

Internship Report On

**Enterprise Resource Planning & its Implications at
Bengal Group of Industries.**



الجامعة الإسلامية للتكنولوجيا
UNIVERSITE ISLAMIQUE DE TECHNOLOGIE
ISLAMIC UNIVERSITY OF TECHNOLOGY
DHAKA, BANGLADESH
ORGANISATION OF ISLAMIC COOPERATION



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.

Name: Alsaad Ahmed

ID: 170061073

Alsaad

Department of Business and Technology Management

Islamic University of Technology

Approved By

Farjana Nasrin

Lecturer

*Farjana Nasrin
24/04/2022*

Department of Business and Technology Management

Islamic University of Technology

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LETTER OF TRANSMITTAL

Date: April 25, 2022

Farjana Nasrin

Lecturer

Department of Business & Technology Management

Islamic University of Technology

Subject: Submission of Internship Report.

Dear Ma'am,

I am hereby submitting my Internship Report, which is a part of the BBA in TM Program curriculum. It is a great achievement to work under your active supervision.

This report is based on, "Enterprise Resource Planning & its Implications at Bengal Group of Industries". I have got the opportunity to work in Bengal Group of Industries Limited in the "Information Technology Department" at 75 Avenue Gulshan, Dhaka, Bangladesh for twelve weeks, under the supervision of Kazi Md. Anwar Hossain, Assistant General Manager, Information Technology Department. This internship provided me with both academic as well as practical experience. First and foremost, I learned about the organizational culture of a major conglomerate corporation in the country. Second, this internship allowed me to gain experience with various ERP software.

I will be obliged if you kindly accept this report and provide me with any kind of expert judgment or feedback you may have.

Sincerely Yours,



Alsaad Ahmed

Students' ID: 170061073

Business & Technology Management

Islamic University of Technology

DECLARATION

I, Alsaad Ahmed, a student of the Department of Business and Technology Management of Islamic University of Technology hereby declare that I have prepared my internship report on “Enterprise Resource Planning & its Implications at Bengal Group of Industries.” by myself with the guidance provided by my supervisor Farjana Nasrin, Lecturer, Department of Business & Technology Management. I have not intentionally infringed on any copyright. To the best of my knowledge, the work is genuine. I further certify that the report was not given to any other person or organization in exchange for a certificate of any kind.



Alsaad Ahmed

Students' ID: 170061073

Business & Technology Management

Islamic University of Technology

ACKNOWLEDGMENT

This report was the result of many people's tireless efforts and support. I am grateful to each and every one of them for providing me with the support and direction that helped me to complete this report. At first, I want to thank the Almighty Allah, for providing me with the ability to carry out my obligations as an intern and complete this internship report on time.

I am grateful to my Faculty Advisor Farjana Nasrin, Lecturer, Department of Business & Technology Management, Islamic University of Technology for her persistent supervision during my organizational attachment term. As my organizational supervisor, I am thankful to Kazi Md. Anwar Hossain, Assistant General Manager, Information Technology Department. It would have been extremely impossible to complete this report without their assistance.

I am grateful to the entire BTM department for working tirelessly to make the internship program a success for myself and my classmates. They were the ones who ensured that theoretical knowledge and first-hand corporate experience could be combined.

Last but not the least, I would like to convey my gratitude to Md. Imran Hasan, deputy Manager, IT Department & Md. Ahsan Habib, Web Developer, IT Department for helping me in completing the report. In addition, I'd like to thank my Bengal Group of Industries peers, seniors, and coworkers for their sound advice, recommendations, inspiration, and support. I must mention the organization's wonderful working environment and collective dedication, which have enabled me to deal with a wide range of challenges.

EXECUTIVE SUMMARY

This report is about my internship at Bengal Group of Industries, located at 75 Avenue-Gulshan in Dhaka, Bangladesh. I have described every key component of my job experience throughout my internship time in my report.

The Topic of my Internship was “Enterprise Resource Planning & its Implications at Bengal Group of Industries.” During my internship period, I’ve worked with different ERP software, mainly in the ERP software FarVision. In this report, I’ve provided details about the ERP software, its functionality, features, and some selected parts of the Software requirement Specification (SRS) documents. Alongside Working with ERP Software I’ve also been assigned tasks on web development. Every task that I’ve completed during my three months internship period is described in this report. This report also covers the history of Bengal Group, its’ business sectors, departments & corporate profile.

This report contains the details of the training sessions that I have attended as a part of the Bengal Internship Program. The training sessions arranged by the Bengal HR department help me to learn more about time management, MS office applications, interview skills & CV writings, and office etiquette. This internship experience enabled me to expand my horizons, sharpen my talents, and pick up a few new skills.

This internship gave me the opportunity to learn about business culture and be a part of it for three months. It widened my job experience in a corporate setting, which aided not only my professional but also my personal development. This has unquestionably had an influence on my professional ambitions. It revealed areas in which I may grow, learn, and contribute.

I have given an overview of the report in the first section, followed by company analysis and industry analysis. The details of my duties and responsibilities as an intern are discussed in the next chapter. A thorough analysis of the company from three different perspectives is provided in the fifth section. Finally, I have expressed my recommendations to improve the overall process of the Bengal Group of Industries Limited.

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Chapter: 01

Introduction

1. Introduction

This report is an integral part of the Internship 4800 course in the eighth semester. This report was written with the goal of sharing the experiences I obtained during my three-month internship at Bengal Group of Industries. This section will cover the report's origins, objectives, background, methodology, scope and limitations.

1.1 Origin of The Report

Internship is a mandatory prerequisite for graduating students from the Department of Business and Technology Management (BTM) at Islamic University of Technology (IUT). The primary purpose of this internship program is to enable the Business and Technology Management (BTM) students to use their theoretical business and technological knowledge in the workplace and obtain practical experience. Under this requirement, I have completed a 3 months internship program at the Department of Information Technology (IT) at Bengal Group of Industries. This report focuses on my internship activities and how they benefit my career. Based on the task report, I'll assess key areas and give recommendations. The goal of this report is to provide documentation of the internship's advantages as well as an insight into the related industries.

1.2 Objective of The Report

During my three months internship period, I intend to learn how a larger organization like Bengal Group of Industries manages its business operations. Bengal Group has 26+ concerns and all of these concerns are controlled by the Head Office at 75 Avenue, Gulshan, Dhaka. All these concerns get their information & technological support from the group IT department. Working with different ERP software I got an overview of some concern's business operations. Alongside working with different ERP modules & software, I've also had the opportunity to work with the Website development team. There I've learned HTML & CSS by working on different web pages. All this experience helped me to complete my learnings from this internship.

1.3 Background of The Report

As a student of Business and Technology Management, I choose to experience both the business sites & technological sites in my internship program. For perusing my 3 months credit-bearing internship I choose the Bengal Group IT (Information Technology) department where I was able to get hands-on experience by working with Different types of ERP software. The purpose of choosing this specific department is to learn from a different field of knowledge to enhance my scope of nurturing my career opportunities.

1.4 Methodology

To achieve the study objectives, I've used both primary & secondary data, interpreted those data & presented those gathered data in a logical manner with the key points highlighted. The primary & secondary data sources are listed below-

Primary Data sources: A majority portion of primary data are collected by direct collaboration with the employees of Bengal Group of Industries.

- Direct face-to-face conversation with the company supervisor.
- Senior & Junior Executives of IT Department.
- Practical work experience in a variety of roles.

Secondary Data Sources: While primary research accounts for the majority of the content of this study, secondary sources provided a considerable portion of the data. Secondary data sources are-

- Software Requirement Specification (SRS) documents of the ERP Software “Far Vision”.
- Previous internship reports.
- Websites of Bengal Group of Industries.

1.5 Scope of The Research

This report provides a complete & clear overview of the organization, the IT department of Bengal Group of Industries Limited, and the industries in which the company operates. It primarily focuses on the Enterprise resource planning software of Bengal Group of Industries & the functionality of ERP software in different departments of Bengal. This report will also represent various activities of the Bengal Group IT department. Finally, it will give an idea about my entire internship period, learnings, and recommendations.

1.6 Limitations of The Report

A lot of difficulties were encountered while doing this research. As a result, the study contains a number of flaws. The following limitations have been faced during the course of preparing this report.

- **Time Constraint:** Three months were not enough to collect and grasp all ERP Software actions and capabilities.
- **Confidentiality:** To maintain confidentiality, my supervisor was unable to provide me with some precise data for my research.

Chapter: 02

Company Overview

2. Company Overview

This chapter focuses on the company's history, the industry in which it works, the goods and services it produces and provides to its customers, and its success in both local and international markets.

2.1 About Bengal Group of Industries

Bengal Group of Industries is one of Bangladesh's biggest and fastest-growing diversified manufacturing conglomerates, with a significant global footprint. The group is appreciative of its contribution to the development of Bangladesh's economy by creating diverse sectors. Food Processing, Plastics, Textile & Apparel, Power & Energy, Hospitality, Building Materials, Rubber & Melamine, Infrastructure, Electronics, and Media & Entertainment are the eight business areas that make up the Bengal Group. This group of industries is a privately held company that has grown steadily over the previous five decades, with over 32,000 highly qualified employees spread among 28 factories and the headquarters. They have a global reputation for quality after more than 50 years of manufacturing experience.

2.2 Historical Background

Mr. Morshed Alam, the founder of Bengal Group, began his adventure in 1969 with a single-hand operated plastic injection molding machine at a leased premise in old Dhaka. Bangladesh's Bengal Group is currently one of the country's biggest plastic manufacturers. Their operations, however, are no longer limited to plastics. Throughout the years, they have successfully diversified its sectors into electronic media, real estate, chemicals, paper, food, metal, and renewable energy.

