

**“INTERNSHIP REPORT ON BANGLAMARK CORPORATION”**



**Submitted to**

**Islamic University of Technology**

**in partial fulfillment of the requirements for the degree of  
BBA in Business and Technology Management (BTM)**

**Submitted by:**

**I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.**

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**Student ID: 170061003**

**Batch: 17, Session: 2020-21**

**Department of Business and Technology Management  
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*Rakeen*

*Dr. Md. Abul Kalam Azad*

## Letter of Transmittal

17<sup>th</sup> April 2022

**Dr. Md. Abul Kalam Azad**

Associate Professor

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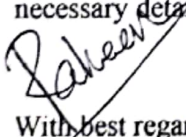
Islamic University of Technology (IUT)-OIC

Board Bazar, Gazipur-1704, Bangladesh.

**Subject: Submission of Internship Report on “Internship Report on Banglamarck Corporation”.**

Dear Sir,

With utmost respect, it is a great pleasure to submit my internship report for the four-month-long internship program completed at Banglamarck Corporation under Complex Bid Division. I have put my paramount effort to make this report a meaningful and successful one. I took this report as an opportunity to reflect on my learning about the whole scenario of corporate life, organizational policy, internal work environment, and different aspects of the assigned functions. I look forward to making the best use of the knowledge that I have gained from this Internship. I would like to express my sincere gratitude to you for your kind guidance & suggestions in preparing the report. I would like to apologize for any mistakes that I have made during preparing this report. If you need any further clarification for any part of this internship report, I would eagerly provide the necessary details.

  
With best regards,

**Serajur Rakeen Rafid**

Student ID: 170061003

## ACKNOWLEDGEMENT

The following report was achieved through the support and guidance of several people. I would like to express my heartfelt gratitude towards everyone that has made this report possible.

First and foremost, I would like to thank my DGM, Mr. Ifran Uddin Bickey, and my team members in the Complex Bid Division who welcomed me into an extremely friendly and open minded environment. They have taught me many things that I can carry forward and utilize in my professional career. I would also like to mention our respected Advisor, Associate Professor Md. Abul Kalam Azad sir for guiding us through the entire process of preparing this report from the start to the end.

Finally, I would like to extend my word of appreciation towards my friends and family who have morally supported me throughout my life and continue to do so.

*Rakeen*

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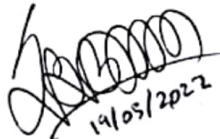
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## EXECUTIVE SUMMARY

The primary purpose of this report is to encapsulate the experience gained from the 3-month long internship program at Banglamark Corporation. It includes an overview of the company and its many divisions, an analysis of the industry Banglamark is operating in, my responsibilities in the workplace and finally the things I have learned and contributed to while participating in this program.

Banglamark Corporation is essentially split into 8 main divisions: Energy, Power, Engineering & Construction, Heavy Equipment & Bid, Industrial Turnkey Solutions, IT & Fintech, Security and Defense and finally Marine. Under the Bid Division is the Complex Bid Department where I was assigned the role of coordinator. The complex bid department is essentially a culmination of all the departments where we bid on several projects (both private and public) with the help of all the specialized workforce in the different divisions. Banglamark not only does supplies and projects but they also follow through with sufficient after sales service for all their projects to ensure incredible relationships with client/customers.

The industry Banglamark Corporation operates in is on the rise and will continue this trend for the next two decades at least. This is due to the fact that most of the divisions within the company work with projects that are essential to the development of an economy. For instance, power plants, fuel plants, ports, supply of construction equipment required for infrastructure development, defense products etc. All these mentioned and more contribute to the economic growth of any developing nation. Seeing that Bangladesh is in this stage of development, this entire industry has a bright future for years to come. This is the same for the global state of this entire industry as well. This is specially due to the fact that development knows no bounds and there will always be something new that can perform better than current technologies can offer.

During my time at Banglamark, I have been directly involved with a number of projects where I have been responsible from the bottom to the top of the entire process. Starting from searching a suitable project/tender for the manufacturers we have, to preparing all necessary documents for a proper bid/offer, to winning the project in our favor. This has led to a better understanding of how to participate and compete at a high level in our National Marketplace. This exposure to competition from reputable companies has helped me become more capable in working in a corporate environment.

Therefore, through this program I have experienced the business world first hand and have come to realize the opportunities available in our country for the coming years. I have been able to envision the path I can take to not only improve my professional career but also contribute and give back to our society.

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## CHAPTER ONE: INTRODUCTION

This report, as mentioned before, is regarding the 3-month long Internship program under our 8<sup>th</sup> semester course BTM-4800. It will cover the experiences, knowledge, analysis and conclusions of this Internship.

BANGLAMARK CORPORATION is operating in a number of industries depending on its various divisions but if were to bring all of these industries under one banner, you could frame the industry to be within the realms of Infrastructure Development. Out of these many sectors, Banglamark started out in the LPG Plant Industry. About 60-70% LPG plants constructed in the past decade in Bangladesh has some form of contribution, whether equipment or the construction itself, from Banglamark. From this initial achievement, now Banglamark has grown to be a company with almost 350-400 employees, giving it the resources needed to run the various divisions under its wing.

Out of Banglamark's many departments, I worked as an Intern serving the role of coordinator under the Complex Bid Department. This department essentially utilizes the various divisions within the company to compete in government and private sector Tenders. Tenders are basically competitions in the sense that many firms will participate in them and only those that meet the technical requirements of the client at the best possible price will be given the opportunity to work in said project. Tenders can be both International Competitive Tender (ICT) and National Competitive Tender (NCT). These can also be Limited (specific firms can only attend) or Open (Anyone can participate).

Hence, my main focus of work was Tenders and Client Based Projects. It entailed everything from sourcing to find suitable projects for the company, to finding firms/manufacturers abroad with the capabilities to attend said projects/tenders and finally preparing all necessary documents to participate in these projects/tenders. Throughout the duration of this internship program, I was under the supervision of the Mr. Ifran Uddin Bickey, Deputy General Manager who is the head of the Bidding Team which looks after almost all of the tenders being handled by the company.

This report will therefore focus on these projects/tenders and my experience working in our domestic market as well as my learnings from interacting with countless suppliers, manufacturers, principals from all over the world.

## **CHAPTER 2: COMPANY OVERVIEW**

Banglamark Corporation has been operating in the Bangladesh over the last decade for the sole purpose of becoming a Global company capable of bringing International standard solutions to our local community. In realization of this dream, after a long journey of perseverance and dedication, Banglamark has founded various divisions in the sectors of Construction, Heavy equipment, Industrial Infrastructure, Power & Energy, Oil & Gas, Defense & security etc. Banglamark is now an awarded Gold Member of Indian Chambers of Commerce and Industry (IICI) and hopes to become an even bigger organization.

