

Internship Report

On

Functions of Supply Chain Management at Marico Bangladesh Limited

An internship report submitted to the Department of Business and Technology
Management in partial fulfillment of the requirements for the degree of
BBA in Business and Technology Management

By

Manjurul Hassan Bandhan

170061023



Department of Business and Technology Management
Islamic University of Technology
April 2022

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Hard Cover Side:

Marico Bangladesh Limited

170061023

Manjurul Hassan Bandhan



Internship
Report
On

“Internship Activities Completed in Supply Chain Management at Marico Bangladesh Limited”

Submitted To

Islamic University of Technology

in partial fulfillment of the
requirements for the Internship
Program

Submitted By:

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

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Approved By

Naznin Akhter

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Letter of Transmittal

18th April, 2022

Naznin Akhter
Assistant Professor
Department of Business and Technology Management
Islamic University of Technology (IUT)
Board Bazar, Gazipur.

Subject: Submission of Internship Report.

Respected Ma'am,

I hereby submit the Internship report titled “**Internship Activities Completed in Supply Chain Management at Marico Bangladesh Ltd.**” which is a mandatory part of the internship program. It was a great privilege for me to work under such guidance and supervision.

I have tried my best to portray the details of the company, my duties there as an intern, the scopes and possibility of the company etc. very precisely. This opportunity has enabled me to bridge the theories between my theoretical knowledge gathered throughout the past 4 years and real-life practices. I sincerely believe that the practical knowledge and experience gathered from this study have definitely added value to my career and will also help to ace in the corporate culture in the future.

I hope my effort would succeed to satisfy your expectation. I will be available at any time convenient to you for clarification of any point of this report.

Sincerely yours,

Manjurul Hassan Bandhan
ID: 170061023
Business and Technology Management
Islamic University of Technology

Declaration

I, Manjurul Hassan Bandhan, a student of the Department of Business and Technology Management of Islamic University of Technology hereby confirm that the report I am submitting is an original and real piece of article written solely by myself under the supervision of Assistant Professor, Naznin Akhter. This report has not been submitted to any other University/ College/ Organization for any academic qualification and therefore, fully satisfies the university rules and regulations with respect to plagiarism and collusion.

I further undertake to indemnify the University against any loss or damage arising from breach of the foregoing obligation.

Sincerely yours,

Manjurul Hassan Bandhan

ID: 170061023

Acknowledgement

It's been a fantastic chance for me to work on this report. I had to deal with a genuine working community, I had to deal with some more or less significant challenges and I was able to gain a lot of expertise during the course of the project. As a result, I'd want to express my gratitude to everyone who assisted me in completing my internship.

I'd want to express my gratitude to Islamic University of Technology for providing me with the opportunity to directly transfer my skills and knowledge to the industry, which was both demanding and exciting.

My second acknowledgement is for, Mrs. Naznin Akther, Assistant Professor, Department of Business and Technology Management, Islamic University of Technology (IUT), who was extremely approachable and helpful in guiding and adjusting the manner this internship was conducted.

It is necessary to express gratitude to Head- Planning and Factory Logistics Khondaker Mostakim Ahmed Fahim and his whole team. Khondaker Mostakim Ahmed Fahim was always happy to answer any queries I had, and he shared his expertise at Marico Ltd with me in a very kind manner. He was always willing to have a conversation with me about various issues relating to challenges in general.

Executive Summary

Marico Bangladesh Limited is a renowned consumer products manufacturing firm in India, with a mission to "Make a Difference" in the beauty and wellness industry. It operates in 25 countries across Asia and Africa's developing markets in the fast-moving consumer goods industry. Marico Bangladesh Limited commenced commercial production in 1999. Marico Bangladesh is currently in a position to expand by adhering to the highest quality standards and focusing on its core competencies in order to provide high-quality goods to the people of Bangladesh at a fair price and make a positive difference in their lives.

The report is broken down into a few sections. I mentioned Marico Bangladesh at the start of this article. Following that, I attempted to expound on my learning and duties in relation to the “Warehouse Daily Utilization Tracker” and many more valuable projects.

Finally, I discussed the competitive landscape of Bangladesh's multi-national fast-moving consumer products business. In the future sections of this report, I offered few comments and understandings from my perspective.

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CHAPTER – 1

INTRODUCTION

1. Introduction

Marico Limited is a significant beauty and wellness consumer goods company in India. Currently, the company operates in 25 countries across Asia and Africa's growing markets. Marico has a number of brands in the haircare products, skin care, edible oils, health foods, male grooming, and fabric care areas. Marico was relentless in his pursuit of greater products and long-term success. Marico offers a work culture that encourages members to take full responsibility, with a yearly turnover of 61 billion Rs. in the financial year 2015-2016.

Marico Bangladesh Limited began its journey 20 years ago and is now one of Bangladesh's fastest growing consumer goods firms. Since 2009, the firm has been a blue-chip stock on both the Dhaka and Chittagong stock exchanges, constantly delivering shareholder value. With our diverse range of businesses, we touch the lives of one out of every two Bangladeshis, demonstrating our commitment to make a difference in all we do.