The historical journey of the Bengal Group of Industries is illustrated below-



Figure 1: Historical Journey of Bengal Group of Industries

2.3 Mission & Goals

Mission: Bengal Group's mission is to continuously strive to exceed customers' expectations in order to achieve boundless perfection by giving more value to consumers than their rivals.

Goals: Bengal Group wants to be the greatest at what it does. Bengal has been expanding its horizons of operations since its beginning in order to boost industry standards and keep the bar rising! Its goal is to dominate the industry by offering the best quality products to its customers.

Values:



Innovation



Collaboration



Quality



Performance

2.4 Corporate Profile

Company Name:	Bengal Group of Industries
Year of Establishment:	1969
Company Type:	Private Limited Company
Number of Employees:	32000+
Number of Factories:	28
Number of SBUs	26
Corporate Head Quarter:	Bengal House, 75 Gulshan Avenue, Gulshan 1, Dhaka-1212, Bangladesh
Telephone:	+88-2-222288248
Email Address:	info@bengal.com.bd
Group Website:	www.bengalgroup.com

2.5 Business Concerns of BGI

As a group of Industries, Bengal Group operates in a larger scale of business sectors with almost 26+ concerns. Business sectors & concerns are illustrated below-

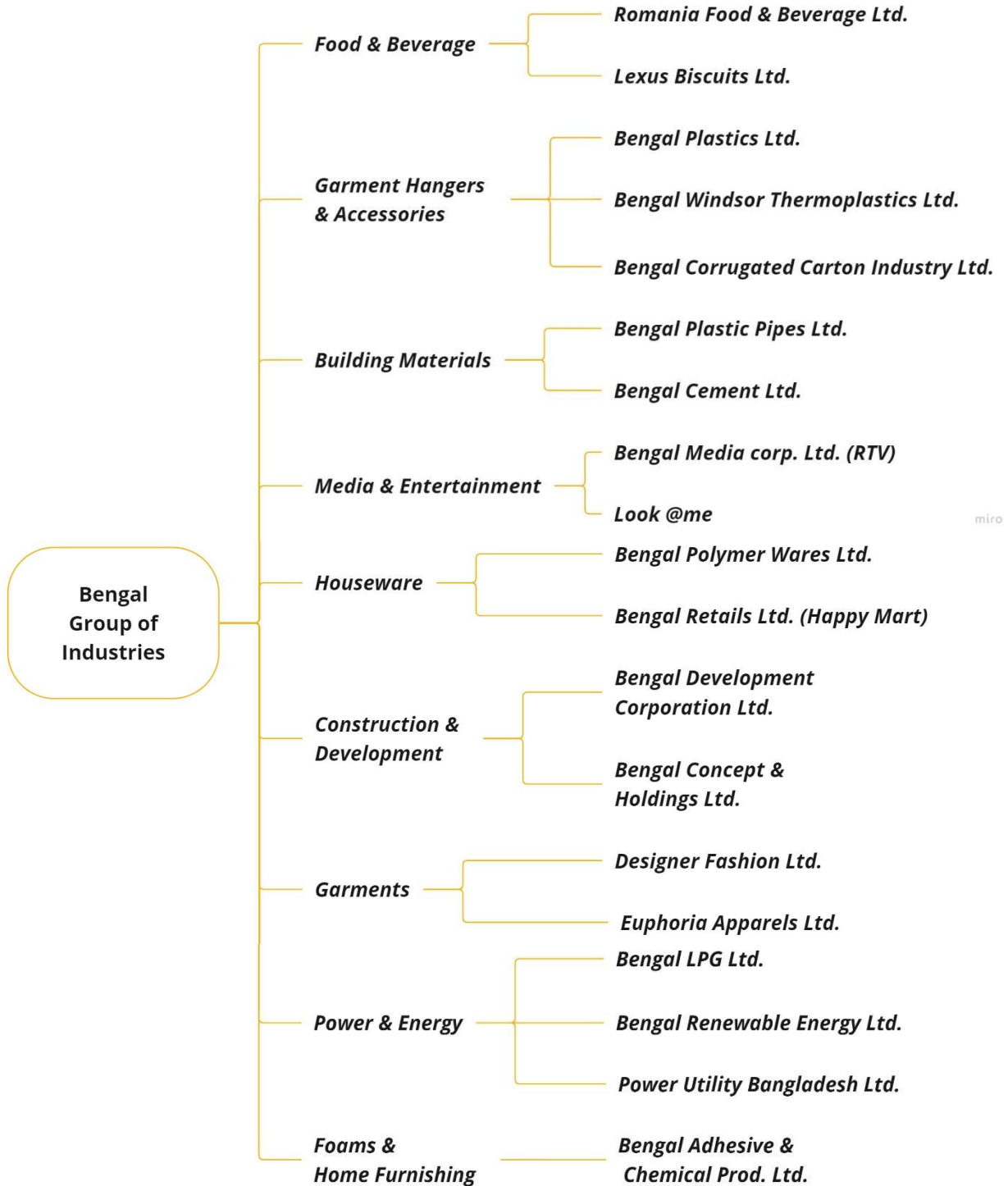


Figure 2: Business Concerns of Bengal Group of Industries

Short descriptions of some major concerns are provided below:

Bengal Plastics Limited:

Bengal Plastics is Bangladesh's largest plastics manufacturer, processing around 3,000 metric tons of raw materials each month. Bengal Plastics produces a variety of plastic products including different types of plastic furniture, houseware, kidsware, kitchenware, home organizer, garden organizer, office equipment & many more plastic products.



Bengal Windsor Thermoplastics Ltd:

Bengal Windsor began operations in 2004 with the intention of exporting garment hangers and accessories.



The plant is equipped with large injection molding equipment and multi-cavity molds to boost productivity.

Bengal Poly & Paper Sack Limited:

Bengal Poly & Paper Sack is one of Bangladesh's leading FIBC/Bulk bag manufacturers, processing around 800 metric tons of raw materials each month. BPPSL focuses on customer loyalty by providing world-class quality products.



Hamilton Metal Corporation Limited:

Hamilton Metal Corporation Ltd. is a maker of metal hooks and other metal garment accessories. The facility is outfitted with a variety of metal processing equipment, including a fully mechanized heat treatment plant and an electroplating unit.



Bengal Melamine Limited:

Bengal Melamine is Bangladesh's largest Melamine producer, processing around 3,000 metric tons of raw materials each month. Bengal Melamine has been moving ahead in both domestic and international markets since its spectacular and successful commercial debut. Bengal Melamine is dedicated to producing high-quality goods with eye-catching patterns in a variety of shapes and sizes to meet its clients' needs.



Bengal Flexipak Limited:

The firm is equipped with cutting-edge, fully integrated high-performance packaging facilities. With a monthly production capacity of 300 MT, it provides a



comprehensive range of high-quality printing and packaging solutions for all sorts of multilayer flexible packaging, including novel goods such as pharmaceutical (tablet, capsule) packaging and disposable cup, plate, glass, trays, and more.

Happy Mart:

Happy mart is the retail store of Bengal Group of Industries. All plastic products, household appliances & accessories are displayed & sold here. One of the major assets of Happy Mart is the commitment to quality and innovation, which is backed up by a highly skilled staff of specialists.



Bengal Corrugated Carton Industries Limited:

This business unit manufactures and sells excellent corrugated carton boxes, die-cut trays, wraparound cartons, point of purchase (POP), and paper palettes for use in the packaging sector.



Bengal Cement Limited:

Bengal Cement Limited (2018) is a new addition to the Bengal Group, with the goal of making high-quality building materials more accessible. The company seeks to deliver new goods and construction solutions with a strong commitment to social and environmental sustainability in order to fulfill the expanding demand for cement and to contribute to the growing infrastructure development by supplying excellent building materials.



Bengal Plastic Pipes Limited:

In 2009, Bengal Plastic Pipes Limited launched a new product line under the name Bengal Plastic Pipes Limited. Bengal produces a variety of high-quality plastic pipes, including HDPE, Suction Hose Pipe, PPR, uPVC, Coil Pipe pipes, and fittings for water, sewage, cable ducting, and chemical distribution lines.



Romania Food and Beverage Limited:

With three completely automated hybrid oven lines in the manufacturing fleet, Romania is now the most appreciated and high-quality biscuit brand in the world. It offers 25 different types of biscuits, as well as crackers, bakeries, snacks, and sweets. Romania's main strengths are quality and innovation. They are always introducing new goods to their diverse mix to ensure that their clients' quality standards are met.



Bengal Feed & Fisheries Limited:

This business unit of Bengal Group produces poultry & fish feeds. Bengal Feed & Fisheries provides 80% of the feed demand intake of the poultry & fish feed of Bangladesh. Their main motto is to deliver the best quality feed at the lowest price possible to make it available for our farmers.



Designer Fashion Limited:

The Bengal Group's vision and passion are reflected in DFL. This advanced factory, which spans an area of 800,000 square feet is located in Gohailbari, Savar. This sophisticated, and efficient garment factory focused entirely on exporting high-quality woven clothing to a global customers.



Euphoria Apparels Limited:

Euphoria Apparels Ltd. is a premium lingerie manufacturer that produces a wide range of intimate clothing to fulfill the needs of international brands. They sell to a number of well-known buyers in the United States and the European Union. Euphoria has OEKO-TEX, Sedex, WRAP, and BSCI certifications, making it a completely compliant factory.



