue steps of recruitment process properly for this report I have chosen Vivo Bangladesh. This is a Telecommunication Company and offer definitely more than cell phones for regular use. In this report, we will initially discuss what Vivo is and what they do. We will discuss their history, and how they came to where they are today. Vision, targets, and their procedure are discussed, just as their wide assortment of items and administrations offered for the standard shopper, organizations, and specialist organizations. Vivo accomplishment benefits were a few points of interest they had in the market. These also fuse the improvement advancement and features, just as administrations they offer to their customers. In any case, as most other Organization, Vivo makes them need, however we perceive these to be least The report comprises of five sections. The primary section passes on; presentation, beginning, procedure, foundation of the report, extent of the report, goals and restrictions of the report. Literature review on Employee Recruitment, Selection Process & Turnover is being presented in chapter three. A full overview of VIVO Bangladesh is given in chapter three including overview of the organization, their products and services, corporate information, mission vision, board of directors, organizational hierarchy. The fourth chapter of this report contains work analysis. Findings, recommendation and conclusion have been presented in the last chapter of this report. No organization is 100% perfect. Every big or small organization need to be very couscous about their present and future condition.

Table of Content

Chapter 1

1 Introduction

1.1 Beginning of the report:

An internship review is being set up as a prerequisite for the integration of the BBA program. The essential objective of this internship was to give a chance to an understudy for the translation of his/her theoretical conceptions in real life situation as well as an 'on the job' exposure for future. An apprenticeship is just like a brief look of the real job.

The main purposes of the Internship program are given below:

- Get actual knowledge of the job responsibility.
- To experience the actual corporate world.
- To fulfil the requirements to complete BBA Program.
- To compare the actual situation with the theoretical lessons learned in the Academy

As an intern, I joined VIVO Bangladesh & completed my internship under the supervision of my supervisor. It was an internal supervision from the institute.

This report titled **Analysis of comprehensive activities and financial performances of VIVO ltd Bangladesh**,

On the basis of working experience in for this period, I have prepared my internship report under the supervision and guidance of , Rana Mazumder ACMA,Assistant Professor - A&IS, SOBE,United International University (UIU)).

1.2 Scope of the report:

This internship report is kind of an actual picture of job responsibility. The scope of this report is very limited. The first scope of this report is to get real life experience about how a research is done in organizations. The report has also the scope of covering different aspects of Accounting, which includes Accounting practices like calculating tax vat, cash calculation, financial report throughout 3 months' time period of my internship in VIVO.

1.3 Background of the report:

In this era of business, each & every company, from small to multinational company, is using different type of Accounting Methods. Here, in this study the working situation, effect of financial report Process in Accounts of VIVO Bangladesh. I have focused on the Accounting system that VIVO is following for preparing their financial report and for getting the best output from their Audit report and also for make their employee enforce able as well as productive.

1.4 Objective of the report:

I've prepared my report based on two objectives -

- Primary Objective
- Secondary Objective

1.4.1 Primary Objective:

To identify and get the important & necessary information about the process and system of their accounts and finance department in VIVO Bangladesh.

1.4.2 Secondary objective:

- To acquire knowledge about the functions of Accounts division in VIVO.
- To identify the accounting process of VIVO.
- To focus on crucial & major elements of accounts and finance.
- To focus on the latest updates & know the latest version of modern technique.
- To identify the problems of Accounts division of VIVO Bangladesh.
- To recommend suggestions for the Accounts and finance department of VIVO.
- To find out the get-out of their existing policy.
- To suggest removing those loop holes.

1.5 Methodology of the report:

This investigation needs a sequential method from determination of the theme of the report to a specific planning of the report. The information sources should be distinguished and acquired, they are to be grouped, deciphered, dissect and displayed in a deliberate way and the key focuses are to be discovered, to play out the examination of the report.

1.5.1 Demography of the questionnaire's respondents:

In VIVO Bangladesh head office, there are 50 employees are male and 40 employees are female. Among the respondent 40 are graduate and 20 are post-graduate. 30 employees have less than three years of experience, 40 have more than three years and rest of the 20 has more than five years.

1.5.2 Data collection method:

Convenient data sampling has been used here. Primary data of this report is gathered by the use of interviewing method. This report is an investigative research and a qualitative study through a questionnaire.

1.5.3 Sources of information:

Essential data sources both primary and secondary data sources will be used to generate this report. Primary data sources of this report are scheduled survey, observation while working & informal discussion with professionals. The secondary data sources are different published report, manuals on VIVO Bangladesh.

