

Internship Report on compliance department of INTARCO REFUELING STATIONS LTD



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.

Omar Said Sabry

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Business and Technology Department

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Approved by:

Md. Abdullah Al Mamun

Assistant Professor

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Letter of Transmittal

16th March 16, 2022

Md. Abdullah Al Mamun

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

Dear sir,

Thank you for guiding me through this Internship Course. As per your instructions, I have prepared this report on the “**Internship Report on compliance department of INTARCO REFUELING STATIONS LTD**” which happens to be the primary objective that I was entrusted with during my internship tenure at INRACO Refueling Stations Ltd.

As an Intern at INTRACO Refueling Stations Ltd, I was responsible for some tasks in compliance department at the firm. The internship helped me gain a more hands on experience of everything learnt from lectures at Islamic University of Technology (IUT) and helped me get an in-depth knowledge of the Industry. Being able to connect theories learnt in class with real world applications has been very interesting so far and I focused on intricately putting those details in this particular report.

My earnest gratitude to you for your benevolent support at every step during my internship and for understanding the challenges of working under the newly adopted hybrid modality. I believe this report shall be deemed informative and useful, as I try to highlight my learnings and the executions relevant to my internship.

Sincerely,
Omar Said Sabry Ragab
ID: 170061046

Acknowledgement

The internship I did at INTRACO Refueling Station Ltd was a fantastic opportunity for me to learn and grow professionally. As a result, I feel myself really fortunate to have been given the opportunity to be a part of it. I'm also glad for the opportunity to meet so many amazing individuals and experts who guided me during my internship.

In light of the foregoing, I'd like to take this opportunity to express my heartfelt gratitude and special thanks to the MD of INTARCO Refueling Station Ltd, who, despite his busy schedule, took the time to listen, guide, and keep me on the right track, allowing me to complete my project at their prestigious company.

I would like to show my gratitude to Diao Eldin Hossain, Head of Compliance Department, for participating in helpful decisions, providing required counsel and direction, and arranging the necessary facilities to make life easy. I've chosen this opportunity to express my gratitude for his work.

Finally, I'd like to thank and appreciate my internship supervisor, Md. Abdullah Al Mamun, associate professor of IUT, BTM Department, for his motivating directions, insightful suggestions, constructive criticism, and unwavering assistance throughout the job and in the compilation of this report.

Executive Summary

As a part of my under graduation program, I have completed my internship in this organization. During the period of my internship, I was officially appointed to work in Compliance department. In CNG industry of INTRACO GROUP. One of the renowned companies. In has more than 20 companies as sister concern It is a public Limited company. INTRACO is one the market leader in Bangladesh and now expanding its business in other countries.

The major objective of this report is to share my 3 months in that company and what did I learn about the company and how did I get benefited by working there. It is a descriptive paper in an experience and a nature of work. Most of the data are collected from both primary and secondary sources. But major parts of the report I have prepared by secondary data. I have studied almost all relevant departments of HR and Marketing, In the first section, I discussed introduction and other formalities like the company overview, industry analysis, objectives and key functional areas which I had to maintain to make my report worthy one. In second section describes my overall assignments and works conducted during the internship program.

I have added all my weekly reports during my time in INTRACO refueling station Ltd in the last chapter.

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Chapter 1

Introduction

Introduction

As a pupil of Business and Technology operation, Islamic University of Technology, I was needed to meet the conditions of Externship report as a part of BBA program. Accordingly, my disclosure to INTRACO Refueling Station Ltd is to assist this purpose has given me the fortuitous to make myself aware with the managerial principles, activities and other aspects. In addition, I'm supposed to conduct a check and submit it in the form of a report in agreement with the company's interest as well as the academic impportunity. Hence, this report is proposed and assigned by my executive administrator Diao Eldin Hossain (Head of Compliance Department) and approved by my academic administrator Md. Abdullah Al Mamun (Assistant Professor, BTM, IUT). In this regard, I would like to add that this report is fully prepared with a view to expose me to the practical exposure and knowledge.

I've tried my best to use this occasion to enrich my knowledge to help the company. After observing completely, I've prepared this report on the base of my findings and observation. This practical operation is also having positive development in professional field. The main ideal of education is to acquire knowledge. To acquired knowledge eventually we must do some practical operation in addition to theoretical knowledge. Objects of the study are epitomized in the following manner Specific Objects

- To know the present position of INTRACO Refueling station Ltd.
- To give suggestions grounded on analysis and observation.
- To dissect about its challengers brand.
- To know how workers contribute to the positions of the brand.

The report was completely investigative in nature; data have been collected from both primary and secondary sources.

This study is substantially grounded on secondary as well as primary data available from colorful divisions and department of INTRACO Refueling Station Ltd, in addition to that other necessary information have been collected from the periodic reports of INTRACO Refueling Station Ltd, Organ and colorful lines, prospectus and request condition comparing challengers.

Primary sources of data

- Face to face discussion with the workers and guests.
- Discussion with the Head of Compliance.
- Practical office work.

Chapter 2

Company Analysis

Company/Institution Overview

Doing Business as: INTRACO REFUELING STATION LTD.

Company Description: INTRACO REFUELING STATION LTD. is located in Dhaka, Dhaka, Bangladesh and is part of the Support Activities for Mining Industry. INTRACO REFUELING STATION LTD. has 105 total employees across all of its locations and generates \$27.39 million in sales (USD).

Key Principal: Mohammed Riyadh Ali

Industry: Mining, Mining, Oil and gas exploration services

See other industries within the Mining, Quarrying, and Oil and Gas Extraction: Coal Mining , Metal Ore Mining , Nonmetallic Mineral Mining and Quarrying , Oil and Gas Extraction