Bengal Media Corporation Limited (RTV):

Bengal Media Corporation owns RTV, a Bangladeshi satellite and cable television station. The BSEC Building in Kawran Bazar, Dhaka, serves as the organization's headquarters. RTV began airing its shows throughout the world via a live-to-online website in 2012.



Bengal Concept & Holdings Limited:

This business unit is a dream project of Mr. Morshed Alam, the founder of Bengal Group. This unit focuses on the real estate business and continuously tries to meet its customers' expectations. Recently they are working on the Morshed Alam complex, which is an under-construction shopping mall located in Noakhali.



Linnex Technologies Limited:

Linnex is registered in the United States under the license of Linnex Global LLC. Linnex's production plant is located in Tejgoan, Bangladesh. Linnex offers the



highest quality goods at a reasonable price in this competitive technology sector. Home appliances, televisions, air conditioning systems, microwave ovens, refrigerators, electronic cookers, rice cookers, LED, blenders, Electric ovens, and other items are among the products available.

Power Utility Bangladesh Limited:

In early 1998, Power Utility Bangladesh Limited began its adventure by generating more than 3 MW of electricity to meet the



energy demands of the Bengal Group of Industries. Power Utility Bangladesh Limited, under the brand name "Bengal Solar," has focused primarily on promoting the use of solar energy and raising awareness about how power generation contributes to environmental damage.

Bengal Hotel & Resorts Limited:

Bengal Group has also expanded into the hospitality industry. Bengal Hotels & Resorts is constructing the first Swissotel Dhaka, an Accor hotel brand in Bangladesh. The Swissotel Dhaka is situated in Gulshan's new Business District.



These are some of the major SBUs of the Bengal Group of Industries. All these businesses are creating a positive impact on our overall GDP growth. With a mission of providing the best quality products and services to its end users, Bengal Group is planning to enter new business arenas in near future.

2.6 Organizational Divisions of BGI

With 26+ small business units & a huge manpower Bengal group divided its organizational network into different categories to create an effective & seamless working environment. Every concern has its own business department from where they operate its business operations. The Head Office located in Gulshan, Dhaka is the core business operating platform for all those concerns. Organizational divisions of the BGI Head office is illustrated below:



Figure 3: Organizational Divisions of Bengal Group of Industries

In some sister concerns the organizational divisions of that concern is slightly different from the organizational divisions of group head office. All the organizational division of sister concerns are directly linked with the head office of Bengal Group.

2.7 Organogram of BGI

Bengal follows a simple organogram in its every concern & as well as in the group head office. The Bengal Group has a "Board of Directors" that is led by a chairman. Bengal's chief executive is known as the "Managing Director," and he or she is usually selected by Bengal. The managing director is in charge of Bengal Group's overall performance in Bangladesh. He is answerable to "The Board of Directors" of Bangladesh's Bengal Group. The organogram of Bengal Group HR Department & Commercial Department is illustrated below. In the group head office, all the other departments follow the same organogram.

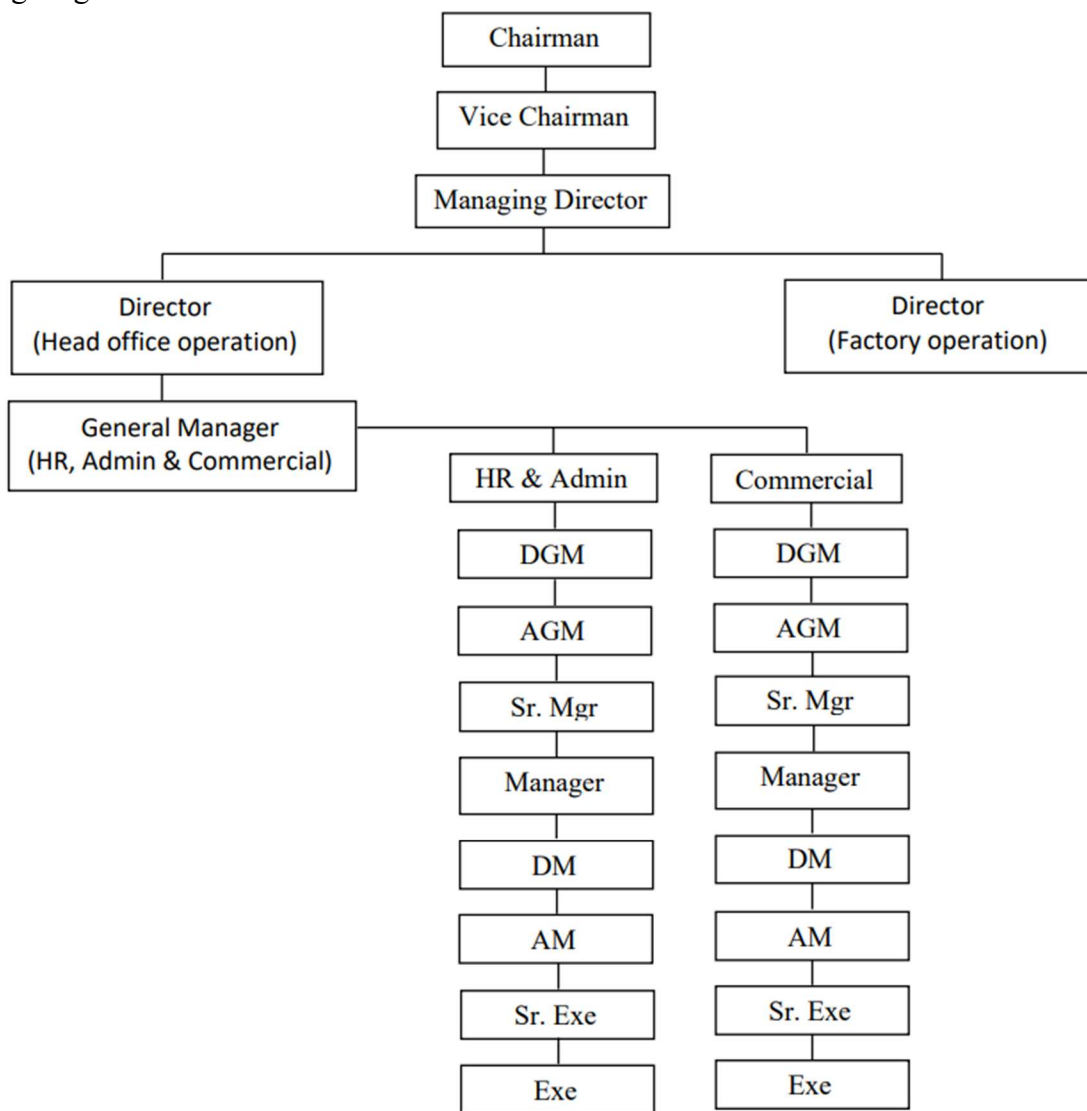


Figure 4: Organogram of Bengal Group of Industries

2.8 Overview of Bengal Group IT department:

Because of the widespread integration of technology into nearly every element of life and business, it is now essentially required for all firms, large and small, to have an Information Technology (IT) department to handle any technical issues that arise. Bengal Group IT department has the most diverse & dynamic team members in its team. Based on operations & functionality IT team is divided into three major parts.

The three major IT functions are-

- **Governance** refers to the set of operational parameters for working units and individuals' use of IT systems, architecture, and networks. The IT department sets the rules for how you and your colleagues can use the company's technology. This is an element of both traditional IT security and data assurance, both of which are the responsibility of the IT department.
- **Infrastructure** refers to the hardware components like desktops, laptops, hubs, switches, server rooms & server equipment, power supply, and others that are related to the IT department and its functionality. Bengal has a hardware team that solves all types of IT infrastructure-related problems.
- **Functionality** is likely the most apparent role done by the IT department, and as a result, it's what many employees associate them with. It entails developing, safeguarding, and storing electronic data that belongs to the company, as well as aiding in the usage of software and data management in all sectors of the company. The functionality team works with ERP software and different software like- employee attendance & salary generator, web development, programming & so on.

2.9 Company Analysis of BGI

2.9.1 SWOT Analysis of BGI

SWOT analysis is essential for every company to determine the aspects that are vital to the functioning of a firm in both internal and external environments. Internal elements help to determine strengths and weaknesses; external factors help in comprehending risks and opportunities. Overall, it assists a company in making better decisions and achieving more success in its overall endeavors. The SWOT analysis of Bengal Group of Industries has been shown below:



Figure 5: SWOT Analysis of Bengal Group of Industries

Strength:

- Introduction of new innovative products: Bengal Group always tries to bring new innovative products into the market. Concerns like Bengal Plastics Ltd., Romania Food and Beverage Ltd., Bengal Windsor Thermoplastics Ltd., Euphoria Apparels Ltd., and others give focus on developing new products & designs to capture their targeted customers.
- Use of Modern Technology: From the very beginning Bengal Group gives importance in using modern technologies in their production line & also in their workflow. The introduction of modern machinery in the production line & different ERP software provides Bengal with the highest efficiency in their workflow.
- Quality Control: Bengal gives the highest priority in producing defect-free goods and products. Bengal has a proven track record of manufacturing defect-free products. To satisfy their customers' quality needs, their Quality Control (QC) lab checks a wide range of incoming raw materials and components.
- Experienced & Effective Manpower: Bengal has a large number of experienced employees in their senior-level management. The Learning & Development team arranges learning and training sessions for the employees of Bengal to bring more efficiency & effectiveness to their work performance.