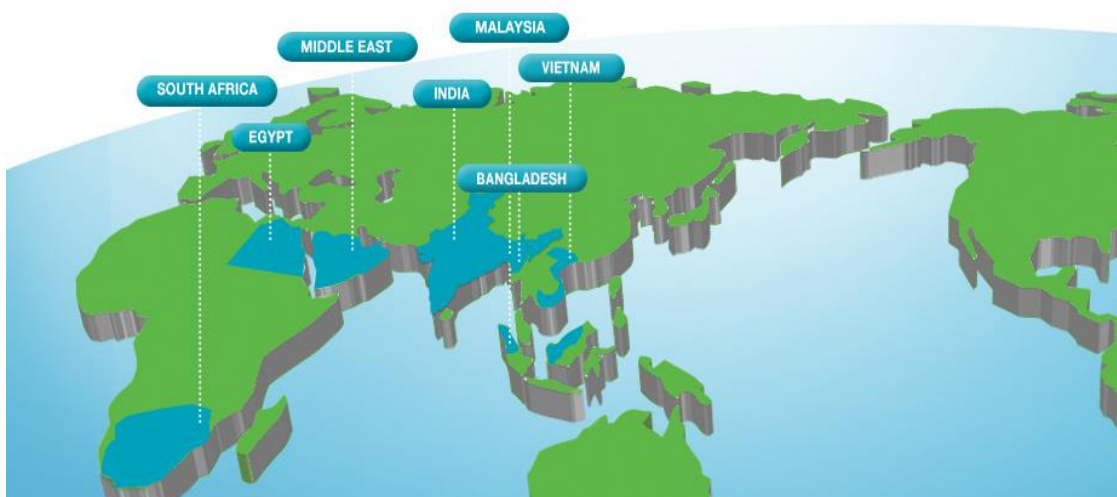


Fig: Marico Footprint

CHAPTER – 2

HISTORY

2. History

Mr. Harsh Jariwala, Chairman of Marico Ltd., launched the company in Masjid Bondar Bazaar on April 2, 1990. Marico leadership collaborated on its first Corporate Mission and Values Statement in the 3Ps of Marico the following year. It articulated both "who it aspired to be" and "how it planned to get there." In its first foreign market, Dubai, Marico made the shift from exporter to international marketer in 1994. Marico was rebranded Marico Ltd when it was launched on the India Stock Exchange on March 21, 1996. In 2003, Marico Innovation Foundation develops copra collection facilities to collect directly from farmers, thereby expanding their margins and improving their circumstances. In South America, Marico's impact was made between 2006 and 2007.

CHAPTER – 3

COMPANY OVERVIEW

3. Company Overview

Marico Bangladesh Limited is a trusted brand in the beauty and wellness market and one of Bangladesh's top three FMCG MNC enterprises. Through a powerful distribution network that covers more than 790,000 outlets across the nation, the firm touches the lives of one out of every two Bangladeshis with a variety of products in several categories, such as hair nutrition, edible oil, and male grooming. Parachute, the company's flagship brand, celebrated its 12th anniversary in Bangladesh in October 2013, with an ever-growing group of dedicated customers. Since 2009, the brand has consistently been in the top ten most trusted brands, and in 2011, Bangladesh Brand Forum and Nielsen named it the "Best Brand." The firm has grown its brand portfolio throughout time, most notably by expanding its VAHO (Value Added Hair Oil) division. The VAHO industry presently includes numerous well-known brands such as Parachute Beliphool Lite, Parachute Advansed, Parachute Cooling Hair Oil, and Nihar Marico Bangladesh Limited's Hair Code brand, which leads the powdered hair dye market. In 2013, the firm added Saffola Active (a healthy edible oil) and Set Wet Deodorants to its repertoire. The following is a description of our travels in Bangladesh:

- Incorporated in 1999
- Started operations in 2000
- Marico Bangladesh listed on Dhaka and Chittagong Stock Exchange in 2009
- Launched Haircode Hair Dye in 2009 and achieved a market share of over 15% in its first year
- Launched Parachute Advansed Cooling Hail Oil in 2011

- Started bottling at Mouchak, near Gazipur in 2002 and copra crushing manufacturing in Mahona, Bhavanipur in 2012
- Launched Saffola Active Edible Oil, Livon Silky Potion, Set Wet Deodorants and Livon
- Launched Nihar shanty Badam amla and Hair Code Keshkala in 2014

3.1 Corporate Information

Date of Incorporation:

September 6, 1999

Our Factories:

Factory 1:

Mouchak, Kaliakoir, Gazipur

Factory 2:

Shirirchala, Mahona Bhabanipur, Gazipur

Registered Office:

House-1, Road-1, Sector-1, Uttara, Dhaka-1230

Corporate Office:

The Glass House, Level-06, Plot.02.