Address: House No. 40 Block J, Pragati Sarani Dhaka, Dhaka, 1212 Bangladesh

Website: www.intracorefueling.com

Employee (this site): 105

Employee (all sites): 105

Revenue: \$27.39 million

Year Started: 2007 Incorporated: 2017

Stock Exchange: DhakaINTRACO

2.1 An organization chart of the company

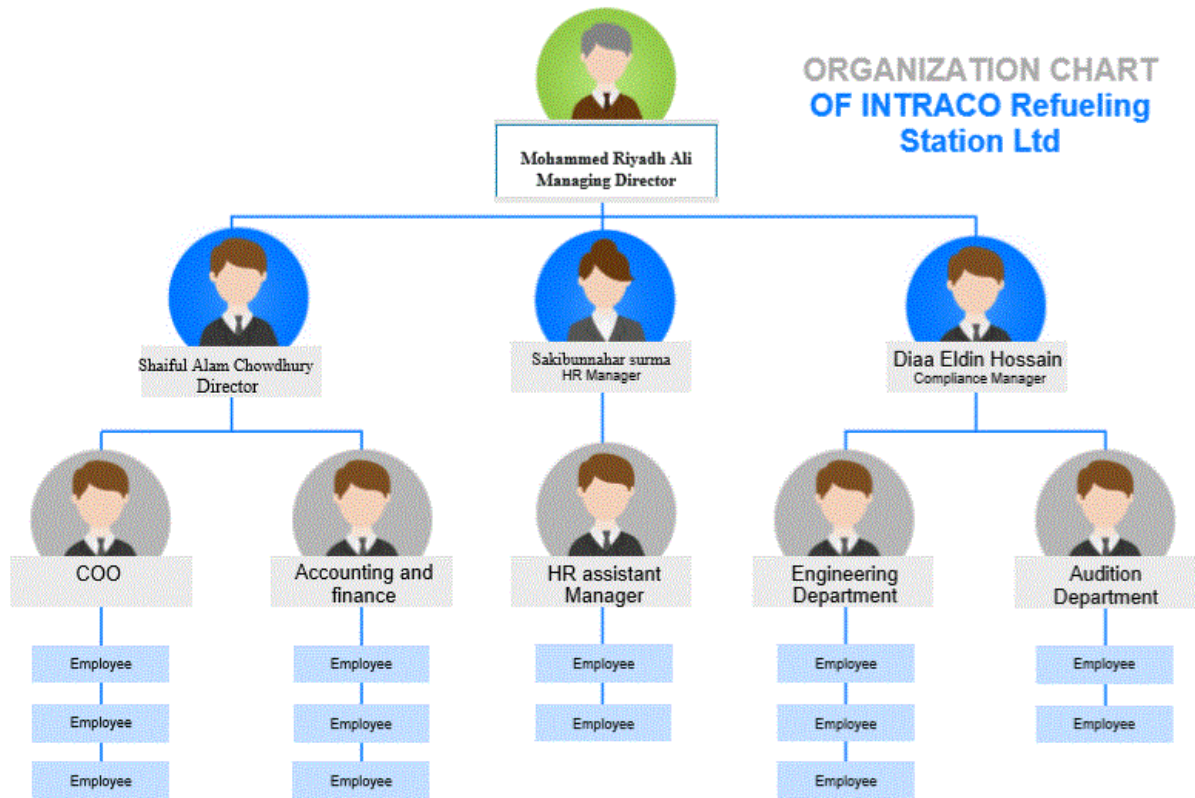


Figure 1: Organization chart

2.2 SWOT Analysis



Figure 2:SWOT Analysis

Strengths

1. Service responsiveness
2. Better quality of service.
3. Improved inventory turnover.
4. Better inventory management decisions.

Weaknesses

1. Pay-back period in long, in comparison to high investment in expenditure.
2. Necessitates changes management and adaption.
3. High investment in technology.

Opportunities

1. Open access to larger markets.
2. Strategic partnership opportunities with suppliers,
3. Evolvement of new technology

Threats

1. Overall control level decreases.
2. Competition within existing companies.
3. Environmental and ecological pressure and restrictions of gas industry.

2.3 PESTEL Analysis

Political Factor

For INTRACO Refueling Stations Ltd political stability is their first concern about entering into a new market or trying to stable the current one. However, currency fluctuation is an important factor in terms of company's overall revenue while engaging in international trading. So managing home government policies (Tax, Tariff, Equity requirement, import control etc.) is essential to maintain the running business.

Economic Factor

As INTRACO Refueling Stations Ltd is the cash cow of INTRACO GROUP the economic impact is essential to the company so they have been following these points to stable their economy.

1. Aims the consumer that can be a potential buyer.
2. Market segmentation that improve the individual business sector in terms of profit maximization and emerging growth.
3. Seasonal value proposition.
4. Incorporate with rural development process.
5. A large contribution in export.

Social Factor

1. "Corporate Social Responsibility" practices.
2. Decreasing the rate of unemployment through creating new job opportunities.
3. Involve in various social development project.
4. Continuously working on the development of living standard as a renowned contributor of home economy.

Technological Factor

1. Incorporate with technological appliances to generate all the managerial and official process.
2. Creating a website, LinkedIn and many other online profiles.
3. A part of marketing and selling process are enrolled by online.
4. Company's operational process are totally designed with update technological appliances and machinery.
5. Development and decision process are depending on their best use of the technology.

Environmental Factor

As they use several toxic chemicals in their production process which is really harmful for the environment. For ensuring healthy environment they follow ISO 9001 and ISO 14001 standards in their production process. They have been maintaining the wastage system in the best way possible. They enrolled a project is named "Renewable Energy" which is totally environment friendly.

Legal Factors

1. Company's has an own set of rules, regulation and policies which is strongly followed by every individual. Otherwise, punishment is proceeding.
2. For ensuring financial transaction legality, a yearly audit is held by externals.
3. For international trade, they follow the WTO (World Trade Organization) rules and policy

2.4 Partners of INTRACO Refueling Station Ltd



3.5 Stations of INTRACO Refueling

Dhaka:-

Intraco Refueling Station Ltd:

◇ 154, Naya Aity, Mukti Sarani, Shenar Par Demra Dhaka

Nessa & Sons Ltd:

◇ 259/1, Bagbari, Gabtoli, Dhaka

Comilla:-

Intraco Refueling Station Ltd:

◇ Haratali Highway, Sadar South, Comilla

Chandpur:-

Intraco Refueling Station Ltd:

◇ Comilla Road, Bishinudi, Haratali, Chandpur

Chittagong:-

East End Automobiles Ltd:

◇ Arakan Road, Thana-Chandgaon Dist-Chittagong

Absar & Elias Enterprise Ltd:

◇ Asian Highway, Tiger pass more, Dist Chittagong

Pabna:-

Good CNG Refueling Station Ltd:

◇ Pabna Road, Moddo Orunkhola, Gulti Thana Ishwardhi, Dist-Pabna

Hobigang:-

M Hye & Co CNG Refueling Station Ltd:

◇ Poddar Bari, Bohula Sarak Thana-Hobigang, Dist:Hobigang

Chapter 3

Industry Analysis

3.1 Industry Analysis

For that pointer, we have data for Bangladesh from 1970 to 2019. The average value for Bangladesh during that period was 0.29 percent with a minimum of 0 percent in 1970 and an outside of 1.11 percent in 2012. The rearmost value from 2021 is 0.34 percent for discrepancy, the world average in 2021 grounded on 173 countries is 0.44 percent. See the global rankings for that index or use the country comparator or compare trends over time.