Weakness:

- Cost of Raw Materials: The cost of raw materials for plastics, chemicals, edible food colors, and others is rising day by day. This price hike is creating a big challenge for Bengal to produce budget-friendly products & goods.
- Countrywide Distribution: Countrywide distribution channel of Bengal is not as strong as its other competitors in the market. For example, Bengal Retails Ltd. (Happy Mart) has its showrooms & distribution channels in only Dhaka & Chattogram divisions.
- Higher Production cost: Along with the increasing cost of raw materials, Bengal is also facing challenges with the increasing production costs.

- **Centralization of Authority:** As a private limited company, Bengal has the practice of centralization of authority. Sometimes this practice can create managerial problems.

Opportunities:

- **Low Labor Cost:** The biggest opportunity for Bengal is the lower labor cost of our country. Using the advantage of low labor cost Bengal can produce budget-friendly goods & products.
- **Tax-Free Import of Raw Materials:** Tax-free import of different raw materials, like the raw materials for the apparel industry gives Bengal the advantage of producing economical products.
- **Few Competitors:** As a group of industries, Bengal has few competitors in its field. Companies like Pran-RFL, Basundhara Group are some major competitors of Bengal.
- **Expanding Product Line:** Bengal focuses on expanding its product line. Alongside expanding the product line, Bengal opens new sister concerns in its business line.

Threats:

- **Political Instability:** Unstable political situation can create a big threat for Bengal & its concerns.
- **Port Corruption:** As Bengal outsources many raw materials from different countries, it can face problems with corrupted port management.
- **Entry of New competitors:** As a developing country, Bangladesh is now allowing investors to create new business opportunities. This will create new competitors for Bengal.
- **Bargaining Power of Suppliers:** Due to unstable world politics, Bengal is facing problems with its raw material suppliers.

2.9.2 Porter's Five Forces

Porter's Five Factors finds and analyzes the five forces that shape up every industry and help in identifying the industry's weaknesses and strengths. These forces are used by company to create strategy by identifying an industry's structure. Below the analysis of Porter's Five Forces has been done for Bengal Group of Industries.

Internal Competition: The major competition is among the major rivals, which include producers like RFL plastics, Gazi plastics, and to a minor extent, transit items in the market's high pricing range. Price and quality are the two most important variables of competitor rivalry.

Other grounds for rivalry include:

- Customers have a low switching cost because numerous brands are accessible especially in the low segment. There are different local producers of plastic products & goods in the market who offers a low-price range of products.
- Furthermore, growth rate of industry is expanding due to huge potential in the low price section of the market. In this specific area, competition is fierce in terms of price over quality.

Threat of Substitutes: The primary determinants for brand substitution are price, performance, quality, perceived value of the product, and brand image.

- Quality and brand image are important factors in the premium price range for substitution. rival enterprises find it difficult to enjoy the substitutability impact in this area due to significant brand loyalty among customers.
- The key for substitution in the mid-price market is both cost and price. Improved product availability in terms of quality and affordability fosters intense rivalry for substitute. As a result, products with unique and innovative qualities may cause product substitution in this category.
- In lower price segments, an easy availability and attractively priced substitute creates competition by setting a price ceiling. Firms, on the other hand, must discover methods to cut costs in order to be profitable.

Threat of new entrants: The entry barrier is a powerful factor in the sector, which is extremely appealing in terms of growth and profitability.

The primary barriers to possible entrance are:

- Significant capital expenditure is required, as are considerable R&D requirements.
- A lot of resources are needed.
- Access to cutting-edge technology and specialist knowledge.
- The learning curve effect and the experience of learning: reduced unit cost is a result of experience in manufacturing the product in big quantities.
- Economies of scale: large economies of scale in manufacturing make new entrants expensive and dangerous.
- Brand image, client preferences, and customer loyalty. Possible entry points into this market include mergers and acquisitions, as well as strategic alliances formed through licensing with foreign manufacturers.

Power of Suppliers:

- The influence of suppliers over enterprises that rely on the outsourcing of raw materials such as cellulose, crude oil, natural gas, chemicals, and so on is not particularly strong.
- Due to some political and environmental issues, sometimes the supply of raw materials gets hampered.

Power of Buyers:

Buyers have strong negotiating power in this business because:

- Buyers are well aware about the many brands available on the market.
- Buyers have great negotiating power in the low-priced and very low-priced segments since many brands are accessible and they may pick according to their preferences.
- However, in the medium-priced market, alternative quality, price, and availability are important determinants in substitution.

2.9.3 PESTEL Analysis of BGI

PESTEL analysis helps to evaluate the external environment of the business by breaking it down into Political, Economic, Social, Technological, Environmental, and legal factors. It helps to identify the opportunities and risks of the business and is an effective framework in corporate strategic planning. The PESTEL analysis of the Bengal Group is described below.

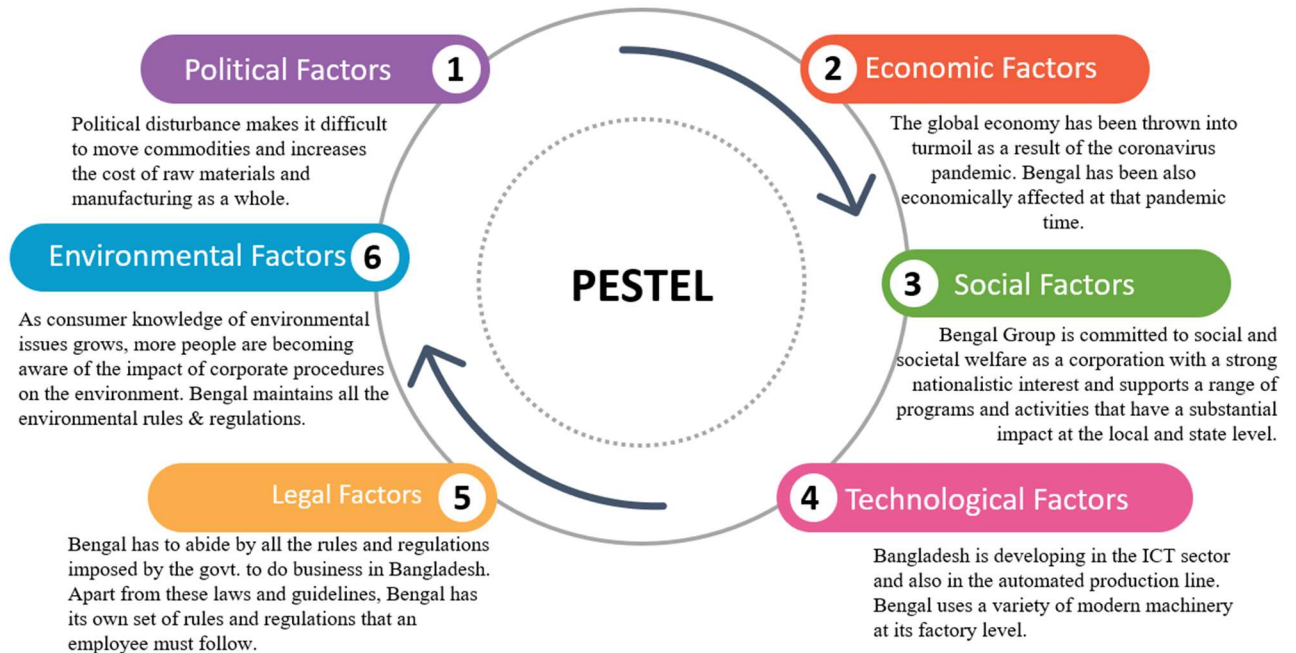


Figure 6: PESTEL Analysis of Bengal Group of Industries

Political:

Since Bengal Group of Industries is Bangladesh's largest consumer products manufacturer, political actions have a significant influence on the company's operations. In general, Bangladesh's consumer products business is less regulated than other industries, with smaller taxes and other duties applied. Political disturbance, on the other hand, makes it difficult to move commodities and increases the cost of raw materials and manufacturing as a whole.

The political climate is an important aspect of a company. Every company has its unique method for developing, creating, and distributing products. A negative political atmosphere hinders day-to-day business operations in practically every element for large corporations

like Bengal Group. We can readily see how strikes between Bangladesh and India impede cross-border trade. Such situations not only halt corporate activities temporarily but also harm a company's international reputation in the long run. Companies that operate globally are unable to deliver promised items, and as a result, lose clients in other countries. It's significantly more difficult to maintain activities on a local level.

Economic:

The global economy has been thrown into turmoil as a result of the coronavirus pandemic, which has resulted in the loss of lives and livelihoods all around the world. Because of the quick and unusual nature of the virulence, governments were forced to impose the strongest measures, including large-scale shutdowns and lockdowns. Though the GDP of several nations fell into negative territory in the second quarter of the year under review, losses were somewhat recovered in the third quarter. Nonetheless, Bangladesh's economic resiliency stood out, with the country's second-quarter 2020 GDP being one of the few in the positive range. It is expected that the year 2022 would see a significant resurgence due to the progressive lifting of the lockdown and relaxation of control measures.

Social:

Bengal Group is committed to social and societal welfare as a corporation with a strong nationalistic interest and supports a range of programs and activities that have a substantial impact at the local and state level. Furthermore, various citizenship activities are designed with the goal of integrating the weak and underprivileged into society. They adopted a number of steps to defend the greater society, therefore contributing to public health and welfare, to assure an institutional effect in giving relief from the coronavirus pandemic.

Technological:

Bangladesh is developing in the ICT sector and also in the automated production line. Bengal uses a variety of modern machinery at its factory level. Bangladesh is now entering into the era of 5G service. This will help organizations like Bengal to operate its business processes more seamlessly. Bengal is going to start using its own cloud server with the help of the fastest 5G technology.