Block: SE (B), Gulshan Avenue, Dhaka-1212

Telephone: +8802222297157

Fax: +88029897140

Website:

www.marico.com/bangladesh

Principal Bankers:

Standard Chartered Bank

HSBC

Citibank NA

Stock Information:

Dhaka Stock Exchange

Chittagong Stock Exchange

Stock Code MARICO

ISIN: BD0481MRICO6

Sector. Pharmaceuticals & Chemicals

Investor Relations:

Telephone: +8802222297157 Ext: 601

Fax: +88029897140

Email: secretarial.mbl@marico.com

3.2 Company Business Model

At Marico, we aim to maximize value for all of our stakeholders by driving long-term growth and making a positive difference in their lives. As we pledge to growing together with Bangladesh in a sustainable way, our value creation model diagram highlights the influence of each of our capitals on our business as well as on the major Sustainable Development Goals (SDGs).



Fig: Marico Bangladesh Limited Business Model

3.3 Category and Brands of Marico Bangladesh Limited



CATEGORY	POWER BRANDS
Branded Coconut Oil (BCNO)	Parachute Coconut Oil
	Parachute Advansed
	Parachute Advansed Belpheel
	Parachute Advansed Extra Care
	Parachute Advansed Aloe Vera
Value Added Hair Oil (VAHO)	Nihar Naturals Shanti Badam Amla
	Nihar Naturals Joba Amla
	Nihar Naturals 5 Seeds
	Nihar Lovely
Hair Dye	Hair Code Powder
Hair Serum	Livon
	Studio X No Gas Perfume Spray
	Studio X Hair Gel
Male Grooming	Studio X Face Wash
	Studio X Styling Shampoo
	Studio X Soap
	Studio X Power Brightening cream
	Parachute SkinPure Body Lotion
	Parachute SkinPure Petroleum Jelly
Skin Care	Parachute SkinPure Aloe Vera Gel
	Parachute SkinePure Beauty Olive Oil
	Parachute SkinPure Coco Olive Soap

CATEGORY	POWER BRANDS
Baby Care	Parachute Just for Baby Oil
	Parachute Just for Baby Lotion
	Parachute Just for Baby Wash
	Parachute Just for Baby Soap
	Parachute Just for Baby Baby Powder
	Parachute Just for Baby Toothpaste
	Parachute Just for Baby Rash Cream
	Parachute Just for Baby Face Cream
Hygiene	Mediker Safe Life Hand Sanitizer
	Mediker Safe Life Hand Wash
	Mediker SafeLife Veggie Wash Vegetable Cleanser
Edible Oil & foods	Saffola Active
	Saffola Honey
Hair Cleaning	Parachute Naturale Shampoo
	Parachute Naturale Conditioner

3.4 Vision

This firm aspires to run its business in a sustainable way in order to reach its full potential by establishing and empowering its relationships with stakeholders. As a company with huge potential and promise, it is suggested by a deep desire to empower its stakeholders in accomplishing their highest potential. This one vision combines the company's clear goal, encouraging employees to strive for excellence in everything they do.

3.5 Mission

In order to achieve its objectives, Marico believes in creating a difference. It thinks it likely that its long-term growth strategy is centered on an empowering workplace culture that enables individuals to own their work and have a beneficial impact on the entire business ecosystem.

3.6 Values

Their activities and how they conduct themselves in the workplace are governed by Marico ideals. Marico Bangladesh's employees have been able to establish a distinct culture. Because they are imprinted in every employee across hierarchy and places, their values are regarded as the organization's DNA.

- 1) **Discovering Early Opportunity Signals in New Markets**: Marico is always searching new ways to expand their business by identifying early opportunity signs in new markets.
- 2) **Innovation**: They believe that cutting-edge research and calculated danger-taking will empower them to attain revolutionary achievements.

- 3) **Boundarylessness**: Marico seeks to assist and empower stakeholders to explore outside of the box in order to achieve better performance while ensuring accountability.
- 4) **Clarity and Flexibility**: Allowing for a variety of viewpoints through listening without bias, delivering and receiving feedback with mutual trust and respect.
- 5) **Action Bias**: Preference for swift, deliberate action over postponed action based on analysis.
- 6) **Excellence**: Constantly improving performance standards and strengthening capabilities to achieve long-term success.
- 7) **Decreasing Boundaries**: Obtaining cooperation from and influencing others outside one's function and organization in order to get a better outcome or choice while remaining accountable.
- 8) **Global Perspective**: Cultural awareness and adaptation, as well as learning from diverse cultures.

3.7 Manufacturing Facilities

In Bangladesh, Marico Bangladesh Limited operates two factories, one for breaking and the other for filling. The crushing factory is located 65 kilometers from Marico Uttara's headquarters, in Shirirchala. The copra is compressed and conveyed to Mouchak's filling operation, which houses all international and domestic raw materials, as well as packaging supplies. After that, all of the finished goods are delivered to the depots. Marico Bangladesh's five depots are located in Dhaka, Chittagong, Bogra, Jessore, and Comilla.