### **Objective of the company:**

Banglamark may have numerous divisions that are well established in various sectors but this is not their main objective. Their main focus remains the same as it was over a decade ago, and that is to become a solution provider. A solution provider who is capable of providing trustworthy and high quality remedies for anyone and everyone.

### **Mission and Vision:**

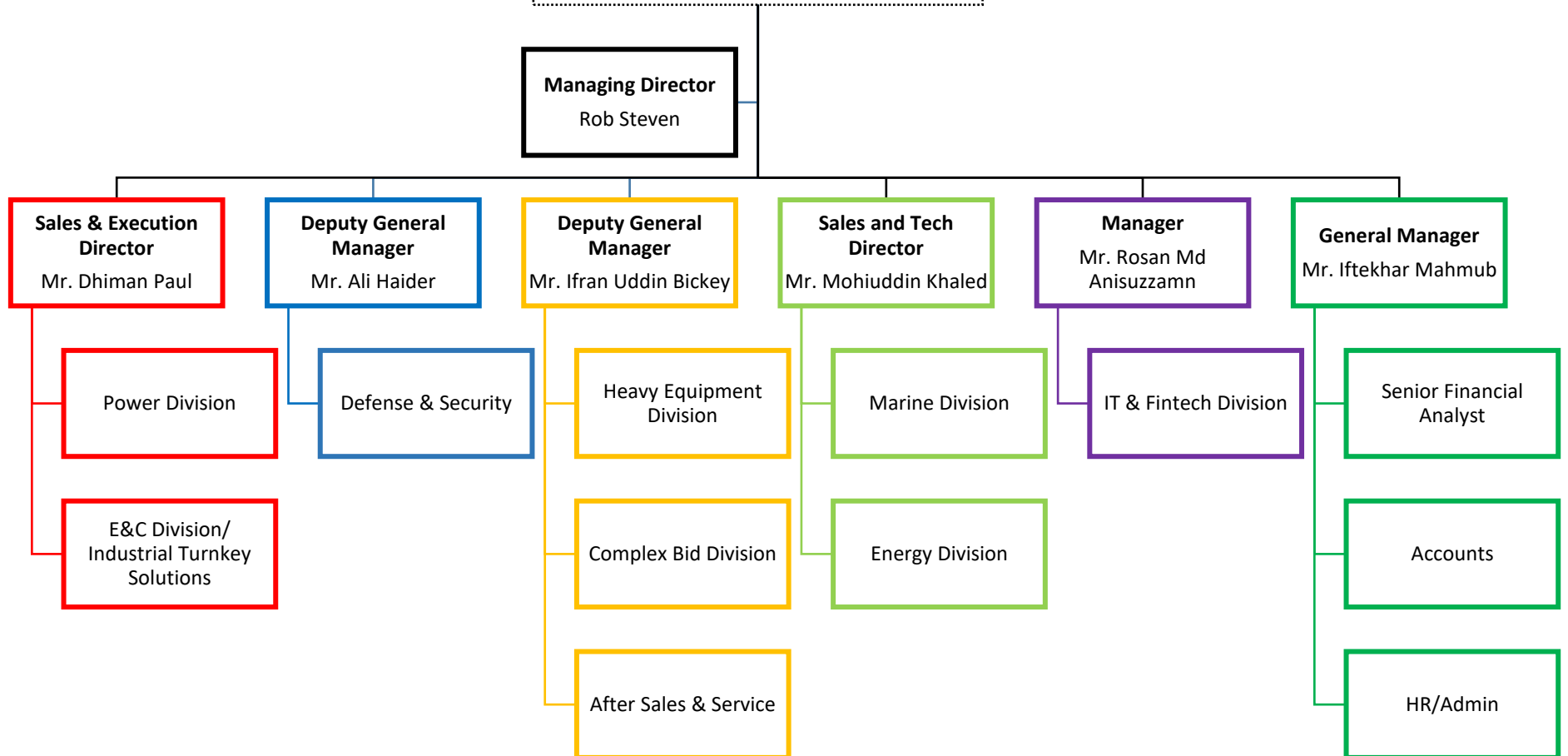
Mission: Banglamark strives to be acknowledged as a global partner in aiding our clients succeed in today's ever-changing market and to be recognized as a leader not only at home but worldwide as well.

Vision: Banglamark's ultimate vision is to create a business chain through entrepreneurship that can work for the betterment of Bangladesh.

### **Different divisions and departments:**

Banglamark began their journey through the Oil & Gas Sector. They did everything from the ground up. Starting from construction to installation to commissioning to after sales services. This lead to various ties with suppliers and manufacturers from all over the world, which in turn allowed Banglamark to evolve to their current state. The following organogram dictates the hierarchy of present Banglamark operations:

# BANGLAMARK CORPORATION



Energy Division:

Banglamarck energy division is well-known for its supply of LPG Turnkey solutions. This division along with Makeen Energy and S-tank engineering has contributed to at least 60-70% of LPG plant establishments over the past few years in some form or another. The Energy Division mostly focuses on LPG projects and supplies. Since this sector was Banglamarck’s introduction to the market, the Energy division is now a fully functional division on its own. The table below shows some examples to portray the nature of work of this division in the Energy Sector.

List of projects	
LPG Bottling Plant	Cryogenic System Terminal
LPG/LNG/Fuel Storage Terminal	CNG/LNG & LPG Components
Vaporizer & SNG System	Natural Gas Processing Plant
Housing & Commercial Reticulated System	Gas Meter System
LNG Regasification Terminal	Condensate Fraction Plant
Cylinder Manufacturing Plant	Ammonia Tank Terminal

The following companies have worked in cooperation with Banglamarck for the Energy Sector:



Power Division:

Banglamarck Power Division essentially deals with generators, engines and power plants. They are the “Authorized Dealer” of internationally known brands such as FPT, AKKOPOWER & GRUPEL. The purpose of acquiring several partners for the same items is the flexibility that comes with it. It allows Banglamarck to sell to various customer bases according to their budget and requirements.

The following companies are working in cooperation with Banglamarck for Power Sector:





Engineering & Construction Division:

Banglamarck E&C Division is one of the more experienced divisions within the company as it has run in parallel with the Oil and Gas Division. They have now branched out from industrial construction to many other projects both private and governmental. They have countless projects under their belt with highly experienced personnel at their disposal.