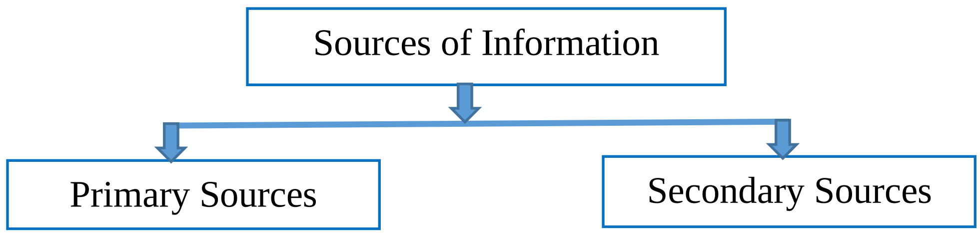

Figure 1: Sources of Information

Sources:

The primary information

1.5.3.1 Primary

has been collected by the following ways:

- Face to face conversation with the concerned staffs and officers.
- Practical work experience gained from different desks.
- Conversation with other people working in different areas.
- Direct communication with officers and also others.

1.5.3.2 Secondary Sources:

The secondary information has been collected by two ways. Those are:

1.5.3.2.1 Internal Sources:

- Annual Performance appraisal forms of VIVO Bangladesh..
- Different circulars, manuals and files of the company.

1.5.3.2.2 External Sources:

- Various records of the farm.
- Website of VIVO Bangladesh..
- Newspaper.
- Internet.
- Textbook.1.5.4.4 Data collection period:

It took 7-10 days to collect information about VIVO Bangladesh

1.6 Limitations

This report has some limitations regarding time, scope, secrecy and currency of data, area of study etc. As the Accounts & finance department is a highly sensitive area, so the scope of collecting information was very limited. Also the officials of this department are very busy. So it was not possible to manage enough time to discuss with them.

1.6.1 The major limitations of the report are as below:

- Limitation of time was one of the major problems of collecting sufficient information as the concerned department is a very busy place.
- Another major problem was secrecy of information. Accounts department never like to disclose their sensitive information to outsiders. But that information could be very useful to make this report more accurate and useful.
- Sufficient current data were also unavailable.
- Sufficient written documents, leaflets, manuals were not available for collecting data.
- Another important limitation was my working area. I've completed my internship program at the head office of VIVO Bangladesh.. But they have lot of branches. So it was not possible to gather knowledge about the bank as a whole.
- The last one but not the least is the lack of experience.

Chapter 2

Literature Review

Character is the most important thing to anybody. A man without a name is unrecognizable in this advanced world. His name, his characteristics, his mentalities are generally that makes him an honorable figure to stand apart from others.In the present serious market, it has additionally become a significant angle to remain alive. What's more, to remain alive, their names ought to be in the hearts of the purchasers. This may be a personality for them to communicate who they truly are, yet to the purchasers, they are a "BRAND”. Now comes the point what brand is.

As indicated by the American Marketing Association, brand represents “A name, term, design, or any other feature that identifies one seller’s good or service as distinct from those of other sellers. The legal term of brand is trademark. A brand may identify one item, a family of items, or aa items of that seller. If used for the firm as a whole, the preferred term is trade name.”

As indicated by Ann Handley, author of Marketing Profs, “Brand is the image people have of your company or products. Its who people think you are.”

As indicated by Phillip Kotler, author of Marketing Management, “A brand is a name, term, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitor.”

For the brand to be concious, it must be available in the brain of their clients. When a brand is set up, it turns out to be more critical to keep up the generosity and be in the hearts of their clients. For this steady nearness as a main priority, various brands take various activities. The brands put stock in the platitude “Out of sight, out of mind”. Their exercises are for their clients to make them mindful of their reality. This arrangement of exercises is the thing that we call “Brand Awareness”.

As indicated by Phillip Kotler, “Extent to which a brand is recognized by potential customers and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of product’s introduction.”

Patrick Hartmann (2005) shows the primary intention of brand situating and brand mentality saw by the clients. The investigation broke down the passionate dependability affected by the brand of the organization, so it must to improve and keep up the personality of the brand. Consistent examining helps in recognizing the presentation of brand which lead to the achievement of structure.

Bhimrao M. Ghodeswar (2008) shows the significant components of brand working in the versatile business. As, brand building system assists with making a decent brand and its components must be in orders, which make the situating in the market, shows the brand execution. Brand building system serves to handily get to the brand inspecting in the market.

Philip Kotler (2009) broke down the need of business to keep up the brand in the retail advertise as well as from business-to-business, which helps in succeeding the business and its stock execution

Shirley Leitch (2013) shows the brand web applied structure which helps in making the progressing examination of brand relationship and brand corporate. This model identified with the present corporate world economy which results high and intense rivalries. This model conveys through thinking about the relationship among the diverse corporate brands, personalities, objectives, techniques, clients which help to make the significant brand structure.

Alina Wheeler (2018) said that the opposition is too high which separated distinctly by a character for example Brand and Brand personality which assists with associating with the clients genuinely and furthermore helps in making long time relationship. A solid brand obvious diversely in the packed territory. Business are solid just when if its image solid in the market. It portrays open importance, fills acknowledgment, and aides in making large thoughts.

Serkan Aydin, Gökhan Özer, Ömer Arasil, (2005) had concentrated on to gauge the impacts of consumer loyalty and trust on client unwaveringness, and the immediate and aberrant impact of "exchanging cost" on client reliability. The discoveries of this investigation show that the exchanging cost factor straightforwardly influences reliability, and has an arbitrator impact on both consumer loyalty and trust.