Recent values

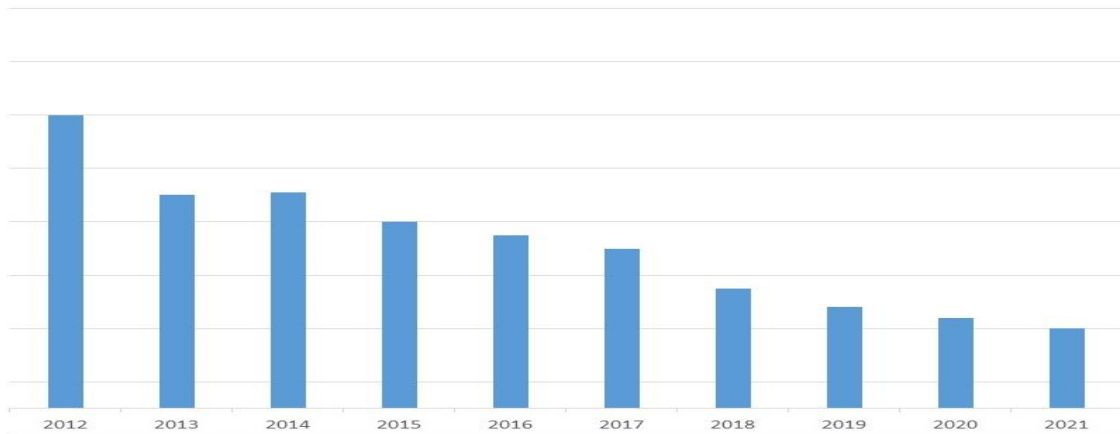


Figure 3: Recent Values

longer historical series

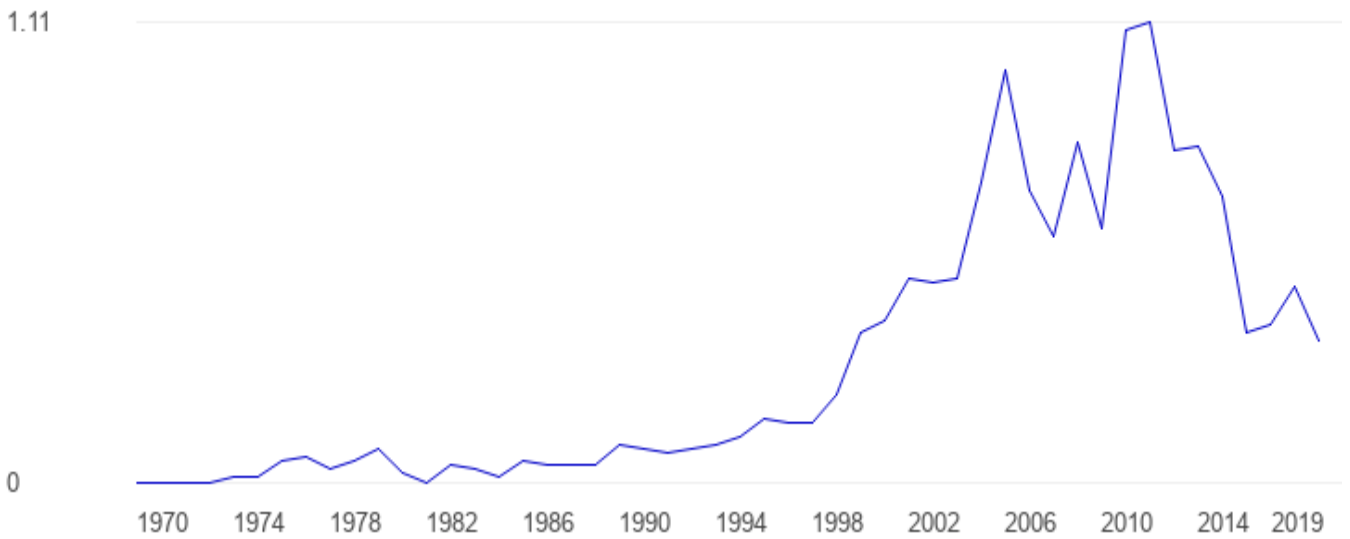


Figure 4: longer historical series

3.2 TECHNOLOGICAL FACTORS:

Technological invention in the disquisition and product sector has equipped the assiduity with the outfit and practices necessary to continually increase the product of natural gas to meet rising demand. These

technologies serve to make the disquisition and product of natural gas more effective, safe, and environmentally friendly. Indeed as natural gas deposits are decreasingly produced from “unconventional” conformations similar as shale gemstone, the disquisition and product assiduity has not only kept up its product pace, but in fact has bettered the general nature of its operations, contributing to an unknown 39 percent increase in the size of U.S. coffers since 2006.

According to a Department of Energy Report, “Environmental Benefits of Advanced Oil and Gas Exploration and Production Technology,” released in 1999 and still one of the most in-depth analyses available as of 2010

. • smaller wells are demanded on a periodic base to develop the same quantum of canvas and gas reserves as were developed in 1985.

- Had technology remained constant since 1985, it would take two wells to produce the same quantum of canvas and natural gas as one 1985 well. Still, advances in technology mean that one well moment can produce two times as much as a single 1985 well.

- Drilling wastes have dropped by as important as 148 million barrels due to increased well productivity and smaller wells.

- The drilling footmark of well pads has dropped by as important as 70 percent due to advanced drilling technology, which is extremely useful for drilling in sensitive areas.

- By using modular drilling equipages and slim hole drilling, the size and weight of drilling equipages can be reduced by over to 75 percent over traditional drilling equipages, reducing their face impact.

- Had technology, and therefore drilling vestiges, remained at 1985 situations, moment’s drilling vestiges would take up a fresh acres of land.

- New disquisition ways and vibrational sources mean lower reliance on snares, reducing the impact of disquisition on the terrain.

3.3 Maturity of the Industry

The Bengal delta has a hydrocarbon-bearing residue structure with rich mineral stores. The northeastern Sylhet division is the country's biggest gaseous petrol and unrefined petroleum maker, trailed by Chittagong division, Dhaka division and Barisal division; while many seaward squares lay in the Titas is the biggest gas field and second most elevated maker in Bangladesh.

Titas Gas field

The Titas gas repository incorporates various sandstone layers (Fig. 3) in the Bhuban and Bokabil arrangements in the Miocene-Pliocene age. The profundity of the repository goes from around 2616 m to 3124 m. It contains in excess of 10 gas zones of which 5 are major with horizontal expansion across the gas field. The nature of the repository sandstones is for the most part generally excellent with normal porosity 20% and normal penetrability of 100-400 milidarcy (md).