This department, with the help of other co-existing divisions, has their own equipment and man power capable of taking care of projects starting from designing to construction to completion. The existence of this department is also beneficial for Banglamarck’s other turnkey projects and tenders as well. Where most companies need to sub contract their E&C work to other companies, we can simply assign the work to our own E&C division. This helps keep costs of projects economical and also makes sure Banglamarck is not dependent on any other firm while carrying out our projects.



Heavy Equipment & Bid Division:

Much like the E&C division, the Heavy Equipment Division has many years of work experience. They specialize in supply of various equipment, common and unique, to both Private and Public Sectors. This division operates both through commercial sales and participation in Tenders all over the country. This is where the Bid Division, more importantly the Complex Bid Department comes in. The Complex Bid Department is responsible for all the bidding, communication, documentation and finally delegation of work for all undertaken project/tenders.

The Heavy Equipment Division’s responsibilities extend to maintenance and service of all equipment supplied as well. They have their own workshop with after sales specialists to ensure complete customer satisfaction.

The following is a list of some of the equipment currently in Banglamarck Inventory;

Lifting Equipment	Rough Terrain Crane, All Terrain Crane, Truck Crane, Crawler Crane, Balance Crane, Tower Crane, Overhead Crane, Gantry Crane	Construction Equipment	Excavator
	Material Handler		Wheel Loader
	Tele Handler		Backhoe Loader
	Forklift		Motor Grader
	Reach Truck		Dozer
	Aerial Working Platform		Asphalt Paver
	Scissor Lift		Road Roller
			Concrete Paver
			Soil Compactor
			Earth Drilling Rig
	Rammer		
	Plate Compactor		
	Asphalt Cutter		

Commercial Vehicle	Dump Truck	Concrete Equipment	Vibrator
	Prime Mover		Mobile Batching Plant
	Trailer		Transit Mixer
	Water Truck		Concrete Pump
	Fuel Tanker		Boom Pump
	Bitumen Sprayer		Concrete Batching Plant
Industrial Equipment	Shearing Machine	Amphibious Equipment	Dredger
	Shredding Machine		Excavator
	Baler		Dumper

The following companies are working in cooperation with Banglamarck for the Heavy Equipment Sector:



Out of the above displayed companies, Sennebogen and Liugong are Banglamarck’s best sellers in the private market. Sennebogen is a German manufacturer of Material Handling Equipment known worldwide for their performance and quality. They are the number one choice of many of the biggest names here in Bangladesh like KSRM, BSRM, AKS, Anwar Spat etc. On the other hand Liugong is a Chinese manufacturer of construction equipment known for their affordability in price and with the help of Banglamarck’s 24/7 service centers, Liugong is becoming a fan favorite amongst smaller construction companies.



Industrial Turnkey Solution Division:

The Industrial Solution division is associated with establishing a wide variety of production plants starting from power generation to recycling to food and beverage. They work with international brands to procure and implement solutions for clients. They take requirements of the clients and consult with their foreign manufacturers to design from scratch the production plant and thanks to the E&C division they are also the ones who construct the plants themselves as well. The following are some brands that work in cooperation with Banglamarck in this sector:



IT & Fintech Division:

Banglamarck IT & Fintech division is not like those of many other companies. This division is essentially operating to make our existing expertise easier to reach for our clients. For instance Kablewala, Cylinderwala allows clients to acquire cables and LPG/LNG support from the comfort of their own offices. Despite being a more of a supporting division Kablewala has achieved awards for Quality Leadership & Women Empowerment from Indian Chamber of Commerce. There are other segments to this division as shown below:



Marine Division:

Banglamarck Corporation has a dedicated team of marine professionals that manage all sorts of marine projects starting from fender to specialized ships to marine construction. They are also distributors of marine engines and other accessories. The marine division is headed by Marine Engineers so they are highly capable in terms of technical knowledge and along with the experienced sales team at Banglamarck they are equally capable in commercial areas, giving clients full support in response to their demands.

The following brands are working together with Banglamarck in this Sector.







### Security & Defense Division:

BanglamarK Defense and Security division has an outstanding record in respect to supply of specialized equipment for all branches of the Military (Air force, Navy & Army). They work with three of extremely well known Defense Oriented Manufacturers in the world; Iveco Defense, Leonardo Defense and Rheinmetall Defence. They work mostly through Directorate General Defense Purchase (DGDP) which is the procuring entity of all three defense wings in Bangladesh. They work with law enforcement agencies such as RAB, Police, and Coastguard as well. Their specialty encompasses information collection and jamming solutions, vehicular solutions, drones and other defense related items.

The following companies are some of the more prominent suppliers that work in parallel with BanglamarK in this sector:



### Customer base:

BanglamarK, due to its different divisions, has a wide range of clients from all kinds of backgrounds. Below are some of the more noteworthy clients over the past few years;

- Chittagong Port Authority (CPA)
- Khulna Shipyards
- United Enterprise
- Bangladesh Air Force
- Bangladesh Navy
- Bangladesh Army
- Green Smart Shirt Ltd.
- KSRM
- BSRM
- RSRM
- SWO
- Madina Group
- Bashundhara Group
- MI Cement
- Western Engineering
- Energypac
- Index Power & Energy
- Anwar Spat
- BM Energy Ltd.
- Civil Aviation Authority Bangladesh
- Orion Gas Limited
- Mongla Port Authority
- RHD Bangladesh
- NDE
- Seven Rings Cement
- Abdul Khair Steel Mills



## CHAPTER 3: INDUSTRY ANALYSIS

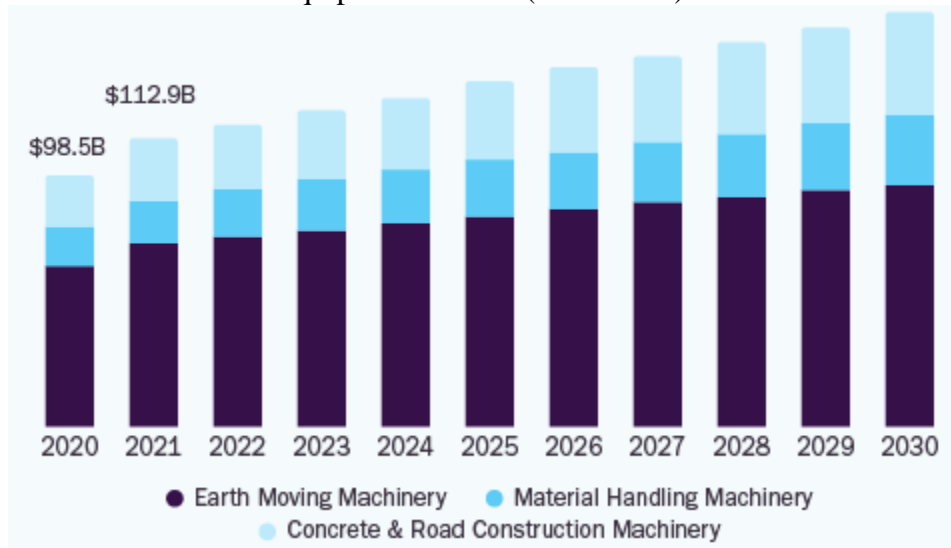
If we were to assign Banglamarck to a specific industry it would be the Construction and Equipment Industry. This is due to the fact that other divisions contribute to a much smaller portion of the company's annual revenue compared to their Equipment and E&C divisions. Most of the large scale work is related to turnkey projects that require both construction and equipment supplies for a full working solution.