Rodolfo Martínez Gras ; Eva Espinar Ruiz (2012) feature another measurement in data and innovation regarding adolescents in Spain. The primary target of this article is to break down the connection among Information and Communication. Technologies and Spanish young people. In particular, scientists have considered, through subjective procedure, the attributes of young people's entrance and employments of innovative gadgets. Furthermore, broke down the reasons that rouse the usage of Information and Communication Technologies, featuring a cozy connection among advancements and companion correspondence and diversion. In actuality, there is an under-usage of every one of these gadgets for educating and learning purposes.

Nasr Azad ; Maryam Safaei (2012)states that there are numerous confirmations to accept that clients select their items dependent on brand name. Items likewise keep up their own qualities, which make them differentiable from others. In this paper, scientists have present an experimental examination to decide significant components impacting clients' buying mean for mobile phones in capital city of Iran, Tehran. The consequences of the investigation show that there are some positive connections between select name and quality observation, between restrictive name and verbal ad, between quality recognition and loyalty, between informal promotion and brand name and between brand name picture and brand name.

Chapter 3

Overview of VIVO Bangladesh

Industry overview

The smartphone market in Bangladesh increase 40% year-by-year over 2018, as per the most recent research from Counterpoint's Market Monitor Service This was a direct result of the expansion in the chance of privately fabricated gadgets.. The volume of secretly made contraptions extended by 30% and they at present make up for 42% of Bangladesh's wireless showcase. Samsung overcame Symphony and gain lead position in Bangladesh Market by capturing 25% market share.

As far as brands, Samsung was the reasonable pioneer. Samsung's shipments became 203% YoY, helping it catch the top spot without precedent for Bangladesh. It's piece of the overall industry remained at 22%, while the previous market pioneer, Symphony just had a 16% piece of the overall industry. While, the previous market pioneer, is presently the subsequent top of the line cell phone brand in Bangladesh.

Transsion did very much determined by solid shipments of iTel in sub $75 segment. A33 Android Go version stayed well known. As it scales up its nearby amassing, Transsion is anticipating develop its piece of the pie with numerous brand technique (iTel, Tecno and Infinix)

Xiaomi's cell phone shipments became 165% YoY. The brand had a 7% piece of the overall industry and from the main 5 cell phone brands throughout 2019.

Huawei endorsed a renewal in shipments that became 7% because of its Y arrangement prototypes. Huawei likewise provides limits to clients buying telephone from Huawei-approved vent. Clients purchasing cell phones from Robishop could likewise get the Robi and Airtel bundle.

Market Share of Bangladesh Smart phones

Smartphones	2018	2019
Samsung	11%	22%
Symphony	20%	16%
Transsion	12%	9%
Walton	15%	9%
Xiaomi	5%	7%
Vivo		7%
Others	37%	30%
Total	**100%**	**100%**

Company Overview

A youthful worldwide advanced mobile phone brand concentrating on presenting great speaker quality that provide a flawless sound along extreme graphic art with forefront innovation, vivo is so much popular among youngsters   It makes and fabricates PDAs, PDA adornments, programming, and online administrations. Established in 2009, Vivo has immediately ventured into business sectors in Bangladesh and South East Asia.

Since its establishing in 2009, vivo has extended to more than 100 nations around the globe. Universal extension started in 2014, when the organization entered the Thai marketplace. Vivo immediately caught up with dispatches in India, Indonesia, Malaysia, Myanmar, Philippines, Thailand, and Vietnam.

VIVO YUYOUQI MOBILE (BD) CO. LTD. Started their business in the Bangladeshi market in 2017 December. The Company ’VIVO YUYOUQI MOBILE (BD) CO. LTD.’ was consolidated on 21th November 2017 with The Registrar of Joint Stock Companies and Firms under the Companies Act. 1994. The headquarter of VIVO Bangladesh is in 114, Police Plaza Concord, Tower B, Floor #10, Gulshan #1 Dhaka.

The number of employees in VIVO Bangladesh is 1001-5000 & the number of employee in VIVO YUYOUQI MOBILE (BD) CO. LTD is 201-500 employee.


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WHY IT WAS SELECTED?

The smart phones business has entered the time of PDAs purchasers by and by have very alternate points of view and demands of PDAs. To achieve the above objective, I have not confined my examination to just promoting techniques of vivo PDAs. So as to learn about the PDA business in Bangladesh, and to fathom the expansion that Marketing of vivo has around here, I have stretched out my task to do a particular investigation of Smart telephone market of the contenders of vivo. Through a close to report between the competitors and vivo progressed cell phone, I could land to a completion of the degree of Marketing of vivo

- To comprehend promoting technique of VIVO Bangladesh.

- To comprehend showcasing blend utilized by VIVO Bangladesh.

- To comprehend clients thinking towards the advanced mobile phone.