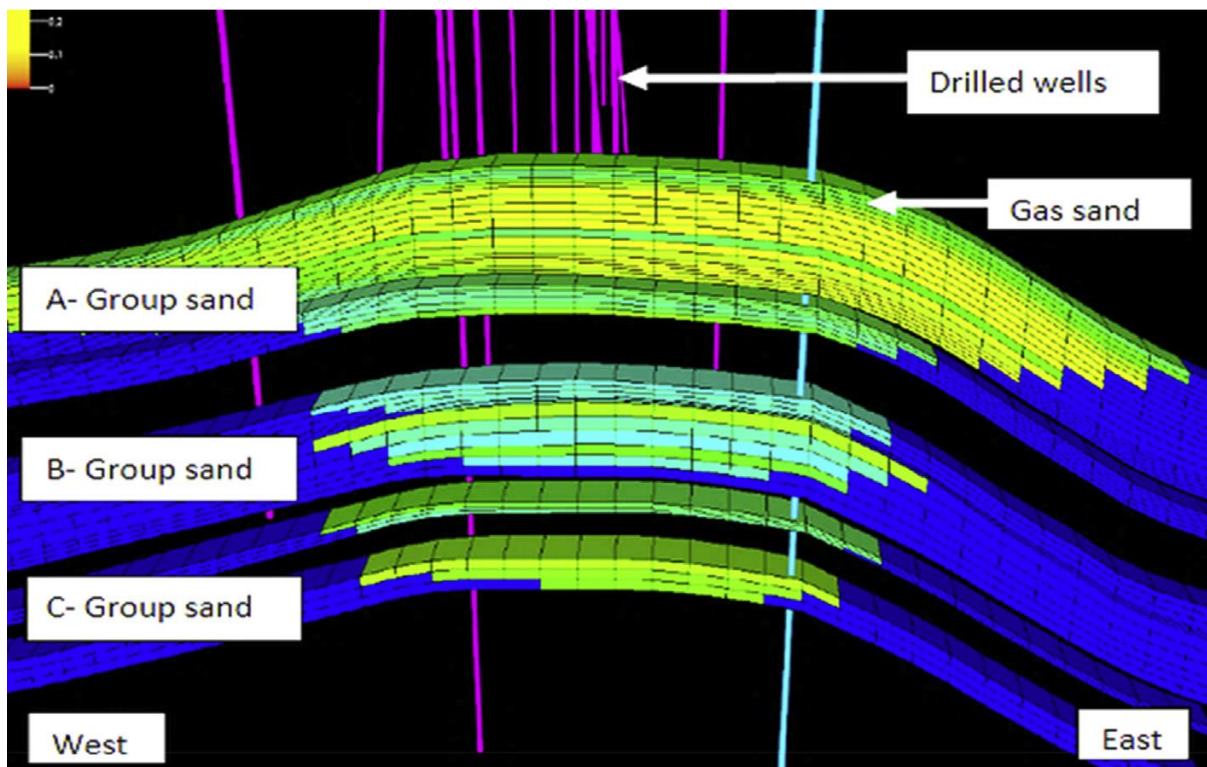


Figure 5: Different sand zones in Titas Gas field (Figure edited from Ref. [6]).

Habiganj gas field

The Habiganj gas field is known for its astounding gas supplies. The supply rocks have a place with the Miocene-Pliocene Bhuban and Bokabil arrangement. The upper gas sand lies at a profundity of 1320 m and has a most extreme awful compensation thickness of 230 m (Fig. 4). This is the essential gas repository in the field and the porosity range 30%. The lower gas sand is more slender and lies at a profundity of 3000 m with less areal degree. Normal porosity ranges 17%-18% and penetrability under 100 md. It is the third biggest gas maker in the country.

Bakhrabad gas field

Bakhrabad gas supplies are sandstones inside the Miocene-Pliocene Surma Group unit. There are 5 significant gas sands named as B, D upper, D lower, G, J [2,13]. These gas zones lie between 1826 m and 2144 m underneath the surface. The porosities of gas sands are 13%e26% and penetrability in the scope of 50 md to 700 md.

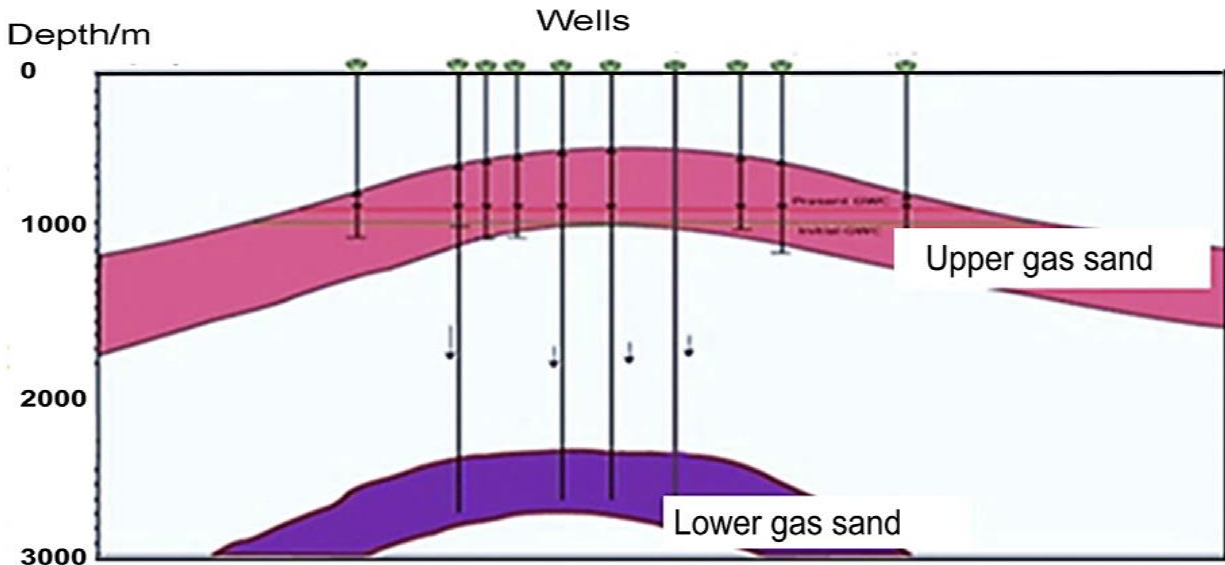


Figure 6: Cross section of Habiganj gas field with two gas sand [5].

Meghna gas field

Meghna gas supplies are sandstones having a place with the stratigraphic unit of the Miocene-Pliocene Surma bunch. Six gas sands are there between profundities of around 2285 m and 2400 m. The gas sands are slender and have restricted coherence.

The gas sands are medium to fine grained with porosities of 15%-22% [7].

Narsingdi gas field

The Sandstone supply of the Narsingdi gas field has a place with the Surma bunch. There are two gas sands as upper sand and lower sand inside the profundity scope of around 2900-3150 m. There are 4 extra gas sands distinguished in the wireline logs yet these are excessively meager and are not viewed as business. These are extremely fine to medium grained. The porosities are in the scope of 15%e16% and penetrability in the scope of 85-150 md [7].

3.4 Competitive Environment and Changes in the Competitive Environment Others

The chance of petroleum gas being depleted inside 10 years or 15 years concerns every one of us. It is effectively justifiable how the enterprises, power plants and numerous others could be impacted assuming gas is exhausted in not so distant future. Disregarding the way that the public authority is not kidding and true with regards to observing elective energy sources, however much headway isn't apparent in this regard yet. Bangladesh is probably going to deplete its gas hold by around 2030. The couple of focuses that should be considered in such manner-

1. Gas creation and supply will not static throughout the long term.
2. Gas creation and supply in Bangladesh are relied upon to fill in future however the development won't proceed.
3. Creation and supply will develop till specific time and begin to Decline
4. At long last assessed gas stores might change with time because of hold expansion from new revelations and save development.

The consumption of gaseous petrol in Bangladesh is noticeable these days. For instance, the creation from the Kamta and

Feni is currently suspended. The creation from the Bakhrabad field is probably going to be suspended in not so distant future. The Begumgonj field has not yet been created. The creation from the Chhatak gas field and the Haripur oil field is currently suspended. The gas creation is relied upon to go on till 2030 and maybe past albeit in increasingly short volume with time. In Fig. 5, it is uncovered that the interest of gas is expanding consistently step by step yet the creation and supply is draining after 2016-17 with the requests. It is additionally anticipated that after 2020, Bangladesh will deal with a major issue with gas lack assuming not a single new or elective gas holds in sight [7]. In such conditions, all the likely hold should be changed over into demonstrated save through additional supply portrayal and assessment. It is advantageous to specify that the repository portrayal and hold assessment

for Bangladesh gas fields was done well before utilizing ordinary strategies. Additionally, the save development, a viable measure applying best in class thoughts and coming procedures, should be taken for the normal harmony between the gas interest and supply.