### **Global Industry Analysis:**

The state of the global market for Construction and Equipment was valued at over “112.98 Billion USD” back in 2021 and this amount is only expected to rise at a rate of almost 3.9% from 2022 to 2030 annually. This is largely due to the increase in expenditure of consumers in the construction sector.

A vast amount of people are now investing in both residential and commercial spaces after the cut in housing rates, taxes and various stimulus packages issued by governments all across the globe. This has led to an increase in demands combined with a lack of interest in savings and instead investing in multiple places as the pandemic of Covid-19 altered the spending behavior of many consumers.

### **Global Construction Equipment Market (2020-2030):**

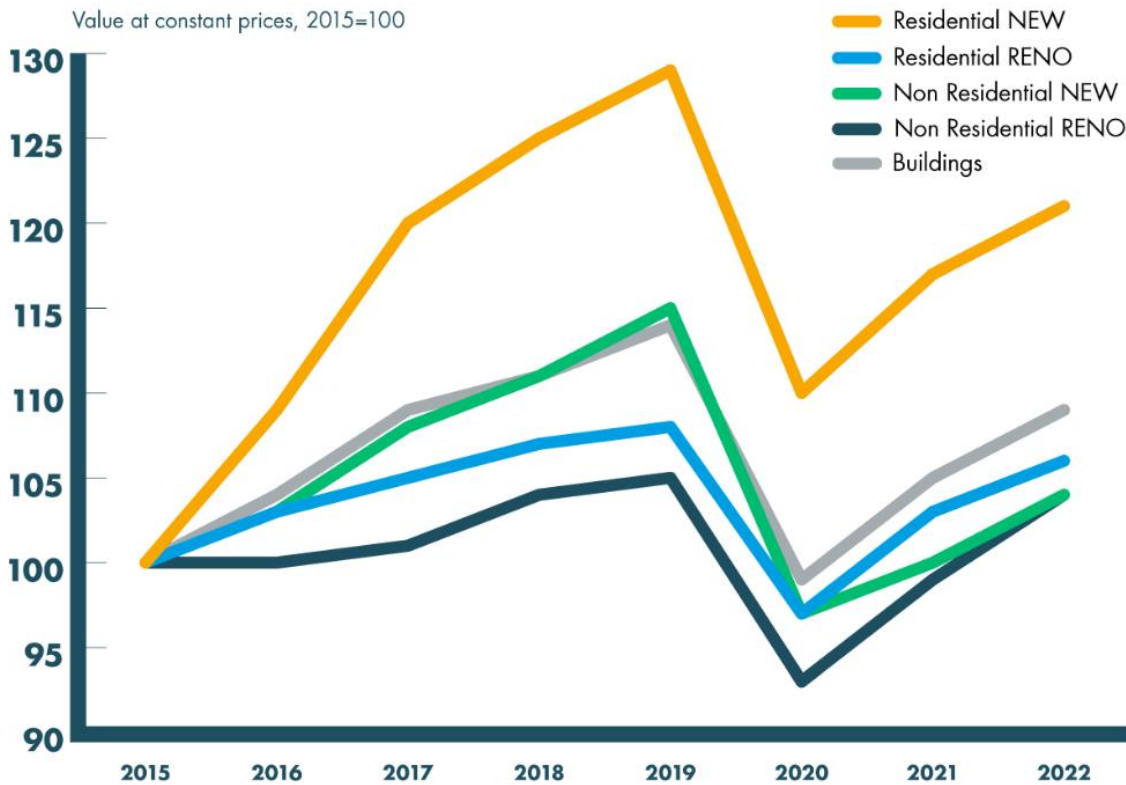


That was not all, aside from the increase in demand, there has been a sizeable decrease in the supply of essential raw materials such as semiconductors which are essential not only for equipment manufacturing but also any electronic device on the planet. This is causing supply chain and inventory issues for a couple of years to say the least. To add to this already difficult supply scenario, now the world as a whole is moving towards electric equipment compared to those run on fossil fuels. This is further adding to the strain of an

already stretched out semiconductor supply. This increase in demand coupled with a reduced supply has led to an increase in overall value of this industry.

It has not all been good news during the Covid-19 Breakout though. The pandemic has had an adverse effect on construction activity. The lockdown caused not only manufacturing plants to run on almost 50% capacity but also shut down many construction sites due to social distancing guidelines. Original Equipment Manufacturers (OEMs) suffered from massive supply chain disruptions and temporary closure of many stores and factories.

However now heading into 2022 after two years of slow operations, the construction and equipment sector is looking to bounce back at full force. All projects and works that had come to a standstill are now being resumed along with many new aspirations. The graph below demonstrates this general trend in fall and rise of construction activity and the use of equipment.



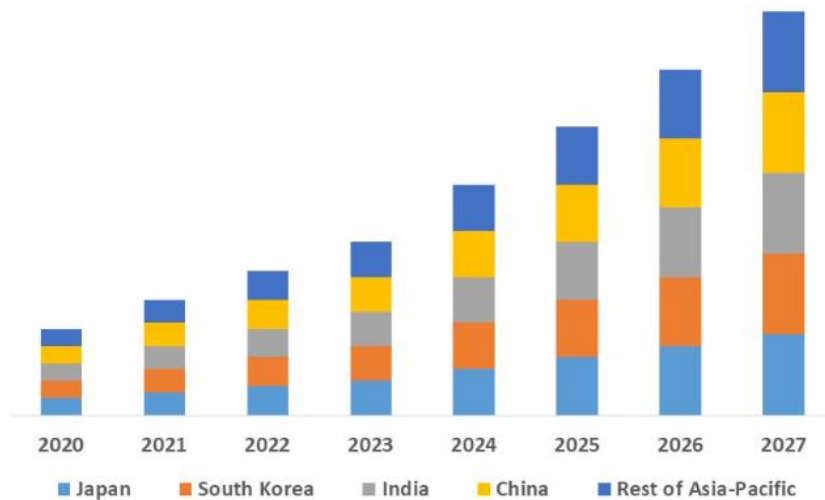
Overall these changes have led to a general increase in price of construction projects and equipment. This spike is expected to flatten as more companies look for more efficient solutions to their production and construction methods. OEMs are looking to merge through acquisitions, take-overs, joint ventures to combine customer bases and resources to minimize system losses in production and supplies. For instance, In January 2021, Komatsu Ltd. has agreed with Honda Motor Co. Ltd for a joint development to convert Komatsu excavators from diesel powered to electricity run equipment.