- To build my advertising information with the assistance of this venture.

-- To comprehend special exercises utilized VIVO Bangladesh.

- To comprehend dissemination systems of VIVO Bangladesh.

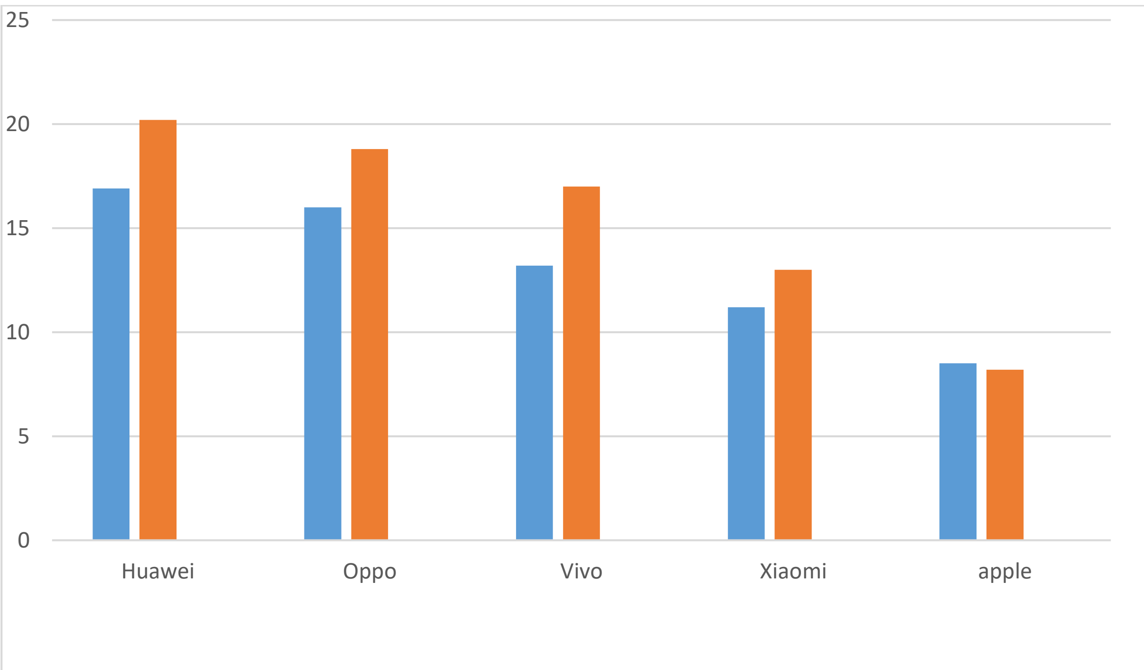
BBK COMPANY

It is a Chinese global enterprise that claims various famous brands across different buyer hardware markets, including earphones, Blu-beam players, and cell phones. It claims two significant cell phone and fan top choice—Oppo, Vivo, and OnePlus.

It has been working in different areas of China's gadgets fabrication from over the 1990's. The organization is started by tycoon Duan Yongping.

Vivo came a few later in 2009, and was established by Vivo CEO Shen Wei and Duan. The first Vivo mobile phones appeared in 2011 with an emphasis on ultra-thin structure factors, while depending on big name supports to gain by the smartphone boom.

Market share of leading smartphone manufacturer in china. Percentage of unit shipments



About VIVO

Vivo is a Chinese Global maker of savvy. Set up in 1995 vivo entered the media transmission and buyer equipment industry with landline phones and remote phones. From 2011, vivo started its PDA business. Beginning at 2014, vivo releases and markets its advanced cells under the vivo brand, situating as the fifth top PDA brand in China, and tenth top PDA brand all around. In 2014, vivo sold 25 million units in domain China, in 2015, the business volume would show up at 45million around the globe, with a typical retail cost of $300. The yearly creation limit is 60million units. Vivo is directly among the principle five most helpful PDA brand in China.

Recently 20,000 persons is working in vivo, 3,500 designers Research and Development focuses in Chongqing, Shenzhen, Dongguan. Machinery structure, assembling, (Android based Fun touch OS), it has fabricated a total and feasible ecological entity.

Innovativeness along with technology, it continues improving. 2012, vivo shaped the X1, the first Smart telephone via fuse a audio sound system chip, bearing about an unmatched sound experience. Pioneering this technology.

Thailand, Indonesia, Philippines, Myanmar, Vietnam and Philippines. Vivo started its business in Bangladesh in Decembor, 2017. In a brief moment vivo has established itself as a audio sound system & Smart brand.

Recently vivo is delivering Bangladeshi consumers with 1001-5000 employees and 10,000 brokers, in over 64 district, with a strong focus on Hi-Fi Music.64 district, with a strong focus on Hi-Fi Music.