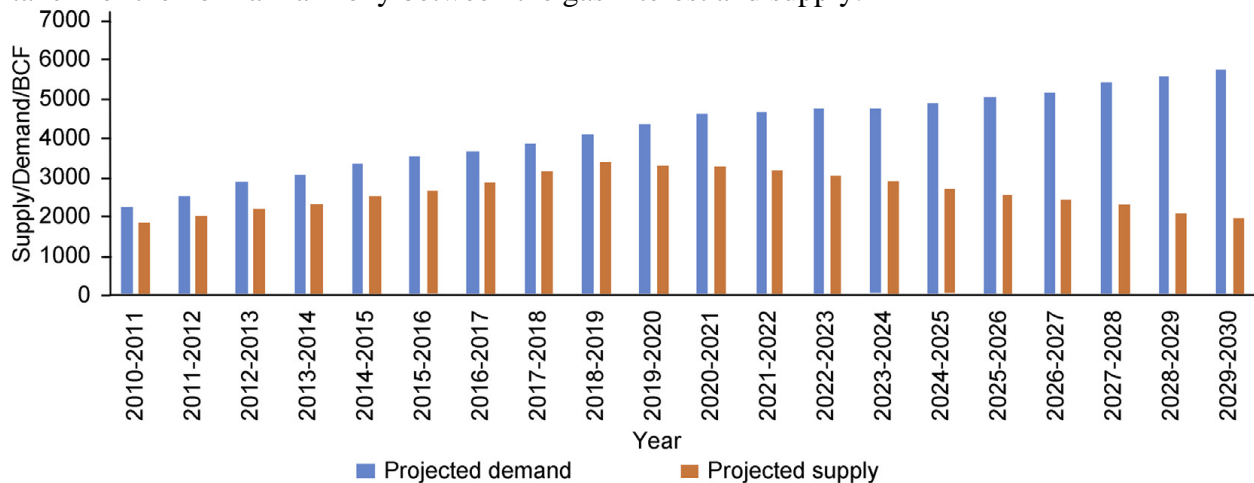


Figure 7: Natural gas supply & demand forecast up to 2030 in BCF [8].

3.5 Legal and regulatory framework

1) Domestic oil and gas legislation

The critical piece of regulation that administers upstream oil and gas inside the ward of Bangladesh is the Bangladesh Petroleum Act 1974 (BPA 1974). According to BPA 1974, the public authority has the restrictive right and position to investigate, exploit and produce oil inside the region, mainland rack and monetary zone of Bangladesh. Under the said act and for all reasons, petrol has been characterized as any normally happening hydrocarbon or a combination of hydrocarbon, regardless of whether in a vaporous, fluid or strong state and at least one of hydrogen sulfide, nitrogen, helium and carbon dioxide (petrol).

In assistance to the public authority's selective appropriate for investigation and creation of petrol under BPA 1974, the public authority might go into an oil concurrence with any individual or element, regardless of whether nearby or unfamiliar, with the end goal of investigation and creation of petrol. Without this understanding set up, no individual or element will be permitted to embrace or continue any investigation and creation exercises. This oil arrangement with the end goal of investigation and creation of petrol is known as a PSC. The BPA 1974 likewise accommodates obligations and commitments of the people occupied with the petrol activity and punishment for infringement of any arrangement of the BPA 1974. PSCs between the public authority, Petro Bangla and the different IOCs have been entered inside the structure of the BPA 1974.

Notwithstanding the BPA 1974, the public authority lately ordered the Petroleum Act 2016 (PA 2016), which administers the import, transportation, stockpiling, creation, refining, mixing and handling as well as advertising and conveyance of petrol. Dad 2016 accommodates the compulsory prerequisite for a permit for import, transportation and appropriation of petrol, the offenses and discipline for infringement of any arrangement of the said act, the force of the public authority to carry out fundamental guidelines, and so forth In exercise of the ability to execute such principles, MPEMR of Bangladesh presented the Petroleum Rules 2018, which give definite rules, among others, in regards to application strategies for the licenses expected under PA 2016, including the recommended authorizing structures, various techniques for importations of oil and endorsement systems for the foundation of oil treatment facilities and petrochemical plants.

In addition, the Gas Act 2010 was passed to manage the transmission, appropriation, advertising, supply and capacity of flammable gas and fluid hydrocarbons in the land an area of Bangladesh and in its resolved ocean limits and financial zones. The unbiased, as indicated by the prelude to the demonstration, is to guarantee the legitimate and proper utilization of the controlled substance. Nonetheless, the investigation and creation of flammable gas and the connected assets are not controlled by the Gas Act.

II) Treaties

Bangladesh turned into a signatory to the New York Convention on 6 May 1992, which is one of the vital instruments in global mediation. The Arbitration Act 2001 was sanctioned considering the New York Convention and the UNCITRAL Model Law on International Commercial Arbitration and accommodates the acknowledgment of arbitral honors in a similar way as though it were an announcement of Bangladeshi courts. Bangladesh likewise approved the Convention for the Pacific Settlement of International Disputes (Hague Convention I), Convention on the Settlement of Investment Disputes among States and Nationals of Other States, and so forth. The public authority of Bangladesh is likewise being asked by the specialists to sign the Singapore Convention on Mediation to empower unfamiliar direct speculation as financial backers regularly look for friendly strategies for business question goal.

The absolute first two-sided venture settlement (BIT) endorsed by Bangladesh was with the United Kingdom in 1980. From that point forward, Bangladesh has marked BITs with numerous nations, including China, the United Kingdom, Germany, France, the United States, South Korea, Turkey, Italy, the Netherlands, Malaysia, Japan, Switzerland, Singapore, India, Denmark, and so on. The main BITs with Turkey and Thailand, which were endorsed in 1987 and 1988, individually, were ended and new BITs were executed in this manner in 2012 and 2002, separately.

Bangladesh is likewise a signatory to the Asia-Pacific Trade Agreement (APTA), which is a special territorial economic alliance with the expect to advance the monetary improvement of its individuals through the reception of commonly helpful exchange progression estimates that add to provincial exchange extension and financial participation between Bangladesh, China, India, South Korea, Laos, Sri Lanka and Mongolia.

Chapter 4

Description of main duties

4.1 Learning:

1. Function of formal document structure.
 - Commission sheet.
 - Usage report.
 - Debit entry vouchers.
 - credit entry vouchers.
 - Evaluation process.
 - Daily sales reports.
 - Electricity bills.
 - Parts bill.
2. To know how to issue debit entry vouchers through specific format.
3. Organize compliance policies and protocols on the company.
4. Develop and implement a compliance program to ensure the organization operates in accordance with the government policy
5. Determine compliance metrics and develop the system for tracking them.
6. Sign off on any marketing and advertising collateral to ensure it is compliance.
7. Perform compliance audits to determine whether establish protocols are being followed and where they can be improved.
8. Developed new marketing ideas to improve the income.\
9. We had to make some field visits to check up how the work going and implement new ideas to increase the income.