Environmental:

As consumer awareness of environmental concerns rises, more individuals are becoming aware of the environmental impact of business practices. Some consumers have used their purchases to support environmentally friendly businesses. Bengal is concern about environmental factors. It has already started to recycle waste plastic products & with those they are manufacturing finished goods like bottle crates.

Legal:

There were not many rules governing consumer products in the past, but now every corporate organization is required to obey certain laws. Romania Food & Beverage Ltd., Bengal Plastics Ltd., Bengal Windsor Thermoplastics Ltd., and some other concerns export goods to a number of nations in Asia, Africa, and North America, and as a result, they must follow the rules of each country. Bengal has to abide by all the rules and regulations imposed by the Bangladesh Government to do business in Bangladesh. Apart from these laws and guidelines, Bengal has its own set of rules and regulations that an employee must follow.

Chapter: 03

Industry Analysis

3. Industry Analysis

During my internship period I mostly assigned tasks related to Bengal Plastics Limited. As a group of industries, Bengal operates its businesses in a variety of industries. Among different industries & concerns, Bengal Plastic is the largest concern of Bengal Group and the eldest one. This chapter will focus on the analysis of the plastic industry, its size, growth trends, maturity, seasonality, etc. The competitors of Bengal Plastics Limited as well as its competitive advantages have been mentioned in this chapter.

3.1 Industry Size & Growth Trends

The worldwide plastic market was worth USD 579.7 billion in 2020, and it is predicted to increase at a CAGR of 3.4 percent from 2021 to 2028. Over the forecast period, rising plastic use in the construction, automotive, and electrical and electronics industries is expected to promote market expansion. Bangladesh's economy today relies significantly on plastic-based products. Plastic has seen rapid commercialization since its invention, making it a necessary component of our everyday life. Plastic manufacturing reached 359 million metric tons in 2018, with a profit of 13.2 billion dollars. Plastic has moved to the 12th greatest source of revenue from Bangladesh's international export activities. Plastic is widely utilized in the clothing industry, as well as in the healthcare and automobile industries. When compared to metals, plastics have an 85 percent lower specific gravity. When employed in the automotive and construction industries, they allow for weight savings of up to 80% and cost savings of 30% to 50% on individual components. Plastic may play a significant part in the economy of the country in the future. Entrepreneurs in the industry hope to increase their market share from 0.5% today to 3% by 2030.

Bangladesh's annual revenues from the export of plastic items have already topped Tk1,000 crore, according to industry sources, despite the country's meager 0.5 percent share in the worldwide market. They, on the other hand, are optimistic that yearly growth in export revenues will soon surpass 25%. According to Grand View Research, the global plastic industry is expected to reach \$721 billion in 2025, according to Shamim Ahmed, president of the Bangladesh Plastic Goods Manufacturers and Export Association (BPGMEA).

The below figure shows us the upward growth trends of global plastics industry form a time range of 2016 to 2028. In this figure, different colorful bars shows us the various growth trends of different plastic sections.

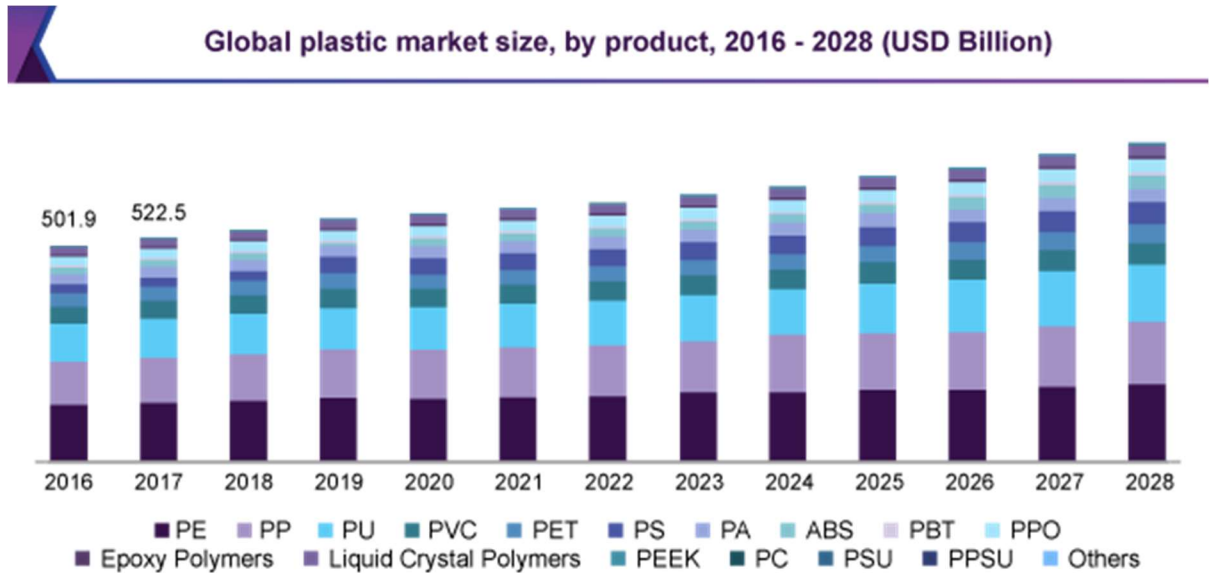


Figure 7: Global Plastic Market Size, by Product, 2016-2028

Construction industries are expected to increase demand for plastic in insulation, pipelines, cables, floorings, windows, storage tanks, and other applications due to stringent laws governing the depletion and recyclability of conventional materials such as metal and wood. In comparison to metals or wood, plastic fittings are often fairly basic and straightforward to mount, with a wide range of color choices contributing to their aesthetic appeal. When compared to metals, plastics have an 85 percent lower specific gravity. When employed in the automotive and construction sectors, they allow for weight savings of up to 80% and cost savings of 30% to 50% on individual components.

3.2 Maturity of the Industry

Plastic has seen rapid commercialization since its inception, transforming it into an indispensable element of our daily lives. Plastic has risen to become Bangladesh's 12th significant source of foreign export revenue. Plastic is widely utilized in the clothing industry, the healthcare industry, and the automobile industry. Plastic might play a significant part in the nation's economy in the future.

The plastics industry accounts for 1.5 percent of total export revenues. Normally, plastic exports are divided into two types. The first is plastic-made commodities, and the second is plastic as a raw material for business-to-business transactions. The supply to other enterprises accounts for 90% of the revenue. Eighty percent of that is sent to the apparel industry. Cloth hangers, buttons, clips, and collar chips, for example, require a large quantity. Export profits totaled 117 million dollars in the fiscal year 2016-17. However, a price increase in plastic raw materials that year resulted in a 16 percent decline in output, totaling 98 million dollars. However, earnings recovered speed the next year, with 120 million, a 22 percent rise in 2018-19. Every day, 180 metric tons of plastic trash are recycled using the plastic recycling cluster system. Polyethylene terephthalate, a commonly used packaging material, is mostly produced via recycling. Recycled plastic made up 26% of all export items.

3.3 External Economic Factors & Their Effects

Plastics have grown widely in the global economy and are used in a wide range of industrial applications. Though plastic products are essential for us, there are some negative impacts of using plastics. One of the main challenges that we face is the pollution of our natural environment due to the use of plastic products. Recycling plastic products & goods are now a highly practiced process that every government should undertake. There are several external economic factors that affect the plastic industry. Some of them are listed below-

Outlook and Strength of Downstream Markets: Automotive and vehicle sectors, consumer products, medical goods, and construction, to name a few. Plastics demand fluctuates with demand in various markets.

Global Competition: Plastics production faces fierce global competition, which has hindered recent progress. The US has imported more plastic items than it has exported since 2001. Import competition has gained traction in certain locations as a result of looser rules and lower labor costs compared to domestic firms.

Technology and Innovation: In a mature sector such as plastics, technology and innovation are critical for efficiency and productivity. Broadening the use of recycled

materials, enhancing product performance (i.e. enhanced strength, flexibility, and durability), and expanding product applications have all been priorities in the industry's research and development. Plastic product manufacturing technology has advanced in recent years, allowing for more automated and efficient procedures.

Policy Environment: The sector is regulated for clean air pollution, as well as current legislation requiring the use of recycled plastics in manufacturing. Furthermore, governmental proposals prohibiting the use of plastics at the point of use, such as straws and cups in restaurants, are on the rise.

Emerging Trends and Disruptions: Alternative goods made from bio-based materials are posing a threat to plastics industries due to policy, market, and consumer preferences. "The worldwide bioplastics market was valued at \$21,126.31 million in 2017 and is predicted to reach \$68,577.25 million by 2024, showing a CAGR of 18.8% from 2018 to 2024," according to the report of Bioplastics News.

Public Responses and Political Action: Because of the impression and acknowledgment of the adverse effects of plastic waste, public and political concern over the plastics sector has grown. The origins of some of the earliest disposable plastic packaging materials may be traced back to the perception and critical responses to plastics and their role in environmental damage.

3.4 Seasonality:

Plastic is an everyday product and the effect of seasonality is not noticeable here. But in recent times the effect of the pandemic is highly noticeable in this industry. Due to the increasing use of single-use plastics like- face masks, hand gloves, injections, personal protective equipment (PPE) and etc. forced plastic products manufacturers to produce these types of plastic equipment continuously. At this time the plastic industry experienced noticeable growth.

3.5 Competitive Landscape:

The market is extremely consolidated, with three significant manufacturers controlling more than two-thirds of the overall share. The strong reputation and distribution channels of existing players make it harder for new entrants to come and survive in the market. Some of the market's main participants include:

- PRAN-RFL Group
- GAZI Group
- PARTEX Plastics Limited.