Vivo execute to invest $30 Million in Bangladesh, Create 8000 Jobs in 2 Years

Vivo Bangladesh considerable its formal launch in Bangladesh with a great act in Dhaka where it additionally reveal its lead camera telephone Vivo Y71 that accompanies a 14 MP front camera. The ceremony was gone to aside in excess of 700 individuals from varying backgrounds, adding basic sentiment pioneers of the savvy cell phone industry, style icon, Film and TV on-screen characters. With eight innovative work

group and five creation units, it is a developing brand with PDA deals junction 90 million imprint (all around) in 2018 .Apart from BangladeshVivo has presence in a few worldwide business sectors including India, Malaysia Indonesia, China ,Thailand, , Philippines, Vietnam and Russia. While tending to the crowd VivoVivo is positioned one of the top telephone brands.

While allocation vital arrangement of Vivo for Bangladesh.

- This company will devote $25 m in Bangladesh.
- It will check its things through each and every accessible channel along with print, electronic, progressed, and outside media.
- There are so many popular superstar that Vivo will use as a ambassadors to become more popular in Bangladesh.
- The company will open 2000 Brand shop and also image shop in whole Bangladesh inside the following three years.
- It opens help center focuses every significant city notwithstanding as of now operating service
- The organization trusts in localization and this is the reason it has utilized 1,500 neighborhood workers inside initial six months.


2020

MISSION

ViVO Smart Medical Devices fundamental belief is tied in with carrying advancement to lives™. We accomplish this by planning and creating powerful, confided in reasonable restorative gadgets and human services innovations that include esteem, decrease expenditure and develop tolerant consideration. Its mission to straightforwardly bolster specialists along with self-sufficient system based producers to make, trade, and scatter their abilities in a strong situation through open administrations and projects

VISION

Tackle clinical requirements with Innovative development that passes on advanced genlte outcomes at a low priced. Consider in better ways of deal with address the issues of customers and restorative administrations by making imaginative remedial devices and social protection advancements that improve people's care, life and solace.

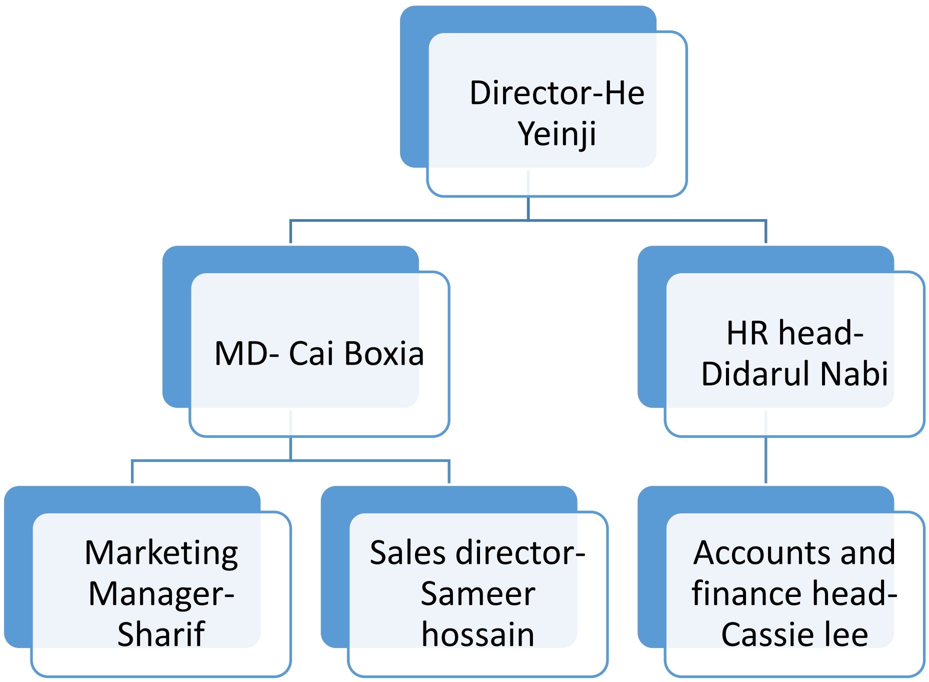
- For clients, company guarantee to give better items and principle benefits.
- For representatives, company executes to develop harmonious work climate of common regard.
- For investors, company committed to delivering larger speculation restoration than normal.

CORE VALUE

- Superior Quality
- Sustained Learning
- Customer Orientation
- Team Spirit
- Integrity

Organization factor of vivo Bangladesh

The main body of this organization is Director He Yeinji. He is the head of VIVO Bangladesh. This company is a Chinese company so all the main position is hold by Chinese people, after director the 2nd in command is Managing Director Cai Boxia. Sales department of this company is divided by 3 categories, each area has an individual in charge called Area sales manager (ASM), sales executive and sales man work under them. Head of the HR name is Didarul Nabi, and the accounts department also controlled by Chinese name is Cassie lee.



Core organization structure of Vivo Bangladesh

Chapter 4

Work Analysis of VIVO Bangladesh

VIVO YUYOUQI MOBILE (BD) CO. LTD.