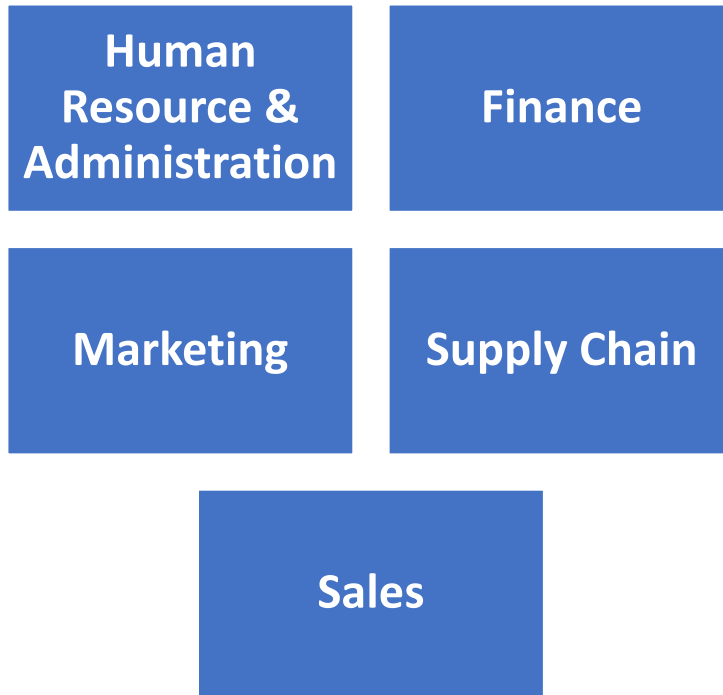
3.8 Employees

Marico Bangladesh employs nearly 230 individuals currently with over 2,600 people indirectly through local suppliers, distributors, and sales representatives. They do have a substantial distribution network in Bangladesh, including over 770,000 shops and 187 wholesalers.

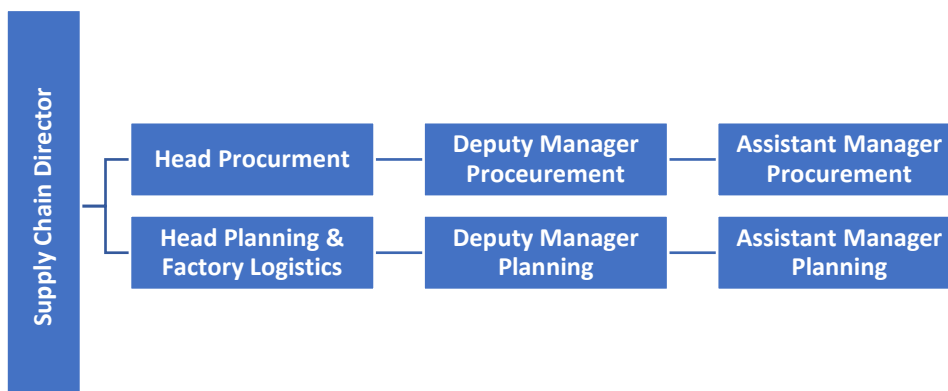
3.9 Marico Management Structure

This business established its own functional sectors as a result of its significant growth and other business-related aspects. Marico's major goal is to achieve maximum effectiveness in a reasonable timeframe, regardless of how many functions or tasks arise. Every department makes a major contribution to the organization's overall goal. Human Resource & Administration focuses on personnel management and organizational culture; furthermore, HR experts are in responsible of retaining the people who, at the end of the day, play a significant part amongst their competitors.

Finance is generally concerned with the financial deal and national revenues, but they also employ management systems to secure that the organization is both financially and procedurally compliant. The supply chain guarantees that products are consistently available in response to client demand. Existing brands, market share, and product development are all handled by marketing. Finally, Sales is in charge of increasing income for the organization by selling primary to distributors.



3.10 Marico Supply Chain Department Organogram



3.11 Marico Supply Chain Highlights

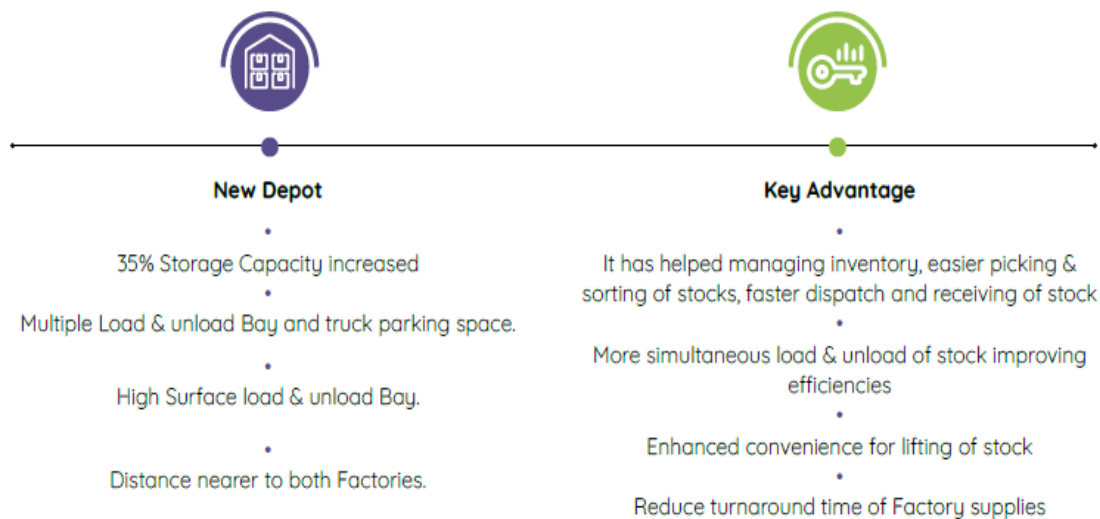
A. Initiatives to Reduce Business Waste:

Managing corporate waste has been a crucial strategic emphasis in order to react to competitive market dynamics. The Marico Bangladesh supply chain team spearheaded this strategic objective with a ZERO WASTE focus, launching the War Against Waste by deploying several health check technologies across the value chain. Several initiatives for simplifying supply assurance with a zero-waste approach have been launched by the planning team:



B. Outbound Logistics and Customer Service Successes:

To enhance the Warehousing and distribution system during the current Pandemic, we presented "Distribution Network Redesign and Cost Optimization with Fastest Execution."