4.2 Task overview:

1. The commission sheet is the list of company's loyal customer that takes CNG from our stations in regular basis so they get 5% cash back as compliment. As I was working the compliance department one of my daily tasks was checking up the sheet regularly as if there was any mistake and to add it to the daily report of each station,
2. The usage report is the report of the meters of the gas used by each station. I use to check up if there was any unnecessary usage of gas in the station.
3. I use to write Debit entry vouchers and credit entry vouchers as it's the way to deposit the profit to the main bank account and to distribute the expenses money to the stations bank account.
4. My work with electricity bills was to check it up if there is any mistake in the meters of the electricity, sometime the electricity company add extra meters to get more money.

4.3 Working Condition:

I had to go to the office five days a week, and the working hours were from 9.30 am to 5.00 pm. I had never experienced any unusual working days.

4.4 Difficulties & Challenges:

To understand the corporate culture and professionalism as an intern within a short time without any previous experience was difficult. Also, maintain the professionalism and confidentiality was very challenging. Maintaining the company's rules and regulation in working status. There was no language barrier I had ever faced but the medium was totally different. Because I had to use their personal outlook mailing system for communicating with my colleagues in a standard manner.

4.5 Experience:

In my three-month internship program, I experienced almost all kind marketing and compliance activity through performing the task and watching my supervisor overcoming the difficulties. Specifically, I got advanced experience in using "Microsoft WORD & Excel".

Chapter 5

Analysis

5.1 Company level analysis:

According to my experience through an internship program, I have found that situational based learning is very efficient and exceptional. Because all the tasks were completed by me on a case-by case basis, which help to idealize different solution for every unique problem. Moreover, a complete working flowchart is given before starting a task which helps to do a task in a very easy step without any time duration and complexity. Their job responsibility structure was so organized that help me to get an invaluable experience from primary level to advance level. I never seen any corporate politics and partiality during internship in intend to get benefit like positional upgradation. Thus, make sense a fair evaluation process and the employee friendly working environment push the operational process outcome to be more efficient. Be positive in every situation is tremendously work to get a greater outcome. Ethical value practices were one of the most exceptional things I had found there which have an unimaginable effect on overall company's operational process and progress. The company has a well-organized database portal of company's compliance division which actually used to do all compliance and marketing activity from a single desk in sense of technological involvement and operational efficiency. But, in the managerial process they follow the traditional management system which is less effective on efficient operational outcome. Another notable thing is that their technological skill and practices were not too much advanced level comparing to the current technological involvement and advancement.

5.2 Professional level analysis:

In chapter 4, Description of main duties part I have mentioned that the tasks are completed and learnings are achieved during internship program. The overall intern project gives me a complete real-life corporate experience which will be veteran for my future career. The most significant points are enlisted below which actually have impact on my future career.

1. The way professionalism is maintained.
2. Understand the corporate culture, rules, regulation and policies.
3. Ethical conduct in working environment.
4. Positive attitude and productivity.
5. Self-development & value practices.
6. Experience of marketing job responsibility.
7. Time management in any operating function.
8. Technical skill development.
9. To know the self-expertise and limitation.
10. Advance experience in using tools (MS Word, Excel, PowerPoint, Outlook).
11. Advanced technological involvement and practices. These things help me to construct a strong resume and portfolio in the corporate world which I actually get through internship.

5.3 Market level analysis:

Determine who your competitors are.

A rival is someone who sells a similar product to the very same segments of the market as you. As a result, a firm that sells advertisements might coexist alongside another company that sells advertisements. How is it possible? Different types of clients can be targeted by businesses: One may cater to international corporations, while the other may sell to small enterprises. In general, there are three sorts of competitors:

Direct competition: These companies provide the same goods and services to all the same customers in the same geographic area as your company.

Competition that is secondary or indirect Within the same region, businesses that offer somewhat different products or services or aim a distinct consumer. Businesses that offer alternative goods and services to about the same clientele in the same region are referred to as substitute competition.

Compile a list of your main rivals.

After you've identified your top rivals, you'll want to learn everything you can about them. You might try to gather the following data about your competitors:

Products and services—Evaluate and compare their products and services to your own, preferably by acquiring and trying them out. What's the quality like? What aspects do you find appealing or objectionable? What are their vendors' names? Is it responsive to the desires of customers?

What are the prices for their products and services? Is there a difference in price between channel stakeholders and clients? What is their policy on discounts? Can you give me an estimate of their budget?

Branding and positioning—

Examine the websites, product documentation, brochures, and catalogues of your rivals. Visit them at trade fairs and follow them on social media. Visit them at trade fairs and follow them on social media. What are the markets they're aiming for? What is their one-of-a-kind selling point?

Market reputation—Get feedback from consumers, suppliers, and distributors. What information do they have about your competitors? What are their thoughts on the company's goods, marketing and sales techniques, and customer service?

Examine the competition's advantages and disadvantages.

You may compare your rivals' performance to your own by writing a written review of them. You might make a list of your rivals and write down their advantages and disadvantages. Is it due of their location that they are so popular? Visibility? What about the caliber of their personnel? Are their prices excessively high? Is their product missing a crucial feature that your target buyers want? This study will show you how to adjust your plan to match their strong points while exploiting their weaknesses.

Have a direct conversation with your competitors

Getting to know your competition on a personal level might be beneficial. Indeed, taking that first move may frequently lead to a mutually beneficial partnership.

It's not uncommon for two businesses to compete at times and collaborate at others. If a rival doesn't service a certain market segment, for example, they may be ready to send clients to you. However, they must first get to know, trust, and like you.

Even if you are unable to reach an agreement with your rivals, speaking with them might provide you with valuable information that will help you differentiate your company in the market.

Identify your competitive advantage

You can determine your competitive advantage by analyzing the competitive landscape. Lower pricing or special offers may attract new clients, but keep in mind that this technique might be replicated by your competitors and may not be sustainable in the long run.

Taking advantage of a competitor's vulnerability is always a smart idea. Is it, however, sustainable? A comparative advantage would ideally be a strong point of differentiation that appeals to your target market. By depending on your main differentiator, you may establish your messaging and business brand by identifying your competitive edge (s).

Another way to look at it is that while it's vital to keep an eye on the competition and develop your business as a result, you shouldn't let concerns about what others are doing get in the way of your success.

Chapter 6

Conclusion

6.1 Conclusion:

INTRACO Refueling Station Ltd is one of the most famed company in Bangladesh. The maturity of the company is 15 times. In Bangladesh, INTRACO Refueling Station Ltd is one of the leading stations in Bangladesh and it's still perfecting,

. This externship has been an outstanding and satisfying experience. I can negotiate that there have been a lot I 've dressed from my work at INTRACO. Meaningless to say, the specialized characteristics of the work I 've done aren't indefectible and could be bettered handed enough time. As someone with no previous experience. whatsoever I believe my time spent in exploration and discovering it was well worth it and contributed to chancing a respectable result to make a marketing ideas. Two main effects that I 've learned the significance of our time- operation chops and tone- provocation. The study is about the real- life experience what I've gained during externship program and the effectiveness of this experience in particular life.

6.2 Recommendation to the university

Change the duration of the internship At the very least, the University should change the length of time students spend on internships. Because by the time the interns travel to the field, the organizations are wrapping up and concluding the fiscal year, the timeframe should be shifted to January.

Regular supervision of students: During the internship program, the intern suggests that the university conduct constant supervision and monitoring of students in order to encourage them to accomplish their jobs fully and properly. This will also promote a tight relationship between academic supervisors and field supervisors, allowing for adequate evaluation of the interns' work in the field.