Statement of Financial Position

As at 30 June, 2019

	Notes	30-Jun-19	30-Jun-18
		Taka	**Taka**
Non current assets			
Property, plant & equipment	4.0	3,368,365	4,465,428
		3,368,365	**4,465,428**
Current Assets			
Cash & cash equivalent	5.0	13,505,532	7,012,860
Closing stock	6.0	13,450,632	8,782,294
Advance, deposit & prepayment	7.0	15,103,378	12,305,000
Advance Income Tax (AIT)	8.0	1,433,643	299,537
Trade receivable	9.0	2,896,234	8,125,833
		46,389,419	**36,525,524**
TOTAL ASSETS		**49,757,784**	**40,990,952**
Equity			
Share capital	10.0	13,837,000	13,837,000
Share money deposit	11.0	43,932,872	31,421,493
Retained earnings		(29,889,315)	(8,961,217)
		27,880,557	**36,297,275**

Current Liabilities

Security money received from parties	12.0	882,250	1,437,250
Trade and other payables	13.0	17,756,111	2,500,618
Provision for tax	14.0	3,238,866	755,808
		21,877,227	**4,693,676**
TOTAL EQUITY & LIABILITIES		**49,757,784**	**40,990,952**

VIVO YUYOUQI MOBILE (BD) CO. LTD.

Statement of Profit or Loss

For the period from 1st July 2018 to 30 June 2019

	Notes	2018-2019	2017-2018
		Taka	**Taka**
Sales Revenue	15.0	539,811,004	125,968,070
Less: Cost of Sales	16.0	(483,918,235)	(109,218,892)
Gross Profit		**55,892,770**	**16,749,178**
Operating Expenses			
General and Administrative expenses	17.0	(55,955,901)	(22,286,996)
Sales, distribution & marketing expenses	18.0	(15,908,213)	(1,957,353)
Depreciation		(1,717,887)	(712,238)
Operating Profit		**(17,689,232)**	**(8,207,409)**
Other Income/Expenses			
Interest Income		-	2,000
Profit before tax		**(17,689,232)**	**(8,205,409)**
Income Tax Expenses		(3,238,866)	(755,808)
Net Profit		**(20,928,098)**	**(8,961,217)**

Statement of Cash Flows

For the period ended 30 June, 2019

		2018-2019	2017-2018
		Taka	**Taka**
A.	**Cash flows from operating activities**		
	Net profit/(loss) for the year	(20,928,098)	(8,961,217)
	Add: Depreciation	1,717,887	712,238
	Adjusted profit/(loss)	(19,210,211)	(8,248,979)
	Changes in working capital:		
	(Increase)/decrease in closing stock	(4,668,338)	(8,782,294)
	(Increase)/decrease in advance deposit & prepayment	(2,798,378)	(12,305,000)
	(Increase)/decrease in advance income tax	(1,134,106)	(299,537)
	(Increase)/decrease in trade receivable	5,229,599	(8,125,833)
	Increase/(decrease) Security money received from parties	(555,000)	1,437,250
	Increase/(decrease)trade and others payable	15,255,493	2,500,618
	Increase/(decrease) in provision for income Tax	2,483,058	755,808
	Net cash used in operating activities	**(5,397,883)**	**(33,067,967)**
B.	**Cash flows from investing activities**		
	Acquisition of property, plant and equipment	(620,824)	(5,177,666)
	Net cash used in investing activities	**(620,824)**	**(5,177,666)**
C.	**Cash flows from financing activities**		
	Proceeds from ordinary share capital	-	13,837,000
	Share money deposit	12,511,379	31,421,493
	Net cash from financing activities	**12,511,379**	**45,258,493**
D.	**Net change in cash and cash equivalents (A+B+C)**	**6,492,672**	**7,012,860**
E.	**Cash and cash equivalents as at 01 July 2018**	**7012860**	**-**
F.	**Cash and cash equivalents as at 30 June 2019 (D+E)**	**13,505,532**	**7,012,860**

VIVO YUYOUQI MOBILE (BD) CO. LTD.

Statement of Changes in Equity

for the year ended 30 June, 2019

Particulars	Share Capital	Share money deposit	Retained Earnings	Total
Balance as at 1 July 2018	13,837,000	31,421,493	(8,961,217)	36,297,276
Issued as paid up capital	-	-	-	-
Share money deposit	-	12,511,379	-	12,511,379
Profit/(Loss) for the period	-	-	(20,928,098)	(20,928,098)
Balance as at 30 June 2019	**13,837,000**	**43,932,872**	**(29,889,315)**	**27,880,557**

1.0 Reporting entity

VIVO YUYOUQI MOBILE (BD) CO. LTD is a leading global Smartphone distribution brand focusing on introducing products with professional-grade audio, extraordinary appearance, and fast and smooth user experience. Vivo yuyouqi entered to the Bangladeshi market in 2017. The Company 'VIVO YUYOUQI MOBILE (BD) CO. LTD.' was incorporated on 21 November 2017 with RJSC under the Companies Act. 1994. The Company has been incorporated by two Shareholders, Mr. He Yanjie, Director, and Mr. CAI BOXIAO, Managing Director of the Company owns 60% and 40% shares respectively. The Company shall be entitled to commence business from the date of incorporation and it is to carry on the business of all sorts of Mobile phone set business, mobile set, equipment import, buy, sell, supply, assemble and to establish a manufacturing unit or producing and others businesses may include all or any of the several objectives express in Memorandum & Article of Association of the Company which may extend allover.