C. Assisting with the Development of New Products:

Our Supply Chain was critical in ensuring that NPDs were implemented "on schedule and in full" during the tough epidemic era (New Product Development). To facilitate a smooth launch and lower costs, all raw and packaging materials for NPDs were made available. Alternative vendor development, localization efforts, and other cost-cutting measures were among the most important.

- Savings Measures- Throughout the year, we have stepped up our savings initiatives and smart procurement activities, resulting in a stronger bottom line despite higher costs of raw and packaging materials, as well as freight, due to covid-induced supply chain limitations.

- Project Resilience- The goal of Project Resilience is to build a solid and long-term supply base.
- Pandemic Assistance- Ensured continuous support throughout a pandemic with no interruption in supplies.
- IT Enablers—With analytical and tracking technologies, we've bolstered the IT scene.



Fig: Marico Bangladesh Limited Warehouse

CHAPTER – 4

INDUSTRY

ANALYSIS- FMCG

4. Industry Analysis - FMCG

4.1 Industry Growth and Market Size

One of the fastest-growing segments of the market is the Fast-Moving Consumer Goods business. It's a fiercely competitive business, with FMCG companies always seeking for new methods to innovate and introduce new items to the market. At the end of 2017, Bangladesh's population was 164.67 million¹. Because of the country's large population, the FMCG industry is ripe for growth. Private use has grown in lockstep with GDP growth. GDP growth was 7.28 percent in FY 2016-17, compared to 7.11 percent in FY 2015-16, while private utilization growth was 10.3 percent in FY 2016-

4.2 The Industry's Annual Growth Trend

In 2010, utilization consumption accounted for 96 percent of average monthly family earnings (public), up from 83 percent in 2005. In 2011, utilization consumption was 93 percent of regular monthly household wage (Urban), up from 79 percent in 2005 and 74% in 2000. The usage consumption as a percentage of total salary has virtually increased through time in both urban and rural regions, as can be observed from this chart.

4.3 Growing Together

Marico Bangladesh Limited (hence referred to as "Marico") is a company based in "MBL ("Marico Bangladesh") is guided by the goal of creating a positive impact on the lives of all people who come into contact with it. The year under consideration can best be summed as follows: "We're all growing together.

We worked together to overcome one of the most unprecedented crises in recent history, the Covid-19 pandemic, delivering growth and profitability, as well as ensuring the health and safety of our members and extended workforce, and expanding our portfolio of winning brands, all while staying true to our strategic framework and core values. While the years 2020-21 were not without problems, they strengthened and strengthened us as a firm, allowing us to better adapt to changing client requirements and a rapidly changing business climate. As a multi-stakeholder enterprise rooted in responsibility, we've responded with speed and agility, not only to fulfill our essential public service obligation of serving our customers, but also to show solidarity with Bangladesh through our inclusive community relief and corporate citizenship programs.

Above all, the year reaffirmed our desire to demonstrate that our purpose-driven and impact-driven business provides sustainable performance now and in the future.



Fig: Growing Together Model

4.4 SWOT Analysis of Marico Bangladesh

A SWOT analysis is a survey performed by a company to evaluate its internal strengths and weaknesses, as well as external opportunities and threats. Here is a SWOT analysis of Marico Bangladesh Limited from my experience as an intern in their supply chain department.



Fig: SWOT Analysis of Marico Bangladesh Limited

STRENGTH

Marico Bangladesh has developed a solid management team and a sizable workforce. These individuals are collaborating and focusing in a manner that allows the organization to run successfully and efficiently its objectives. Over the last decade, Marico International has received numerous honors for their managerial skills. Without a doubt, this firm has built its management concepts and operations administration in a classy manner.

When evaluating Marico's strength in Bangladesh, no one can deny the familiarity of a brand like Parachute or Parachute Advanced Hair care products. Since its birth in the early 2000s, this brand has been Marico's trump card. Over the years, the Bangladesh Brand Forum and the Daily Star have recognized it as the best consumer care and hair oil brand. Their monopoly on such products has resulted in widespread acceptance and a big, loyal following, accounting for around 82 percent of the packaged hair oil market

in Bangladesh. Marico Bangladesh has been named the second largest running multinational organization in Bangladesh, according to the Bangladesh Brand Forum.