Students should be able to find internships. The university should assist students in securing internship opportunities in accordance with their particular programs by providing student recommendations in order to shorten their training times and eliminate the pain experienced by students looking for internship placements.

Should continue with internship program since it helps students prepare for their future employment and allows them to put their theoretical knowledge learned in class into reality. It also aids in the development of students' knowledge of work ethics, job expectations, duties, and possibilities.

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Chapter 7

Appendices

The weekly reports will be added in the hard copy.

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week

Date: From 7th October to 14th October 14, 2021

Name: Omar Said Sabry


ID: 170061046

Company: INTRACO Refueling Station Ltd

List of activities with brief description:

1. I was introduced to the company members:
It was a delightful to know the members of the company. The company's environment is friendly and helps me to learn from everyone.
2. My role in the company decided as intern of Marketing, Business Development and Management in Compliance Department: A compliance department identifies risks that an organization faces and advises on how to avoid or address them. It implements controls to protect the organization from those risks. The department also resolves compliance issues as they arise and advised the business on rules and controls.
3. I have been checking the commissions that a customer gets from the stations as checking the situation of the company.
4. I have learned to prepare debit and credit entry voucher as the distribution of the money for each station and the mother company requires these voucher.
5. Started working on maximizing the customer in the station and studying the bugs in the station: on the way of doing that, a list of new ideas was prepared to help the company to reach their goals.
6. I have checked up the daily sales reports.
7. Field visit: we have visited the station of Gabtoli for checking up the installation of the new automation system.
8. During the visit, we have lined out some improvement that we need to work on in the station during the next few weeks.
9. I have prepared a business proposal for a new advertising idea.


Company Supervisor


15-10-21
Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd and 3rd week

Name: Omar Said Sabry

Company: INTRACO Refueling Station Ltd.


Date: From 14th October to 28th October 2021

ID: 170061046

List of activities with brief description:

1. Commission's sheet: checking up the commission's sheet by using the data given in the system to spot any mistakes that may happen while inputting the data. This process takes at least a day for each station. Using Excel we calculate the meters consumed in each dispenser then calculate the amount by taka of the consumed gas. Afterward we do check the collected cash and the commission given to each customer.
2. Preparing debit and credit entry vouchers: distributing the income to different accounts as each station has account and from which place was the money received.
3. Keep working on maximizing the customer in the station and studying the bugs in the station, on the way of doing that, a list of new ideas was prepared to help the company to reach their goals.
4. Checking up the daily sales reports mostly be at the end of the week, we check up each owner how much he paid and how much commission he gets and add it to the records this is in case of our regular customers however the one time pass customers counts as exceeding sales that improve the sales of the station.
5. Reviewing form: a form that customers fill when they are in the station to let us know how it's performing. That form has been submitted this week for a review to start applying in in the stations.
6. Researches have been made to improve the stations and the labor on each one to be applied for the next field visits.
7. Suggesting a social media campaign for spiriting our brand name all over the country.
8. Processing on the idea that was submitted last week to see the possibility of giving it a try.


Company Supervisor


Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th and 5th week

Date: From 28th October to 11th November 2021


Name: Omar Said Sabry

ID: 170061046

Company: INTRACO Refueling Station Ltd.

List of activities with brief description:

1. Commission's sheet: checking up the commission's sheet by using the data given in the system to spot any mistakes that may happen while inputting the data. This process takes at least a day for each station. Using Excel we calculate the meters consumed in each dispenser then calculate the amount by taka of the consumed gas. Afterward we do check the collected cash and the commission given to each customer.
2. Preparing debit and credit entry vouchers: distributing the income to different accounts as each station has account and from which place was the money received.
3. Keep working on maximizing the customer in the station and studying the bugs in the station, on the way of doing that, a list of new ideas was prepared to help the company to reach their goals.
4. Checking up the daily sales reports mostly be at the end of the week, we check up each owner how much he paid and how much commission he gets and add it to the records this is in case of our regular customers however the one time pass customers counts as exceeding sales that improve the sales of the station.
5. Developing tools and methods for collecting data such as surveys, opinion polls and questionnaires.
6. Collecting and analyzing data to identify consumer trends.
7. Researching consumer opinion and marketing strategies proposing adjustment to current strategies accordingly.

 11.11.2021

Company Supervisor

 11-11-2021

Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th and 5th week

Date: From 28th October to 11th November 2021

Name: Omar Said Sabry


ID: 170061046

Company: INTRACO Refueling Station Ltd.

List of activities with brief description:

1. Commission's sheet: checking up the commission's sheet by using the data given in the system to spot any mistakes that may happen while inputting the data. This process takes at least a day for each station. Using Excel we calculate the meters consumed in each dispenser then calculate the amount by taka of the consumed gas. Afterward we do check the collected cash and the commission given to each customer.
2. Preparing debit and credit entry vouchers: distributing the income to different accounts as each station has account and from which place was the money received.
3. Keep working on maximizing the customer in the station and studying the bugs in the station, on the way of doing that, a list of new ideas was prepared to help the company to reach their goals.
4. Checking up the daily sales reports mostly be at the end of the week, we check up each owner how much he paid and how much commission he gets and add it to the records this is in case of our regular customers however the one time pass customers counts as exceeding sales that improve the sales of the station.
5. Developing tools and methods for collecting data such as surveys, opinion polls and questionnaires.
6. Collecting and analyzing data to identify consumer trends.
7. Researching consumer opinion and marketing strategies proposing adjustment to current strategies accordingly.


Company Supervisor


11-11-2021
Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th week

Date: from 11th November to 18th November 2021

Name: Omar Said Sabry

ID: 170061046

Company: INTRACO Refueling Station Ltd.


List of activities with brief description:


Common activities

1. Commission's sheet: checking up the commission's sheet by using the data given in the system to spot any mistakes that may happen while inputting the data. This process takes at least a day for each station. Using Excel, we calculate the meters consumed in each dispenser then calculate the amount by taka of the consumed gas. Afterward we do check the collected cash and the commission given to each customer.
2. Preparing debit and credit entry vouchers: distributing the income to different accounts as each station has account and from which place was the money received.
3. Keep working on maximizing the customer in the station and studying the bugs in the station, on the way of doing that, a list of new ideas was prepared to help the company to reach their goals.
4. 4.Checking up the daily sales reports mostly be at the end of the week, we check up each owner how much he paid and how much commission he gets and add it to the records this is in case of our regular customers however the one time pass customers counts as exceeding sales that improve the sales of the station.

Other activities

5. Researches have been made to improve the stations and the labor to be applied in nest field visits.
6. Processing on the idea that was submitted last week to see the possibility of giving in a try.
7. Prepared a proposal for new advertising idea that will increase the sales of the company and helps the bard to expand.