Alongside these major competitors, there are some other competitors in the market. There are also a larger number of plastics products that are imported from China, the USA, and India.

In the retail section, the competitor of Happy Mart is “Best Buy” which is a sister concern of RFL Group.

3.6 Covid-19 Impact Analysis

The Covid-19 pandemic was a curse for all industries, many industries faced downward growth at that time. But during the pandemic, the plastic sector sees great potential for sales development in both local and worldwide markets, luring new investments. At least two businesses have recently invested or announced intentions to invest over Tk650 crore in the plastic sector, which aims to capture 3% of the world market by 2030. With yearly domestic sales of over Tk28,000 crore, entrepreneurs in the industry currently meet more than 80% of local demand.

The covid-19 pandemic increased the use of plastics and plastic products. In the medical sector, the increase in plastic product uses is highly noticeable. The excessive use of single-use plastics like- face masks, hand gloves, injections, personal protective equipment (PPE) and etc. forced plastic products manufacturer to produce these types of plastic equipment continuously. Thus, the plastic industry experience growth during the pandemic time while other industries faced a downward growth.

3.7 Competitive Advantage

Bengal had an edge over other companies due to its huge staff and authoritative culture. Regardless, Bengal Group's work of identifying these preferences was far from simple. People here work hard to find new ways to achieve sustainability by pursuing new possibilities and novel techniques. They are, on the whole, making the most of their existing affluence. In the following parts, the Bengal Group holds the upper hand. Bengal has the most diverse range of brands. They've made a number of enhancements in the past. The populace as a whole is quite adept at saving money. They have professionals and experience in exchange marketing. Bengal was able to conquer the industry because of these measures.

The technological advancement of Bengal takes them a step ahead of their competitors. The introduction of different ERP software, applications, and workforce automation software in different departments helps Bengal to get a competitive advantage in its market. Alongside these IT-related initiatives, Bengal is importing new technological updated machines for its production units. These will increase their production capacity as well as make the production process more time-efficient.

Chapter: 04

Description of Main Duties

4. Description of Duties

This chapter focuses on my duties and responsibilities during my 3 months internship period at the Information Technology Department of Bengal Group of Industries. Here I've tried to highlight the details of my work process, the training sessions that I've attended, department details & the details of the ERP software that I've worked with, interaction with the company's employees, and job roles & assigned tasks.

4.1 Position & Department

At Bengal Group I was assigned to the Group Information Technology department (IT Department) as an intern for 3 months. Group IT department collaborates with all the concerns of Bengal and provides IT supports to all sister concerns & branches.

4.2 Working Conditions & Functions

Details of my working conditions, functions & time period are given below:

- ❖ My internship period started on November 1, 2021, and ended on February 08, 2021.
- ❖ My working hours were 8 hours, starting from 9 a.m. to 5 p.m. and I've worked 6 days a week.
- ❖ My workplace was in the Bengal Head office which was at 75 Gulshan Avenue, Gulshan 1, Dhaka-1212, Bangladesh.
- ❖ During my 3 months internship period, I've attended 5 training sessions at Bengal Learning & Development Academy. These training sessions were specially designed for the interns of Bengal Internship Program Batch-01 (BIP Batch-01).
- ❖ In the IT department, I've worked mostly on different ERP software. Alongside working with ERP software I got the chance to review all the Software Requirements Specification (SRS) documents of "FarVision"(Name of Bengal's ERP software)

4.3 Task Completed During the Internship

The Group IT department is separated into 3 sub-divisions. These are- Hardware Team, Software & Web development team, and Server team. I was assigned to the software & Web development team and worked closely with the frontend working team of the ERP software. I have also worked with the Web development team where I was trained in HTML & CSS to perform some of the web development-related tasks. I was also instructed to review the software requirement specification documents (SRS documents) of FarVision to learn about the “Business Process Reengineering” of the most used ERP software “FarVision”.

Recurring Tasks: I have mostly worked in the ERP software “FarVision” and there I performed a group recurring task based on instructions of my line manager. I was responsible for the following tasks-

❖ **Pending Order Short Closing & Cancellation:** In the ERP software “FarVision” of Romania Food & Beverage Limited, I was assigned the task of pending amendment for the Fiscal Year 2018-2019, 2019-2020 & the Fiscal Year 2020-2021. Though these pending orders are the orders of raw materials, manufacturing units, and finished goods, these orders were received partially or not even received by Romania Food & Beverage.

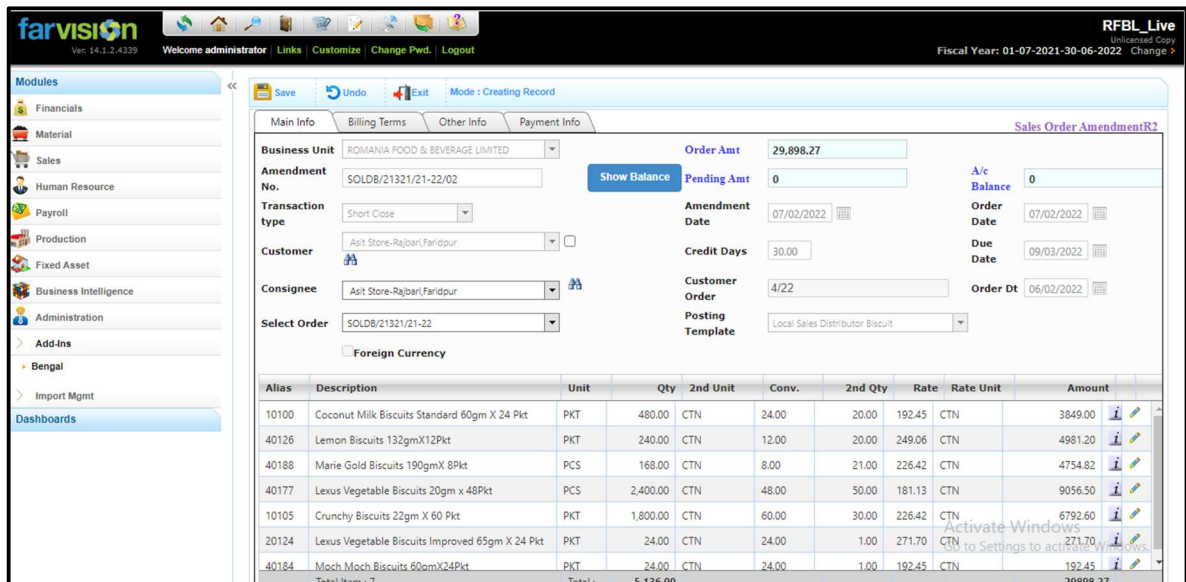


Figure 8: Pending Order Short Closing & Cancellation

❖ **Data Entry, Cross Checking & Updating Existing Data:** Another recurring task that I have to perform was entering missing data of TSO (Territory Sales Officer) & SO (Sales Officer) of Romania Food & Beverage. Mostly their software identification code, mobile number & divisional code. I was provided a final approved datasheet and from there I have to cross-check those data with the existing ERP software's data. If I found any wrong input in the ERP software, I updated those data and marked them to get approval from my line manager.

Other Assigned Tasks: Alongside working in the “FarVision” ERP software, I’ve also worked in the ERP software of “Bengal Concept & Holdings Ltd.”. There I got the work responsibility of updating the Credit Balance & Opening Balance of Morshed Alam Shopping Complex. I’ve also been assigned tasks for web development & data entry in the list of “IT Equipment of Head Office IT”.

Data entry in the list of “IT Equipment of HO IT”: Bengal Head office IT department provides all types of hardware supports for all the concerns of Bengal Group. All types of IT-related hardware requisition went through the IT department & the department made an IT equipment list to track all the equipment. In the first month of my internship, I was assigned to track the record of these IT equipment.

Web Development: In the second month of my internship, I got the opportunity to work with the web development team. As I’ve got some basic knowledge of HTML from my CSE 4461 course, my company supervisor gave me the opportunity to learn more from the web development team. There I went through a two weeks practical training session where I learned about HTML & CSS from the senior executive officer of the web development team. Later I performed a few web development-related tasks.

Data Validation & Sorting: In the Excel file “Item Master” I was assigned to sort and validate the data of raw materials, fixed assets, and work in process inventory. The task was group-wise item allocation and identifying the total number of items for BPWL, BPPL, BFL, BPPSL, BML, RFBL, Bengal LPG, Bengal Cement & Bengal Plastics & Hangers Limited.

Training Sessions:

Bengal Group of Industries designed this Internship program as a learning and development stage for the Interns. During our three months Internship period, we have gone through five training sessions. All these training sessions help us to gain professional skills. The learning & development team of the Human Resource Department conducted all the sessions.

List of Training Sessions:

- ✓ Training Session on Office Etiquette and Personal Grooming.
- ✓ Training on CV writing skills & How to Face Interview Board.
- ✓ Training on Time Management
- ✓ Training on MS office.
- ✓ Training on Excel for Business Essentials.

Learnings from Training Session

Training on office etiquettes and personal grooming: It was specially designed for the interns appointed on first batch of BGI's flagship internship program. To overcome the transition like campus life to corporate life, general office etiquettes create good impression and personal grooming is required to survive day to day difficulties initially comes in the way.

Training on MS Office: It was designed to flourish the MS Office skills of the interns from basics to intermediate level.

Training on Time management: Time Management is the key to success for professional life. This training session introduced us with some effective time management techniques & skills. By applying those techniques & skills we'll be able to manage our time properly.

Training on Effective communication and listening skill: To run an organization smoothly there is no alternative of effective communication specially in a group of industries where more than thirty thousand employees are occupied.