WEAKNESS

Despite the fact that Marico Bangladesh and its Indian parent company, Marico International, are doing well in their respective businesses and achieving milestones with their brands around the world, they were never considered among the top multinationals like Procter & Gamble, Unilever, or Reckitt Benckiser. They are new in compared to their competitors, such as the big brands mentioned, but they have never showed any signs of expanding their business since they have never had the financial means to invest in and support incredible ambitions. On the other hand, it has been validated by internal employees who have stated that the Marico management system is continually looking for ways that would save inches. They don't want to spend every single penny, which imposes pressure on existing employees or recruited professionals, who are constantly monitored and, to a certain extent, humiliated. Since this finance department is engaged in practically every activity or assignment, things can sometimes be fewer efficient than anticipated.

OPPORTUNITY

With more than 60% of its population under the age of 30, Bangladesh is one of the most densely populated emerging countries, with enormous potential. With a population of over 160 million people and rising, the consumer sector and demand for fast-moving consumer goods is constantly expanding. This category of clients has always shown a predilection for higher-quality branded items. Simply put, the third largest foreign consumer goods maker Marico, like Unilever and P&G before it, can

spend and try to explore different dimensions of consumer goods by enlarging their brand portfolio.

Marico was fortunate enough to be able to create an effective national distribution network and sales staff in Bangladesh, guaranteeing that Marico products were distributed to approximately 770,000 outlets. They should use this considerable advantage and invest in expanding their business into newer brands.

THREATS

Since Marico is executing their cost-cutting management and market-activity initiatives, they will inevitably encounter stiff competition from companies like Unilever Bangladesh, Kohinoor Chemicals, and Mousumi Industries Limited, which have been here since the country's independence. We can't rule out the potential that, considering their unwillingness to participate more vigorously or bring in better, bigger products for customers, they will fall short of existing regulations in the future.

4.5 Competitive Analysis

In terms of competitive analysis, I'd want to contrast Unilever Bangladesh with Marico Bangladesh Limited. Unilever Bangladesh is Bangladesh's largest multinational manufacturer of fast-moving consumer products.



<ol style="list-style-type: none"> 1. Employee Count: Around 10,000 2. Active Brand Count: 20 3. Market Leader in 7 out of 8 categories 4. Management Structure divided into 7 departments 5. Brand Category includes home care, personal care and foods. 6. Ownership: 60.75% to Unilever and 39.25% to Government 	<ol style="list-style-type: none"> 1. Employee Count: Around 2,900 2. Active Brand Count: 12 3. Market Leader in 2 out of 4 categories 4. Management Structure consists of 5 departments 5. Brand Category includes hair care, men grooming products and health food 6. Ownership: 100% to Marico Bangladesh limited
---	--

Unilever Bangladesh is a subsidiary of Unilever International, a global leader in FMCG. They've been here since before the liberation struggle, and their brands are well-known among customers. Marico Bangladesh is still a very new business. However, if we look at Unilever Bangladesh's marketing operations, we can observe that their customer interaction with their brands has only increased and expanded over time, but Marico Bangladesh has never demonstrated any aggressive market coverage or consumer engagement activities. While Unilever puts more money into its products, Marico concentrates on lowering costs in every manner possible. Unilever, for example, works on their brands and customer interaction through a variety of projects throughout the year. Throughout the year, Marico Bangladesh will run two or three activation campaigns.

If we consider Unilever from the perspective of a brand manager, we can see that they have not only established their brands but also guaranteed that they are #1 in every category. Marico Bangladesh, on the other hand, has never been able to develop any of its brands as industry category or company leaders.

4.6 PESTLE Analysis

PESTLE Analysis is a method for evaluating external elements (such as Political, Economic, Social, Technological, Legal, and Environmental) that impact a company's strategic management and performance.

1. **Political:** Political issues might have an influence on an organization's growth. Almost all firms in Bangladesh confront political obstacles such as excessive lending rates, unstructured tax arrangements, and so on. In the case of Bangladesh, corruption is also a big impediment. The country's political situation is generally unstable. However,

Marico Bangladesh is creating a positive impact in Bangladesh's FMCG industry by navigating through these barriers.

2. **Economic**: In the Consumer/Non-Cyclical industry, Bangladesh's human resource skill level ranges from moderate to high. Marico can use it to improve services in Bangladesh as well as establish worldwide prospects by using the talented workforce.
3. **Social**: Marico Bangladesh creates items for individuals from all walks of life. Because of its numerous collections in various price ranges, this brand is well-known and accepted by both higher- and lower-income individuals.
4. **Technology**: I noticed how highly evolved the production process is while visiting Marico Bangladesh's manufacturing industry. Every stage of the process, from raw materials to packing, comprises high-tech machines that have significantly decreased mistakes and enhanced production.
5. **Legal**: Marico Bangladesh has its own legal department to deal with issues like as taxation, employment legislation, and industry regulations. Marico Bangladesh has always had an excellent relationship with the government since it pays its taxes on time.
6. **Environment**: Marico Bangladesh's manufacture is environmentally friendly. The production process is extremely eco-friendly. Furthermore, the waste materials from the warehouse are recycled and utilized in different ways. However, it must be noted that, like any other industrial plant, this one contributes to air pollution to some level.