## Regional Industry Analysis:

All regions of the globe have not been affected in the same way. Asia Pacific is said to have largest revenue share worldwide. Almost 40% of the global value in construction and equipment supplies were allocated in this region in 2021 with expectations of over 4% increase in Compound Annual Growth Rate (CAGR) from 2022 to 2030. This is mainly because of the huge amounts of Infrastructure related works currently going on within this region.

On top of this the recent Regional Comprehensive Economic Partnership (RCEP) free trade agreement between China and Asia Pacific Countries (i.e: Japan, Australia, South Korea, India, Bangladesh and other Southeast Asian Countries) has led to an influx in demand for the entire region as it looks to improve Infrastructure to aid in better land transportation routes within these nations.

Asia-pacific Data Center Construction Market is Expected to Account for USD 17,100.96 Million by 2027

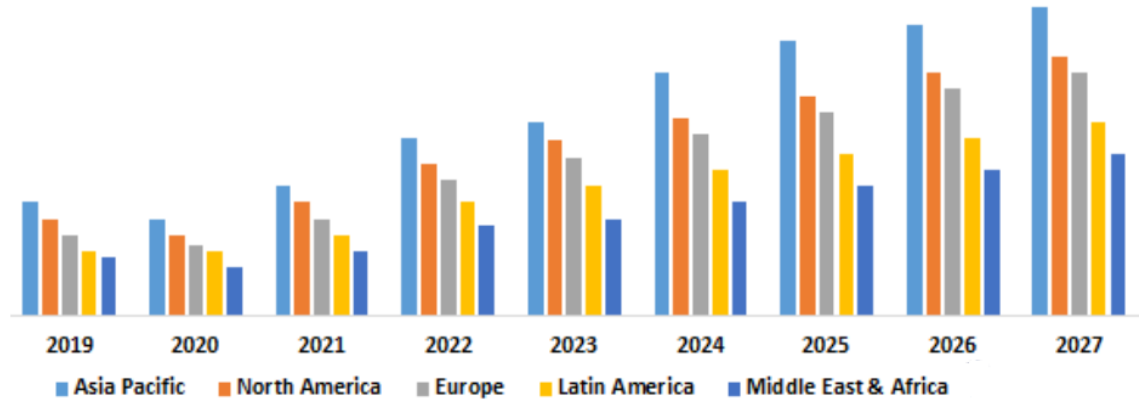


Following the Asia Pacific region are the Middle East and African Nations. They are expected to have similar trends to those experienced by the Asia Pacific region in the coming few years as they will also look for many Infrastructure development projects. Again there is the influence of Chinese investments in this region as China looks to boost their regional economic bonds with these countries to off-set the effects of the US-China trade war.

North America is to closely follow these regions with an expected CAGR of 3% as the countries in this region already have high standard infrastructure and the demand is mostly derived from residential and commercial investments by clients/consumers. The

graph below shows the region wise trend that is expected from the construction industry globally for the upcoming future.

**Global Construction Market by Region (2019-2027) (US\$ Mn)**



### Bangladesh Industry Analysis:

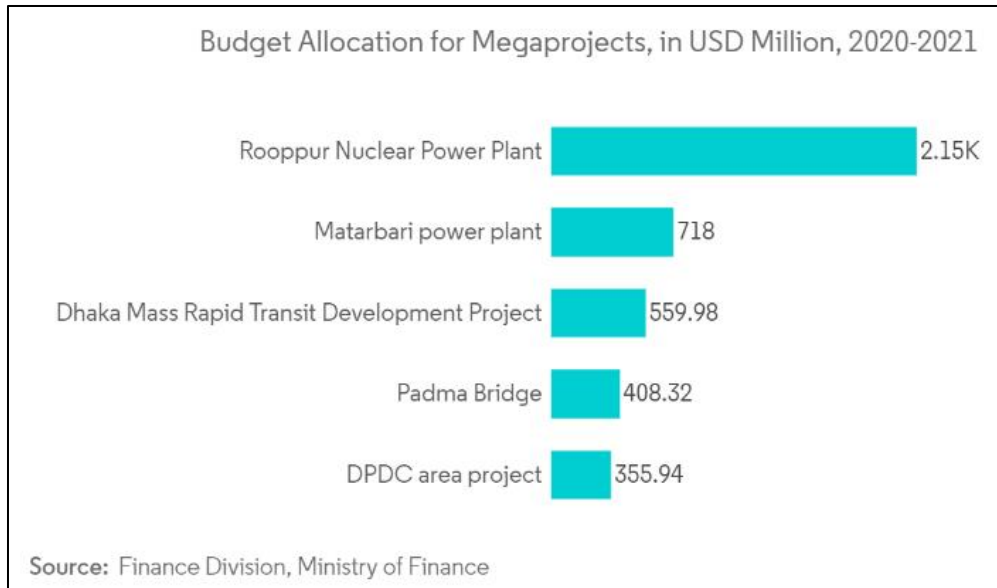
Much like the global market Bangladesh has experienced an initial decline in the Construction and Equipment Industry during the COVID-19 Pandemic and is now experiencing an upward trend in terms of growth. The National Construction Market has been expected to increase at a CAGP of almost 8% in the coming years.

A lot of this growth is coming in from the two Mass Rapid Transport (MRT) Mega Projects approved by The Executive Committee of National Economic Council (ECNEC). These projects themselves are worth around BDT 940 Billion. Aside from that there is the Padma Bridge Construction and massive railway infrastructure development to the south of Bangladesh. The Government has suggested a budget worth BDT 603,681 crore (USD 72.42 Billion) for the fiscal year of 2022 out of which BDT 225,324 Crore (USD 26.8 Billion) has been set aside for Annual Development Program (ADP).

Aside from the above mentioned projects the ADP also includes the construction of a few other significant projects across the country such as the Rooppur Nuclear Power Plant, Renovation of Hazrat Shahjalal International Airport along with a full new Terminal and Runway, Matarbari ultra-supercritical coal-fired power plant, Karnaphuli Tunner (Bangladesh's first tunnel beneath the Karnaphuli River) etc. The primary aim of the government is to set up an unified and uninterrupted communication network throughout Bangladesh through these mega projects and meet the increasing demands of the country.