Training on CV writing and Interview skills: It was designed for the interns so that they can apply to jobs by grooming them well for the corporate run.

4.4 Learnings from SRS Documents of ERP software FarVision

Overview of ERP Software “FarVision”

Bengal Group of Industries uses a variety of ERP software to operate their massive group of industries which has 26+ small business units. Among all the ERP software, “Far Vision” is the most used software. This software handles all the information and business functionality of three large units. During my internship period, I mostly worked in the Far Vision software.

“InfoEx Bangladesh Limited” is the Vendor of the ERP software Far Vision. The ERP software was implemented in the year 2015 in different departments of BGI. The Software Requirement Specification (SRS) documents provide me with a clear view of the implementation and BRP process of this software. The SRS documents had been prepared by representatives of InfoEx Bangladesh Limited in consultation with the representative of Bengal Plastics Limited.

Concerns/Units Includes In this ERP Software:



Figure 9: Concerns/ Units includes in Far Vision.

Implementation of FarVision

BPL's Head Office at Gulshan and factory at Zirabo, Dhaka EPZ & Tongi is involved in all the activity areas like Materials procurement, Production Planning & Control, Production, Sales & Distribution, commercial Documentation, HR & Payroll, Plant Maintenance, Costing & Financial activities. The SRS documents is meant to cover the scope of BPL HO at Gulshan & Factory at Zirabo, Dhaka EPZ & Tongi.

About the Proposed System:

The proposed system should be able to cater to the following activities outlined below-

- ✓ Materials Management
- ✓ Import Management
- ✓ Production Planning & Control
- ✓ Sales & Distribution
- ✓ Export Documentation
- ✓ Plant Maintenance
- ✓ HR & Payroll
- ✓ Financial Accounting
- ✓ Fixed Assets Management
- ✓ Costing
- ✓ Administration & Security
- ✓ Tools

Modules of FarVision

The ERP software Far Vision is implemented in different units of the Bengal Group of Industries. Here I have illustrated the Modules & sub-modules of Romania Food & Beverage Limited.

Modules in RFBL:

In the RFBL there are a total of 9 modules and each module has different sub-sections.

Modules Include:

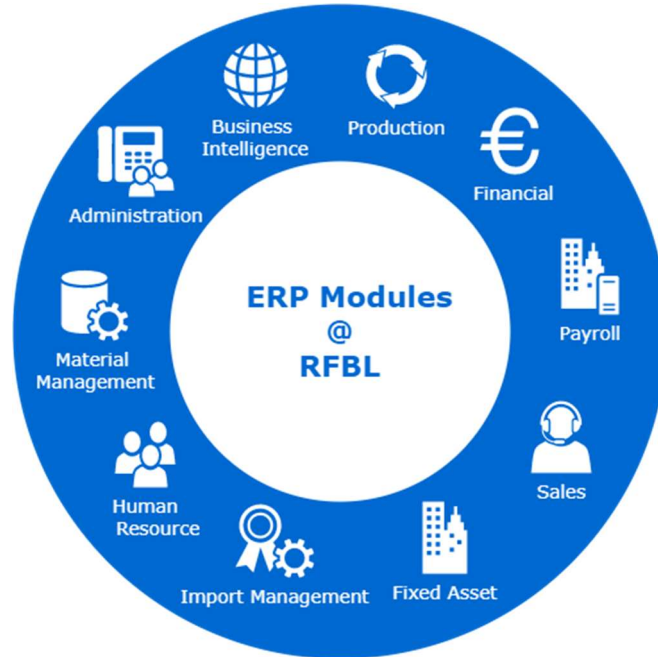


Figure 10: Different Modules of RFBL

The interface of Far Vision:

Figure 11: Interface of FarVision-01

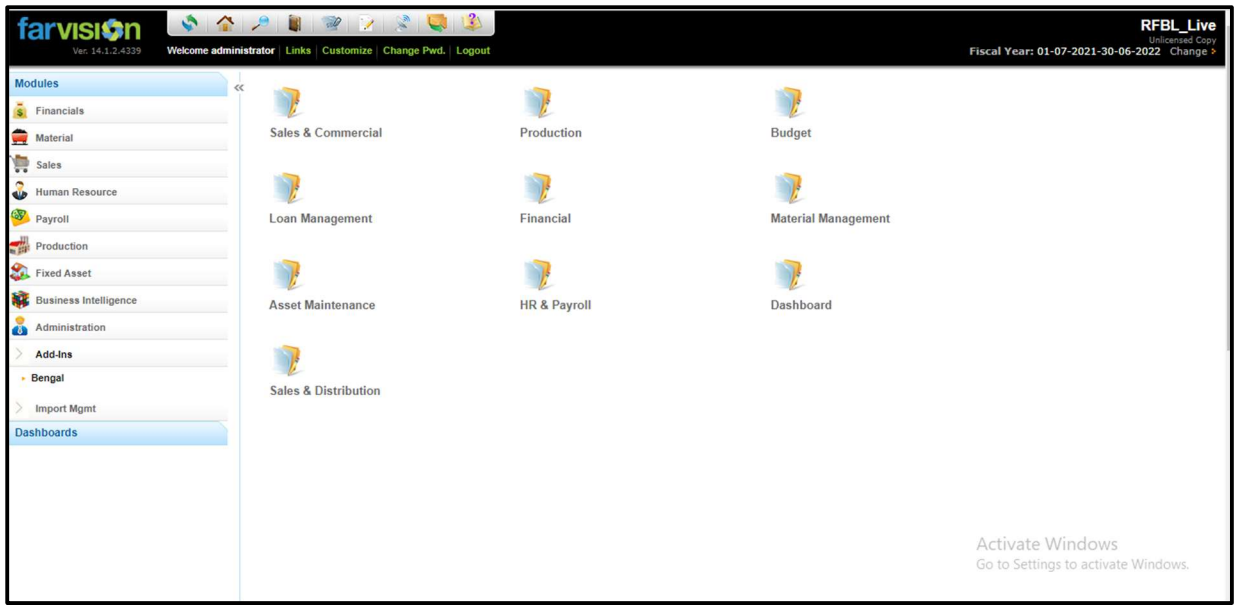


Figure 12: Interface of FarVision-02

Financial Module:

Many ERP software systems have a financial element at their heart. It collects financial information from multiple departments and provides reports on financial analysis. Top management of Bengal can access those financial data by easily entering their security code.

Financial Module in Far Vision:



Figure 13: Financial Module of Far Vision

Material Module:

The material module of Bengal is diverse as there are many concerns of Bengal Group and they all need different types of raw materials. The material module of FarVision give the flexibility of entering huge variety of materials list in the software.

Material Module in Far Vision:

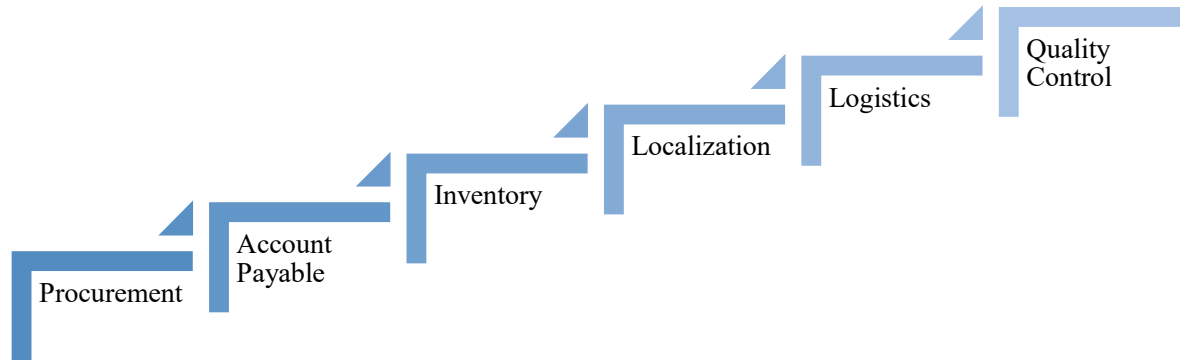


Figure 14: Material Module

Sales Module:

The ERP Sales module handles order placement, order planning, shipping, and invoicing. This module is very useful for anticipating sales. Sales planning determines the sales rates that the company must maintain for its product lines in order to meet the strategic strategy.

Sales Module In Far Vision:



Figure 15: Sales Module

Human Resource Module:

The ERP software's Human Resource Management module assists in the management of human resources. For successful operations, every sector needs a human workforce. Employee attendance is managed via the HR module of the ERP system. It also keeps track of their skill set so that specific jobs may be given to them as needed.

HR Module in Far Vision:

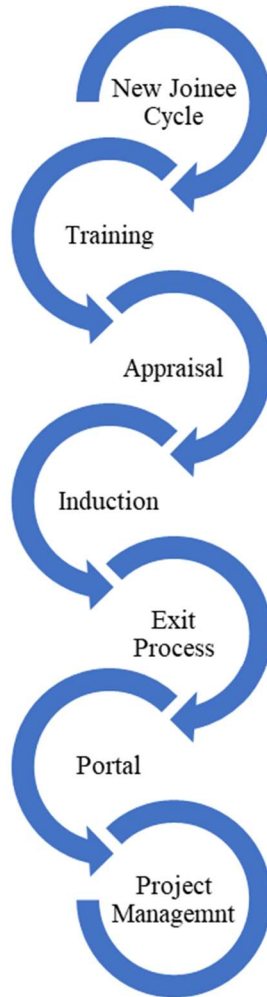


Figure 16: Human Resource Module

Payroll module:

The payroll module can handle a wide range of tasks, from generating payroll checks with specific deductions to keeping track of data for state and federal reporting. Employers benefit from ERP's adaptable payroll software and services, which help them handle their payroll more effectively.