18/11/21
Company supervisor


19-11-21
Academic supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th and 8th week

Date: From 21st November to 2nd December, 2021

Name: Omar Said Sabry

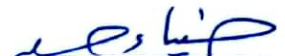
ID: 170061046


Company: INTRACO Refueling Station Ltd

List of activities with brief description:

Common activities


1. Commission's sheet: checking up the commission's sheet by using the data given in the system to spot any mistakes that may happen while inputting the data. This process takes at least a day for each station. Using Excel, we calculate the meters consumed in each dispenser then calculate the amount by taka of the consumed gas. Afterward we do check the collected cash and the commission given to each customer.
2. Preparing debit and credit entry vouchers: distributing the income to different accounts as each station has account and from which place was the money received.
3. Keep working on maximizing the customer in the station and studying the bugs in the station, on the way of doing that, a list of new ideas was prepared to help the company to reach their goals.
4. Checking up the daily sales reports mostly be at the end of the week, we check up each owner how much he paid and how much commission he gets and add it to the records this is in case of our regular customers however the one-time pass customers count as exceeding sales that improve the sales of the station.



Company supervisor


Academic supervisor

New activates

1. Reviewing the station: during the field visit we review the station in many sectors as the quality of the gas, the behavior with the customers, and the overlook of the station. Then commenting to those sectors then informing the supervisor.
2. Studying the competitors: as we have some competitors in the area of the station we go to their station and observe the activates and the behavior of their workers and how the customers react with their workers then compare it to our stations to identify and solve any disadvantages we have in the stations.
3. Social survey: this survey has been done in the stations by communicating to the customers and getting some feedback about the quality, behavior of the workers and asking them about what they would need in the station as extra service.
4. New customer: due our visit we noticed that some of the busses and trucks are not included in the commission list, as we provide some cash back as a loyalty bonus. So, to encourage the driver to come back to our station we have created a new car list so any bus or truck comes they list it as commission taker.
5. Completing new deals: during the visit we have met with some factory transport manger and local transportation stop owner to offer them to refuel from our station to increase our daily income and help the station to build good reputation in the area.


Company supervisor


Academic supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th week

Date: from 5th December to 16th December 2021

Name: Omar Said Sabry

ID: 170061046

Company: INTRACO Refueling Station Ltd.

List of activities with brief description:

Common activities

1. Commission's sheet: checking up the commission's sheet by using the data given in the system to spot any mistakes that may happen while inputting the data. This process takes at least a day for each station. Using Excel, we calculate the meters consumed in each dispenser then calculate the amount by taka of the consumed gas. Afterward we do check the collected cash and the commission given to each customer.
2. Preparing debit and credit entry vouchers: distributing the income to different accounts as each station has account and from which place was the money received.
3. Keep working on maximizing the customer in the station and studying the bugs in the station, on the way of doing that, a list of new ideas was prepared to help the company to reach their goals.
4. 4. Checking up the daily sales reports mostly be at the end of the week, we check up each owner how much he paid and how much commission he gets and add it to the records this is in case of our regular customers however the one time pass customers counts as exceeding sales that improve the sales of the station.

Other activities

5. Researches have been made to improve the stations and the labor to be applied in next field visits.
6. Processing on the idea that was submitted last week to see the possibility of giving in a try.


Company supervisor


Academic supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th week

Date: from 16th December to 23th December 2021

Name: Omar Said Sabry

ID: 170061046

Company: INTRACO Refueling Station Ltd.

List of activities with brief description:


Common activities

1. Commission's sheet: checking up the commission's sheet by using the data given in the system to spot any mistakes that may happen while inputting the data. This process takes at least a day for each station. Using Excel, we calculate the meters consumed in each dispenser then calculate the amount by taka of the consumed gas. Afterward we do check the collected cash and the commission given to each customer.
2. Preparing debit and credit entry vouchers: distributing the income to different accounts as each station has account and from which place was the money received.
3. Keep working on maximizing the customer in the station and studying the bugs in the station, on the way of doing that, a list of new ideas was prepared to help the company to reach their goals.
4. 4. Checking up the daily sales reports mostly be at the end of the week, we check up each owner how much he paid and how much commission he gets and add it to the records this is in case of our regular customers however the one time pass customers counts as exceeding sales that improve the sales of the station.

Other activities

1. Reviewing the station: during the field visit we review the station in many sectors as the quality of the gas, the behavior with the customers, and the overlook of the station. Then commenting to those sectors then informing the supervisor.
3. Social survey: this survey has been done in the stations by communicating to the customers and getting some feedback about the quality, behavior of the workers and asking them about what they would need in the station as extra service.
4. New customer: due our visit we noticed that some of the busses and trucks are not included in the commission list, as we provide some cash back as a loyalty bonus. So, to encourage the driver to come back to our station we have created a new car list so any bus or truck comes they list it as commission taker.
5. Completing new deals: during the visit we have met with some factory transport manger and local transportation stop owner to offer them to refuel from our station to increase our daily income and help the station to build good reputation in the area.


Company supervisor


Academic supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th week

Name: Omar Said Sabry

Company: INTRACO Refueling Station Ltd

Date: From 23rd to 30th December , 2021

ID: 170061046

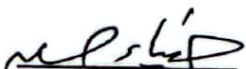
List of activities with brief description:

Common activities

1. Commission's sheet: looking up the commission's sheet by utilizing the information given in the framework to detect any mix-ups that might occur while contributing the information. This interaction takes at least daily for each station. Utilizing Dominate, we ascertain the meters devoured in every gadget then, at that point, compute the sum by taka of the burned-through gas. A while later we in all actuality do check the gathered money and the commission given to every client.
2. Preparing charge and credit section vouchers: circulating the pay to various records as each station has account and from which spot was the cash gotten.
3. Keep chipping away at amplifying the client in the station and concentrating on the bugs in the station, on the method of doing that, a rundown of groundbreaking thoughts was ready to help the organization to arrive at their objectives.
4. Checking up the day by day deals reports generally be toward the week's end, we check up each proprietor the amount he paid and how much commission he gets and add it to the records this is if there should be an occurrence of our customary clients anyway the one time elapse clients considers surpassing deals that work on the deals of the station.

Different exercises

5. Researches have been made to work on the stations and the work to be applied in home field visits.
6. Processing on the possibility that was submitted last week to see the chance of checking in out.



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th week
Name: Omar Said Sabry
Company: INTRACO Refueling Station Ltd

Date: From 2nd to 6th January, 2022
ID: 170061046

List of activities with brief description:

Common activities

1. Commission's sheet: looking up the commission's sheet by utilizing the information given in the framework to detect any mix-ups that might occur while contributing the information. This interaction takes at least daily for each station. Utilizing Dominate, we ascertain the meters devoured in every gadget then, at that point, compute the sum by taka of the burned-through gas. A while later we in all actuality do check the gathered money and the commission given to every client.
2. Preparing charge and credit section vouchers: circulating the pay to various records as each station has account and from which spot was the cash gotten.
3. Keep chipping away at amplifying the client in the station and concentrating on the bugs in the Station, on the method of doing that, a rundown of groundbreaking thoughts was ready to help the organization to arrive at their objectives.
4. Checking up the day by day deals reports generally be toward the week's end, we check up each proprietor the amount he paid and how much commission he gets and add it to the records this is if there should be an occurrence of our customary clients anyway the one time elapse clients considers surpassing deals that work on the deals of the station.

Different exercises

5. Researches have been made to work on the stations and the work to be applied in home field visits.
6. Processing on the possibility that was submitted last week to see the chance of checking in out.


Company Supervisor


Academic Supervisor