2.0 Basis of accounting

These financial statements have been prepared in accordance with Bangladesh Financial Reporting Standards (BFRSs) as adopted by Institute of Chartered Accountants of Bangladesh.

Details of the company's accounting policies, including changes during the period, if any, are included in Notes-03.

2.1 Authorization for issue

These financial statements were authorized for issue by the Board of Directors of the company on ………………………..

2.2 Other regulatory compliances

The Company is required to comply with following major laws and regulations along with the Companies Act 1994:

The ITO, 1984
The VAT Act.1991
The VAR act,1991
The Companies Act 1994

2.3 Reporting period

The reporting period of the company is from 1 July 2018 to 30 June 2019. Since the company was established on 21 November 2017 the first set statement of accounts covers the period from 21 November 2017 to 30 June 2018. As per IAS 1 Presentation of Financial Statement, comparative has been provided in the financial statements.

2.5 Use of judgments and estimates

In preparing these financial statements, management has made judgments, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revision to estimates are recognized prospectively.

(a) Judgments

Information about judgments made in applying accounting policies that have the most significant effects on the amounts recognized in the financial statements.

(b) Assumptions and estimation uncertainties

Information about assumptions, estimation and uncertainties that have a significant risk of resulting in a material adjustment in the period ending 30 June 2018 is included in the following notes:

Notes to the Financial statements

			30-Jun-19	30-Jun-18
			Taka	**Taka**
4.0	**Property, plant and equipment**			
	Opening balance		4,465,428	-
	Add: Addition during this year		620,824	5,177,666
			5,086,252	**5,177,666**
	Less: Accumulated depreciation	(Note: 4.1)	(1,717,887)	(712,238)
			3,368,365	**4,465,428**
4.1	Accumulated depreciation			
	Opening balance		712,238	712,238
	Add: Charged for the year		1,717,887	-
			2,430,125	**712,238**

Details of property plant and equipment's are given in **Annexure-A**

5.0	**Cash & cash equivalent**			
	Cash in hand		6,473,248	6,590,006
	Cash at bank	(Note: 5.1)	7,032,284	422,854
			13,505,532	**7,012,860**
5.1	Cash at bank			
	Commercial Bank of Ceylon PLC		387,285	105,055.20
	Dutch-Bangla Bank Limited		6,414,468	317,798.60
	Brac Bank Ltd. (BBL)		12,918	
	City Bank Ltd. (CBL)		217,613	
			7,032,284	**422,854**
6.0	**Closing stock**			
	Mobile phone		13,450,632	8,782,294
			13,450,632	**8,782,294**

7.0 Advance, deposit & prepayment

Security money paid to Vivo Mobile Company (BD) Ltd.	12,000,000	12,000,000
Advance advertisement expenses	50,000	50,000
Advance rent	-	255,000
Security money paid to Parties	3,035,000	
VDS Receivable	18,378	-
	15,103,378	**12,305,000**

8.0 Advance Income Tax (AIT)

Opening Balance	299,537	-
Add: Addition during this year	1,433,643	299,537
	1,733,180	299,537
Less: Adjustment during the year	299,537	-
	1,433,643	**299,537**

9.0 Trade receivable

	30-Jun-19	30-Jun-18
	Taka	**Taka**
EA Bangladesh	2,325,365	5,525,365
New Network Business	-	6,250
Asia Electronics	415,115	1,348,266
Receivable-VIVO MOBILE BD CO. LTD		1,245,952
GMC Telecom	63,784	-
Great Wall	41,715	-
Hamim Telecom	50,255	-
	2,896,234	**8,125,833**

10.0 Share capital

Authorized:		
10,00,000 ordinary share of Tk 100 each	100,000,000	100,000,000
Issued, subscribed and paid up:		
1,38,370 ordinary share of Tk 100 each	13,837,000	13,837,000

Number and percentage of shareholdings as at 30 June 2018

Shareholders	%	Number of Share		Taka
Yu You Qi International Group (Hongkong) Co., Limited, represented by Mr. He Yanjie	60%	83,022	8,302,200	8,302,200
Mr. CAI BOXIAO	40%	55,348	5,534,800	5,534,800
	100%	**138,370**	**13,837,000**	**13,837,000**

11.0 Share money deposit

Opening balance	31,421,493	-
Add: Addition during this year	12,511,379	45,258,493
	43,932,872	45,258,493
Less: Issued as paid up capital	-	13,837,000
	43,932,872	**31,421,493**

12.0 Security money received from parties

Opening balance		-
Add: Addition during this year	882,250	1,437,250
	882,250	1,437,250
Less: Adjustment during the year	-	-
	882,250	**1,437,250**