The Metrorail and Padma Bridge have already seen some noticeable progress with the overall progress of Metrorail Line-6 at 67.63% as of June 2021 while the Padma Bridge project has made more than 93% progress as of March 2022 with estimated completion sometime after the June 2022. The Padma Bridge will connect the country's southwest

with its northern and eastern regions. Also to meet Bangladesh’s increasing electricity requirement, the government is looking into investing in power infrastructure. The demand for electricity is forecasted to reach 40 GW by as soon as 2030 leading to the government exploring sources for almost a 70 Billion US Dollar investment.



Due to the improvement in connectivity between the divisions now because of these projects, there is also an increase in development of many other commercial sites. There are new ports and jetties being constructed for increased shipment of goods. To accommodate people in these new places, residential plots are being developed.

In fact, this significant increase in the construction and real estate sector is also supported by the government by allowing untaxable income to purchase land and apartments. They have decreased land transfer tax, stamp duty, registration fees and mutation costs. Also by digitization land-related paperwork, they are attracting new buyers to invest in this sector who were previously discouraged because of the length bureaucratic processes that needed to be completed. Even in the private financing world, Banks and NBFIs are now offering low-interest home loans causing more people to be interested in buying apartments. This has already resulted in a significant increase in the demand for apartment purchases. The real estate sector is currently involved in 6,000 running projects valued BDT 150,000 crores (USD 17.49 Billion). Annually, 10,000-12,000 flats are delivered to the customers.

Due to increasing standards of living as GDP per Capita increases, a large portion of the population is entering the middle class stage of income. Demand for affordable housing is increasing generating a huge business opportunity for private real estate & construction firms. However, as of now 68% of Dhaka's residents reside in rented housing. Therefore, there is a massive potential for real estate companies if the companies can provide apartments at affordable prices.

The present annual rate of urbanization is 5-6% but within the next few years almost 40% of the total population will be residing in urban areas. In addition only 40% of the population of Dhaka, which is the capital of the country, has access to adequate or substandard housing. Based on this info, this trend of increased demand for real estate and construction will be long standing.

The effects of these projects and developments are visible on a national stage. The construction sector is now one of the 15 major sectors that contribute to the GDP of Bangladesh. In fact the construction sectors share of the national GDP has increased to 7.5% in the last fiscal year and it looks to occupy an even larger portion in the recent future.

**Strength Weakness Opportunities Threat (SWOT) Analysis of Bangladesh Construction Sector:**

<b>Strengths</b>	Through the establishment of the e-GP system, now most government projects and equipment supplies can be carried out online. Documentation and offers are submitted online and all bank related approvals are directly uploaded onto the website. This helps not only to reduce discrepancies but also tampering by any participants. This is a step in the right direction.
	Through participation in all these Mega Projects currently carried out in Bangladesh, the skill of labor here is increasing on a daily basis. Everyone from engineers to field workers are learning from foreign experts. This will likely help future projects being carried out completely by our own workforce and our funds will no longer leave our economy.
	As Bangladesh is still in the Developing Stages, the cost of labor here is much cheaper than other nations. Not only is labor cheap but since we have a very high population count, labor is readily available for the various projects that are being considered.
<b>Weakness</b>	There are various Ministries that look after development projects but there is a gap in co-ordination amongst these industries. This usually leads to repetition of the same works wasting valuable resources and time.
	The institutes that look after projects as consultants such as BUET, KUET, CUET etc are not well coordinated with the many constructions firms working in the fields. This leads to conflicts in actual work or lack of improvement for innovative working method through research and development.
	Despite the fact that loads of foreign companies are involved in projects in Bangladesh, Bangladeshi firms are not invested in

	projects abroad. This causes a leakage of national funds to abroad while no revenue is coming in from foreign nations.
<b>Opportunities</b>	Due to increase in labor skill and the rate of labor in Bangladesh, we can easily be a competitive construction force in foreign markets. This is yet to be properly explored as currently we only send our workers abroad to work for foreign firms not firms established within Bangladesh.
	As mentioned there are over 4000 construction firms in Bangladesh. Since a lot of these firms are small and therefore lack the confidence or resources to be involved in foreign markets, there can be joint ventures undertaken to relieve and distribute the risks involved.
<b>Threats</b>	The price of raw materials and equipment is a big factor and influence on the construction sector. With the rising price in steel, rod, bricks, semiconductor etc. overall costs in the construction and equipment sector is on the rise. This is causing a strain on the budgets allocated for various projects and poses a serious threat to their executions.
	The contracts set in accordance to Government rules do not allow for price changes once they are signed and sealed. This is usually very problematic for long term projects as in a year or two many costs are sometimes even double of the price set during contract signing. This has caused many small firms defaulting from projects due to insufficient funds.

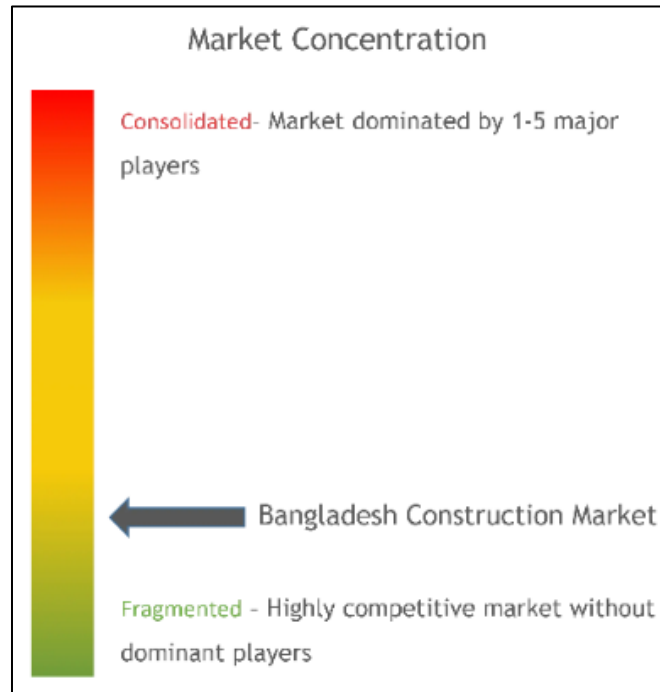
### Competitive Landscape:

There are approximately 3.43 million workers currently working in the construction industry. According to Bangladesh Association of Construction Industry (BACI), there are about 4000 construction firms here and amongst them 100 or so firms are directly involved in large scale projects and so are capable of conducting Construction projects even in Foreign Nations. Out of the many firms in this industry, some of the major firms include;

- Western Engineering (pvt.) Ltd.
- Mir Akhter Hossain Limited
- Abdul Monem Ltd.
- Mazid Sons Construction Ltd.
- Infratech Construction Company Ltd.
- Navana Construction Ltd.
- National Development Engineers Ltd.