CHAPTER – 5

INTERNSHIP MAIN

ACTIVITIES

5. Internship Main Activities

I finished my three-month internship at Marico Bangladesh in accordance with the requirements. In the supply chain department, I worked in supply and demand planning. During my internship, I was assigned a wide variety of projects in various areas of my department. My responsibilities were not restricted to a single function. Instead, I've completed several jobs at various times.

5.1 Recurring Tasks

Recurring responsibilities were completed as part of the internship program. The bulk of the time, the supervisor's tasks were fresh and unusual. Some of the jobs, however, were recurring and needed to be completed quickly. During my three-month internship program, I was able to develop skills that let me understand and do these tasks rapidly.

Assigned Projects

1. Warehouse Daily Utilization Tracker

Objectives-

1. Daily Stock Report
2. Warehouse Space Utilization
3. Dispatch Production Report
4. Per Pallet Capacity

Learnings-

1. Efficiency of Warehouses
2. Giving Decision About 3rd Party Warehouses
3. Everyday Production
4. About SKU, Material Description, Code & Excel Tips

SUMMARY		Date:16.11.2021			
Description	Malekerbari	Macro hunt	Bhabanipur	Kalampur	Rob
Total area in SFT	31,500	33,000	15,000	18,056	7,000
Net Area	23,625	24,750	11,250	13,542	5,250
Utilized Area in SFT	15,040	18,540	3,620	7,280	3,680
Utilization %	64%	75%	32%	54%	70%
Average Utilization %	59%				

Fig: Warehouse Daily Utilization Tracker



Fig: Depot Station

Assigned Projects

2. Monthly Month Beginning Stock Cover Vs Norm Set by Planning Performance

Indicator

Objectives-

1. Block Plan Analysis
2. Actual Coverage in Days
3. Secondary Forecast Sale
4. Norm Set Coverage in Days

Learnings-

1. Performance Rate Analysis
2. Update About Depot Stock
3. Update About Factory Stock
4. About SKU, Material Description, Code & Excel Tips

													Tolerance Level		15%							
09/Jan/22													Secondan Today's Stock (KL)		Actual coverage in days		Norm in days		Performance(%)		Indicator	
Code	Short Description	Short Description-Norm	Nov	Factory	Depot	Factory	Depot	Factory	Depot	Factory	Depot	Factory	Depot	Factory	Depot							
719846	PCNO 100ml	PCNO 100ml	130.0	23.6	68.3	5.436567	15.76911582	5	10.51413	108.7313	149.9802	1			#DIV/0!							
719847	PCNO 200ml FT	PCNO 200ml FT	722.0	184.4	210.1	7.661219	8.729667989	5	11.66739	153.2244	74.82107	1			#DIV/0!							
719848	PCNO 350ml FT	PCNO 350ml FT		0.0	0.0	#DIV/0!	#DIV/0!	5	7.542424	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!							
719970	PCNO 500ml FT	PCNO 500ml FT	0.0	0.0	25.6	#DIV/0!	#DIV/0!	5	13.96107	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#N/A							

Fig: Monthly Month Beginning Stock Cover Vs Norm Set by Planning Performance Indicator

5.2 Atypical Duties

The usual responsibilities were given to me as a test. This section explains the peculiar work duties that I had to do as an intern at Marico Bangladesh's supply chain department.

Assigned Projects

1. Interactive Dashboard for Coverage Report

Objectives-

1. Generating Accuracy & Visibility
2. SKU Wise Month to Date Supply
3. Brand Wise Sum of Present Month Remaining Vs Sum of MTD/Secondary MTD

Supply

4. Factory, Depot Wise Available Capacity Vs Today's Inventory

Learnings-

1. Dynamic Dashboard Analysis
2. Update About Available Capacity, Inventory
3. About Power Brands, Mother Brands, CO SKU's & Excel Tips

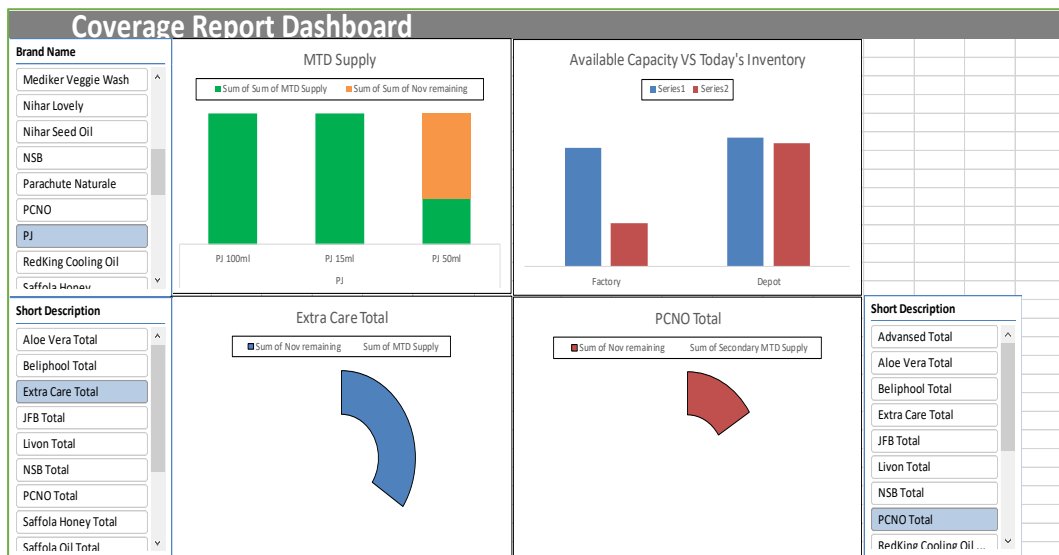


Fig: Interactive Dashboard for Coverage Report

Assigned Projects

2. New Factory Project Mapping in FY-23 Budget

Objectives-

1. New Factory Setup Location Analysis
2. Calculated Location Distance Between Depots and Factories
3. Product Efficient Movement