13.0 Trade and other payables

Salaries payable for the month of June 2018	1,878,277	1,858,228
TDS payable	316	375,586

VDS payable	-	197,804
Audit fee payable	46,000	69,000
Payable-VIVO MOBILE BD CO. LTD	15,831,518	-
	17,756,111	**2,500,618**

		30-Jun-19	30-Jun-18
		Taka	**Taka**
14.0	**Provision for tax**		
	Opening balance		-
	Add: Addition during this year	3,238,866	755,808
		3,238,866	755,808
	Less: Adjustment during the year		-
		3,238,866	**755,808**
15.0	**Sales revenue**		
	Sales	544,681,914	127,909,599
	Less: Sales return	-	(402,059)
	Less: Sales Discount	(4,870,910)	(1,539,470)
		539,811,004	**125,968,070**
16.0	**Cost of Sales**		
	Opening Balance	8,782,294	-
	Add: Purchase	493,457,479	119,785,686
	Less: Price drop discount	(4,646,463)	(796,130)
	Less: Live demo discount	(224,443)	(988,370)
		497,368,867	**118,001,186**
	Less: Closing stock	(13,450,633)	(8,782,294.00)
		483,918,235	**109,218,892**

17.0 General and Administrative expenses

Bank charge	47,942	26,995
Car rent	1,013,697	466,488
Commission	413,210	483,683
Courier expense	2,030	2,500
Electronics & installation	108,867	132,392
Employee welfare	1,786,401	53,835
Entertainment	1,934,473	971,067
Internet bill	222,736	45,800
Local conveyance	1,102,248	81,196
Mobile bill	6,026	2,500
Office maintenance	277,189	213,884
Office rent	10,228,855	4,972,102
Office supplies	150,282	129,456
Repair & maintenance	156,185	35,204
Salaries	35,515,788	13,026,628
Transportation cost	532,800	304,974
Utilities	1,223,771	756,313
Warehouse rent	683,973	512,979
Audit fees	46,000	69,000
Consultancy Service	250,000	-
Office Stationary	86,661	-
Overtime	66,150	-

Service Charge	64,101	-
Bank Error	1	-
Late Fees	36,515	-
	55,955,901	**22,286,996**

	30-Jun-19	30-Jun-18
	Taka	Taka
18.0 Sales, distribution & marketing expenses		
Advertisement expenses	14,722,371	589,152
Bonus (target)	5,000	120,000
Decoration	252,358	141,902
Fuel and expenses	578,803	260,783
Printing & packaging	245,931	142,129
Tour & travel expense	-	338,388
Vivo bag purchase	103,750	365,000
	15,908,213	**1,957,353**

19.0 Other discloser

19.1 Related party transaction

There was no related party transaction during the period ended 30 June 2019.

19.2 Employees

During the year under audit, there was 194 (One hundred ninty four) employees employed by the company.

Chapter 5

Findings, Recommendations & Conclusion

Findings:

- Number of employees in the Accounts Department is lower than they need. With 40 branches VIVO Bangladesh has 10000 employees. But in Accounting division the numbers of employees are 20 to 25. The amount of work is huge. Sometimes employees get bored and efficiency drops.
- Though they have website of their own but sometimes employees face problem to search any information from website and database and recruitment database system is not updated.
- There isn’t sufficient information in job advertisement about the required job.
- Company needs some fresh ideas, so the HRD needs to recruit some fresh graduates.
- Although there is are the above mentioned problems. The work environment is excellent, the supervisors and other management people are very friendly & it is also safe for female employees to work there.

SUGGESTION AND RECOMMENDATION

- Need to dispatch progressively cell phones in the middle of 5000 to 8000
- Its time target online market which can create more clients.
- Keep up DIRECT PRICE cost with the goal that cost ought to be disgrace in full scale lets.
- There ought to be adequate stocks given to all the outlet according to the client necessity.
- The conveyance channel ought to be improved.
- There ought to be progressively limited time exercises done in the open territory.
- The advertisement crusade ought to be made with the brand ministers.
- New thoughts ought to be executed to catch client eye.
- It should dispatch panel to inspire clients

Conclusion

Vivo started business in Bangladesh in 2017 December, it is a Chinese brand. It launched its product in 2017 in Dhaka. It is facing a tough competition with competitors because it is new in Bangladesh. So In this competition single marketing policy is not good for any company.In Bangladesh right now ATL is less effective than BTL so VIVO should invest its marketing investment in BTL,by setting up it's office, store in commercial place for better result . We can't

ATL may be less effective but totally ignorance of ATL might be not a good idea because it can create a larger brand awareness among people.

We have already know that, brand awareness has a vital role with customer base,so vivo should invest its money for various types of promotion like- print media, banner, Tv advertisement, leaflet etc .

Though it is a china based phone but in contrast to other china based smart phones it provide better quality and sound system. This smart phone gain popularity by providing fun touch OS and hi fi features.

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