- Saif Powertec Ltd.

Therefore the market for this construction and equipment industry is on the more competitive end of the market spectrum as can be seen from the Market Concentration figure below. All firms compete amongst each other for projects through both private and public tenders. Despite the high number of competitors, there are still new companies being set up every year for this sector alone. This is leading to favorable situation for consumers as they have plenty options to avail construction services at competitive rates.





## **CHAPTER 4: DESCRIPTION OF MAIN DUTIES**

Designation & Department: Coordinator, Complex Bid Department.

### **Typical Working Days:**

#### **Regular Working Hours:**

- Work Days: Saturday to Thursday
- Working Time: 9:30 am to 6:30 pm

At Banglamark Corporation a typical work week is from Saturday to Thursday from 9:30 Am to 6:30pm. This holds true for most of the divisions within the company but for the department I worked in the time of work is much more flexible as we work based on tenders and projects. During peak times of submission or important phases during a project sometimes we have to work overnight to meet deadlines. Due to this the time of entry and exit is a little more flexible when it comes to the employees working in bidding and project related works. The same applies for the service or more specifically the after sales service department. They are open 24/7 and work in shifts to ensure maximum customer satisfaction,

#### **Outside Working Hours:**

Every year an office trip is arranged subsidized by the company funds for all the employees working in all the divisions within the company. This usually acts as an ice breaker for the old and new employees as well as those in different departments. It is an important part of any office as you get to interact with your colleagues outside an office environment. This leads to better bonds and a break from the monotonous work life increasing both motivation and productivity. Aside from Office trips every few weeks arrangements are made for division wise sporting events such as cricket, football etc. where even the upper Management Staff participate.

### **Primary/Recurring Responsibilities:**

My primary recurring responsibilities dealt with;

- Sourcing for manufactures for projects and tenders that are available.
- Browsing through all government sites such as DGDP, e-GP, All Tenders and specific sites for the various ministries which float Tenders for their procurement and projects.
- Connecting the right project with a suitable manufacturer.
- Attending Meetings with manufacturers and principals
- Attending Meetings with clients
- Attending Pre-Bid Meetings for Tenders
- Creating presentations for projects and new ventures
- Collecting technical and commercial offers from Manufacturers
- Creating Drafts for all required certifications and declarations
- Carrying out financial costing for projects

- Preparing tender documents as per collected information.
- Submission of documents both in person and digitally through e-GP

Aside from the regular tasks mentioned above, I have had the opportunity to do in person ground work for all kinds of projects. Most of them were to do with construction or turnkey projects of various types. These included road & highway projects, Jetty construction projects, waterlogging projects and other regular construction related projects as well. Besides these I was lucky enough to participate in a Turnkey Project for Civil Aviation Authority Bangladesh (CAAB) for a bird Monitoring and Deterrent System. This was one of the more unique turnkey projects that our department directly involved me with. A system such as this is being installed for the first time in Bangladesh. The system uses Artificial Intelligence to monitor, identify and deter birds from runways in the airport without harming the local species. Through this, I got to witness the birth of the project from preparing a proposal for CAAB and maturing it to the tendering stage then winning the tender itself. I was able to follow the full journey of an idea coming into reality through the efforts of many people and organizations.

### **Communication & Working tools:**

Most communication in the workplace is done in person. The usual communication applications such as Google meet, Microsoft Teams & Zoom are used for communications abroad or outside of office. As for daily office interactions and document sharing, Whatsapp is used. Each department has groups and sub groups separated for their work while a complete group is maintained by admins for all employees for daily updates and notices.

Working tools include the general MS word, Excel, Power point, Adobe illustrator for documentation purposes. CAD is used for design and layouts for projects.

### **Experiences & Challenges:**

For me the biggest learning experience and challenge is the transition from theoretical knowledge to the practical field. There is a world of difference in planning for any project to actually implementing said plan in the real world. We read books and case studies of many firms and institutions but it never dawned on me at how much work and time is needed to establish a product or idea within a market.

The challenges I faced were not so much as personal challenges but instead challenges faced by the organization as a whole. For instance, I struggled to view projects from a broader perspective. Even though my work mainly focused on participating and winning tenders, it was the work that followed that was complicated. Organizing inspections, factory visits, shipping, drawing up agreements, bank related works, finding out what issues that can occur during supply & commissioning and finally handing over to client as per requirement.

Initially I was so focused on acquiring projects and beating other competitors that I failed to recognize the long term investments (that stretched from a few months to even years) that are incurred while implementing most, if not all, projects.

This is especially true for companies running multiple projects. You have to carefully balance out finances so that the payment of one work is accounting for the investment of others. Managing monetary flow when undertaking new projects is one of the biggest challenges I've faced during my time here. It has made me realize how important it is to properly manage finances to ensure sustainability of any company. I have learned how a company functions through the cohesive efforts from all departments and the cooperation of administrative, financial and technical personnel is vital for the success of any organization.

## **CHAPTER 5: ANALYSIS**

### **Company Level Analysis:**

Banglamarck Corporation as a whole is a company that values teamwork. There are hardly any employees that work isolated on their own. Each employee is assigned a team and a team leader. These team leaders then cooperate amongst themselves and delegate work accordingly. This avoids communication gaps amongst different departments and allows everyone to be aware of what their responsibilities are.

One of the most efficient processes here is the documentation process. Every week they participate in 3-4 tenders. Without the proper submission of these documents, Banglamarck would not have been able to participate in many of the projects that they are currently involved in. Therefore it is an essential part of the work that I did here. This is also thanks to the level of teamwork incorporated within the company as previously mentioned. Employees are separated into teams that prepare the documents, teams that print the documents and then teams that recheck and organize the documents into files before signing and sealing by upper management.

Keeping track of these files and having office copies for all tenders/projects along with all the details allow for smooth supplies and after sales services for all undertaken projects.

### **Market Level Analysis:**

Banglamarck Corporation provides solutions from abroad to clients and entities here in Bangladesh. Hence, globally they can be recognized but hold little to no market share. Here in Bangladesh however, there are only a handful of other construction/equipment companies that can work at the same scale as Banglamarck.

One of Banglamarck's competitive advantage lies in their After Sales Service. This division is one of the more notable departments within Banglamarck. The Service department has over 40 teams each consisting of atleast five members. The teams are further allocated according to regions within Bangladesh with 3 main service centers located in Dhaka, Chittagong and Khulna. They work in shifts to provide 24/7 support to all clients may that be equipment or plant. This not only helps build a strong competitive advantage over competitors but also strengthen the relationship of Banglamarck with their clients.