Learnings-

1. Efficient Freight Transportation
2. Usage of Google Map
3. About Factories, Depot Location and Logistics



Fig: New Factory Project Mapping in FY-23 Budget

5.3 Workshop Arrangements

Marico Bangladesh offers a number of product-related workshops. One of such workshops was held during my internship. For me, it was a worthwhile experience. I assisted in the creation of workshop documents as well as the workshop's organizing, and I was there during the event. Because it enabled participants to try with new ways and fail in a safe atmosphere, the workshop was a great way to teach hands-on skills. Participants also contributed their perspectives and suggestions on how to fix the problem, bringing a fresh approach to product management.

5.4 Work Environment

Marico Bangladesh had a very cooperative working environment and culture. I had to engage with other colleagues on a near-daily basis throughout my normal working days. They were all really helpful.

When employees work in a healthy environment, their productivity might improve in two ways. Personnel who are in excellent health will feel better first and foremost; they will have more energy and stamina, and they will be able to concentrate better at work. Second, employee happiness may be greatly influenced by a favorable work environment. My output increased similarly at Marico Bangladesh. This motivated me to put in the effort necessary to meet my goals.

5.5 Tools

The tools that I mainly used during my internship period was SAP, Microsoft word, Microsoft Excel and Microsoft PowerPoint.

CHAPTER – 6

RECOMMENDATIONS

6. Recommendations

I'd like to emphasize that, as an intern at Marico Ltd., I learned a lot from such a company that knows how to run a business like one of the country's most well-known global corporations. They've always provided me with a fantastic learning environment and a fantastic place to work. The marketing department's employees proved that they are both thinkers and doers. Marico Bangladesh has wonderful management characteristics, in my perspective and understanding, that can be leveraged to assist it become as successful as Unilever Bangladesh in the future.

1. **Increasing activity:** Marico Bangladesh now has to improve brand recall and awareness among customers more than ever. Consumer engagement, such as through brand activation or product marketing, can help this market segment grow in popularity.
2. **Expanding Brand Portfolio:** Marico Bangladesh has a strong brand portfolio with a reasonably diverse range of products. However, in order to become a true superpower in this difficult industry, they must add and do more than standard coconut oil enterprises.
3. **Taking More Risk for Further Gain:** Marico Bangladesh's financial management practices clearly emphasize low-risk, long-term company investments. It's past time for them to make the decision to diversify and develop world-class quality into their products right here in Bangladesh. Following strict cost-cutting or cost-cutting measures may help them keep a decent financial statement appearance, but it will not help them explore and discover unseen potentialities.

4. **Increase Employee Numbers:** Marico Bangladesh's cost-cutting mindset has manifested itself in its human resource initiatives as well. They are attempting to manage and conduct business at a maximum production level by spending and hiring as little as feasible for labor inputs. For example, when it comes to needed brand activities or tasks, they have not included an adequate number of professionals in the position of brand manager. It also appears strange that a single brand manager is responsible for numerous brands at the same time.
5. **Devolution of Decision-Making:** In Marico Bangladesh, the Chief Executive Officer or Managing Director was involved in nearly every decision-making step, as far as I've witnessed and learnt. Finance departments' involvement is required, regardless of the purpose they provide, which makes the ongoing procedures considerably longer and slower. This may appear to be excellent management and monitoring issues, but I believe they should let other departments to make their own judgments in order to create a more professional and interesting work environment.

CHAPTER – 7

CONCLUSION &

REFERENCES

7. Conclusion & References

7.1 Conclusion

Working with Marico Bangladesh Limited was a brilliant experience. It had been my ambition to accomplish my internship at a big firm. Marico is renowned for its one-of-a-kind and high-quality items, as well as its manufacturing culture and operations management. MBL has made it a point to provide value at every stage of their work and manufacturing. I am quite fortunate to have been offered a position with Marico Bangladesh's supply chain department. I was able to gain firsthand understanding of the full supply chain process. Both departments are well-structured and organized. My line manager and supervisor both aided me greatly in my work and provided me with opportunities to learn from a professional supply chain manager's viewpoint.

If I ever had the opportunity to work for MBL, I will embrace it because I appreciated the atmosphere and the workplace. Working at Marico Bangladesh Limited will certainly include me in some privileges in my future career.

7.2 References

- <https://marico.com/bangladesh>
- [https://marico.com/investorspdf/MBL Annual Report 2021 Interactive.pdf](https://marico.com/investorspdf/MBL%20Annual%20Report%202021%20Interactive.pdf)
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