Banglamarck is still a growing company; therefore they cannot be classified as a small organization by any means but is it still not as structured or operating in scale that we have come to know from other large Multinational/National Companies. This can be seen as a disadvantage but as Banglamarck works itself towards achieving something like that, in the meantime the flexibility of being more dynamic is definitely an advantage over others.

For instance, the company hierarchy of decision making itself is much more efficient compared to that of larger firms in this industry. The different divisions within the company are led by individuals who are responsible for that division where the Managing Director is in direct loop with them. This helps make quicker decisions in response to changes in the market or the client's requirements. It also allows for niche or specialized work that is hard to acquire from larger organizations. Due to lack of need to have several people having to agree and approve of even small decisions, which is usually the case in bigger organizations, overall decision making is done much more efficiently in Banglamark.

Another thing to mention is that aside from their already large product line, Banglamark does not shy away from exploring various other sectors. Being invested in various fields of work to diversify their options of income and minimize risks is something Banglamark tries to eagerly achieve.

After having a plethora of items to offer, Banglamark still continues to expand into other sectors. They are aware of the market and know that Dhaka City needs more places where the people can relax and enjoy themselves. So now Banglamark is moving into the restaurant business and gaming zones for both adults and children. Their own and run franchise of WafI Cafe has branches both in Uttara and Gulshaan with a third branch opening soon in Dhanmondi. The continuous search of new areas to concur and never being static is another competitive advantage Banglamark holds over other firms operating in this market.

However, as Banglamark is a corporation, they have no shareholders or stakeholders currently investing in them. They are now slowly progressing into becoming Banglamark Group or Banglamark Ltd. This will allow them to utilize better funding and investments. It will also act as a step to becoming a much bigger organization.

Due to the lack of shareholders/stakeholders there are no annual statistical data that is being properly published to analyze their position in the market in comparison with other firms. As they become a bigger organization, they will start monitoring and preparing reports and stats for themselves and their stakeholders. It will then be feasible to carry out a more data driven, statistical analysis of their operations within the domestic market.

### **Professional Level Analysis:**

This internship program has helped me find out the line of work I am interested in. I had hoped to find a line of work that allows me to travel and work in projects of different types and items so that it does not becoming monotonous after a while. Here in Banglamark they undertake a lot of different projects both through inquiries as well as those through Tenders. Almost all projects that are passed through tenders have a section for inspection of the goods or demonstration of the product in the manufacturer's premises, this gives employees an opportunity to interact with and travel abroad to various nations. Also due to the varying nature of projects, the range and sheer versatility

of items available are so large that there are new things to learn for every project. This keeps the work interesting and helps it not become dull after a while.

This variety and range of works has also lined up very well with my studies in BTM. We covered the basics of a lot of different engineering fields such as Civil, Mechanical, CSE, Textile, Software along with all regular BBA courses. This has helped me understand the various projects and equipment better than the usual BBA graduate. Despite not having a full engineering degree, the exposure to engineering courses has assisted me in grasping technological concepts better in comparison to the average Business Administration Graduate. Along with those basics and the full knowledge any regular BBA graduate gave me the advantage in project related fields where management and profiting of technological factors is the objective. For my line of work my studies have been extremely relevant.

The main challenge of applying the knowledge from the BTM course to a career path is to identify the right industry. If I were to apply in the many corporate businesses available in Bangladesh, I would have been met by competition from all BBA Graduates from all over the country. On top of that, their requirements are usually met by any usual BBA graduate. That being said, if we focus on jobs in factories, industrial companies and other technical fields that require a business mentality along with technical knowledge that is where we can shine. Therefore the main challenge, I feel, is to identify the fields where BTM graduates will be valued over regular BBA graduates. That is also why Banglamark was an extremely good fit for me.

## CHAPTER 6: RECOMMENDATIONS

Despite working in a few other organizations previously, this internship at Banglamark was my proper introduction to a full time job. I have learned loads of new things here and have had ample support from my teammates and supervisor any time I was faced with any difficulty. Although processes here have been furnished over the many years this company has been functioning, I feel like there is still room for improvement. Based on my admittedly limited time here I would like to highlight the following recommendations, some of which is already being implemented.

- The use of Web-Based Project Planning Software instead of analogous management. This is an essential change that should be implemented into any project oriented firm. We have began using “Click Up”, a Web-Based Project Planning Software, for the Bird Monitoring & Deterrent System that I was directly involved in. It allows for real time updates of tasks, automatic progress tracking, scheduling, assignment of tasks, uploading relevant documents etc. It helps create a one stop solution for all elements in a project and centralizes communication. The use of such software going forward as well will surely assist in keeping projects organized and efficient.
- Specializing employees for specific tasks. Most employees here are experienced in their respective fields and usually monitor each project from beginning to end. They take care of both commercial and technical aspects of the entire project. Although this is good for an overall understanding of a project, it is not efficient. I would suggest proper delegation of duties to the respective employees. Those that deal with finances should look after the finances, those in charge documentation should take care of documentation and those in charge of technical and implementation aspects should focus on those. This will improve overall efficiency of work.
- Consideration for working hours & attendance. We are currently living in a constantly developing world of technology. Being physically present in the work place is no longer a good measure of how much an employee is working. Someone one adept at using modern methods and tech is likely able to hand in much more work in a much shorter time. Therefore allowing them to work in their own methods in their own time could result in higher productivity. For instance letting them work from home or work for as many hours necessary instead of a fixed regime. Short term and long term goals/quotas can be set to ensure work is being done as per requirement instead of counting working hours and attendances.

## **CHAPTER 7: CONCLUSION**

The construction and equipment industry much like many other industries is now on the path to recovery after the pandemic of COVID-19. The market is on a rise and will probably follow this trend for the coming decade or two for a developing country like Bangladesh.

During my 3 month long internship in Banglamark Corporation I was exposed to this diverse and ever changing industry. This industry allowed me to make extremely good use of my theoretical knowledge and gave me the opportunity to apply them in real life scenarios. The working environment of Banglamark has also contributed significantly to make this experience one of learning and growth. I have not felt fear or insecurity during my time here. Through the guidance and support of my teammates and supervisor I have been able to explore this line of work and hopefully it has prepared me for a career in this field.

Banglamark will continue to expand and diversify in various fields and hopefully will provide opportunities like this to more students from the BTM Course as I feel careers in organizations like this suit our curriculum and strengths. As students of Technology Management a combined environment of business related goals for technical products is where students like us will thrive.



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