Payroll Module in Far Vision:



Figure 17: Payroll Module

Business Intelligence:

ERP software allows businesses to automate business operations and obtain a central center for data and controls. A contemporary ERP system uses a central database to collect data from many departments. Stakeholders gain cross-departmental insights from the central database, which they can use to analyze various scenarios, perform financial planning and analysis (FP&A), and tease out process improvements, which can result in significant efficiency gains, cost savings, and increased productivity as people spend less time looking for data.

Business Intelligence Module in Far Vision:

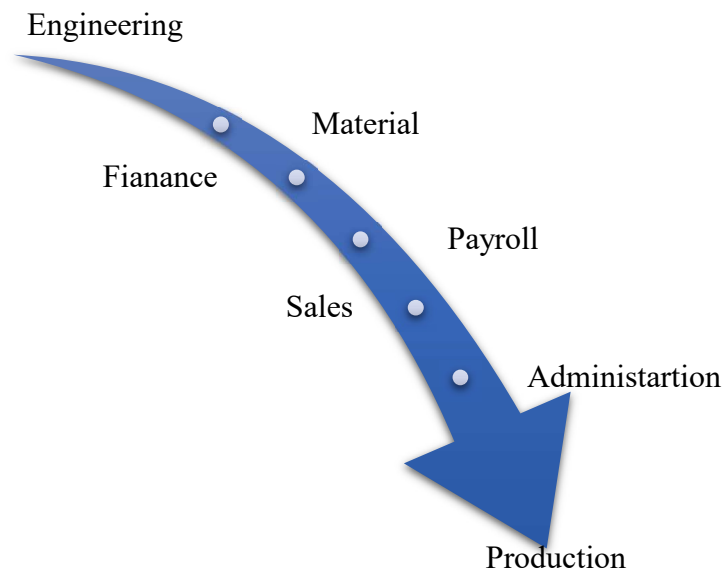


Figure 18: Business Intelligence Module

Administration Module:

The ERP administrator module's key tasks include help desk support, security management, training requirements assistance, workflow management, interface management, interface management, and so on. In FarVision, these modules consist of five sub-modules.

Administration Module in Far Vision:

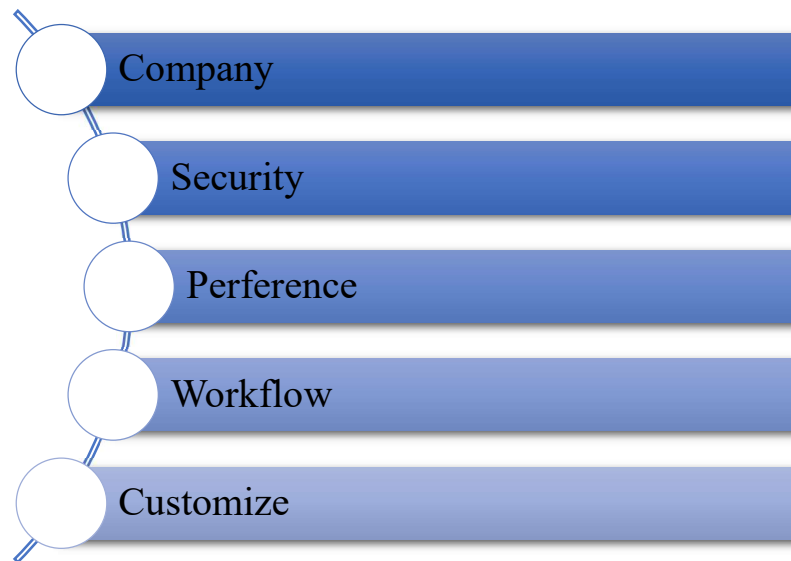


Figure 19: Administration Module

Benefits of Far Vision:

1. Additional flexibility and convenience to the users
2. Better reliability and security to the total Information Management
3. Better control and Management of Distribution networks.
4. Effective Management of Resources to maximize output and minimize cost.
5. Best controlled flow of documents & information between various departments.

4.5 Mode of Interactions

Interacting with employees is a very important part of my internship period. I used to communicate with them face to face for any details. Alongside face-to-face communication, I've provided with an official e-mail address where I used to interact with other departments of Bengal Group Head office. My main interaction was with my two supervisors, the head of the IT department- Kazi Md. Anwar Hossain (Assistant General Manager, Information Technology) & Md. Imran Hasan (Deputy Manager, Information Technology). I have to interact with both of my supervisors daily and keep them updated about my task progress. Most of my ERP software base tasks were assigned by my supervisor Md. Imran Hasan. For Web Development related tasks, I interacted with Md. Ahasan Habib (Web Developer, Information Technology). Alongside task-related responsibilities, I've also spent a good amount of time with other employees of the IT department and learned many things from them.

4.6 Working Tools

I got the opportunity to work with different software, especially in different ERP software during my three months internship period at the Bengal Group IT department. My working tools include Microsoft Excel, Item Master Software, ERP software of Romania Food & Beverage Ltd., ERP software of Bengal Windsor & Thermoplastics Ltd., ERP software of Bengal Concept & Holdings, and Visual Studio Code for Web development related tasks.

4.7 Difficulties & Challenges

As an intern, it was definitely difficult to cope with the corporate culture at first. However, in a couple of days, the difficulties were reduced. Working with different ERP software is a very much challenging task, there are thousands of options in an ERP software and I have to input data very carefully in that software. At first, it was a very challenging task for me as I was pretty new to that software. But after working some days in different software I got used to and I was able to meet the deadlines.

Another challenge I faced, was working with the Web development team. I had a basic knowledge in HTML & CSS and with that, I faced difficulties working in Visual Studio Code. But with their proper guidance & my hard work I overcame those challenges.

4.8 Overall Experience

As an intern at the Bengal Group IT Department, I have got some must-needed experiences that will be a great treasure for my future corporate life. I got some technical skill, people skill as well as some personal developments. I am very enthusiastic about ERP software and by working in the IT department I got the opportunity to work with the ERP software very closely. My company supervisor gave me the opportunity to review all the Software Requirement Specification (SRS) documents of FarVision. By reviewing those SRS documents, I was able to learn broadly about the business process reengineering of Bengal Group and how these enterprise resource planning software were implemented. The training sessions arranged by the Bengal HR department help me to learn more about time management, MS office applications, interview skills & CV writings, and office etiquette. Another best thing that I experienced in the Bengal group is that I was not given mere intern tasks like data entry or some repetitive tasks. Rather I was involved in some kind of task by everyone. I could learn some amazing software and skills which will be definitely helpful for my future endeavor.

Chapter: 05

Analysis

5. Analysis

This chapter will focus on comparing the theories I have learned and the things I have performed or observed in the company. The analysis will be made on three levels, company, market, and professional. All these three levels are described below-

5.1 Company Level Analysis

During my internship, I discovered some processes were incredibly efficient and some were not. Some noteworthy points need to be mentioned to describe the efficiency of the organization that I have seen during my internship at the IT department.

Efficient Processes:

The IT department was mainly responsible for Hardware & software-related support & maintenance. Another mentionable responsibility of the IT Department was server maintenance and internal broadband connectivity. Thus, I had the opportunity to observe some extremely efficient processes that have the possibility to transform daily business activities to a whole new level.

Implementation of ERP systems in all departments: Bengal Group implemented ERP applications in every concern & department of Bengal. All data are now stored in ERP software. Being a group of industries, Bengal works with numerous data every time, and to find some specific data requires a good number of tasks for a group of people. But the implementation of ERP in all departments makes this process easy and time-efficient. Through ERP software the top management body can now preview all necessary information in a while. IT department is continuously developing the ERP applications and taking the initiative of business process reengineering when necessary.

Personal Server Facilities: At the Head Office, Bengal has its own network server. Though the server room is a very secure & confidential place, I've got the opportunity to visit the server room with my supervisor. All the websites & applications that Bengal Group uses & maintains are hosted from its personal server room. But hosting websites & applications on its personal server, Bengal Group operates cost-efficient server facilities.

Automation: IT Department is trying to remove all kinds of paperwork and automate the whole system starting from issuing gate passes to removing signatures on paper for approval. Recently, Bengal has introduced its new HR software which is introduced with a mission of digitalizing the human resource management process.

Inefficient Processes:

Some inefficient processes that I have observed at the Bengal Group IT department are as follows-

Lack of Business Intelligence in ERP software: Though Bengal Implemented ERP applications in 2015, there is still a lack of Business Intelligence in those software. Introducing BI in ERP software will provide more efficiency in the work process in Bengal. Introducing BI in existing software requires a huge amount of time, Bengal should start the implementation process of BI in their software now.

Delay In Approval Process: For IT equipment purchase orders, other departments need the approval of the IT Department and the approval of the Head of that particular unit. This process is done manually through physical paperwork which takes a huge amount of time to process the order. The delay in this process gave rise to several other inefficiencies.

Data Processing Time: While working in the ERP software I faced the problem of slow data processing while a large data input was given in the software. This was due to the slow processing rate of the server & also poor broadband connectivity. These delays in data processing bring inefficiency to the workflow.

5.2 Market Level Analysis

Bengal Group's expanded workforce and authoritative culture gave the organization an advantage over competitors. The employees here work hard to find new possibilities and innovative tactics for long-term success. Overall, they are making the best of their current circumstances. Bengal Group of Industries has the most diverse portfolio of brands. They have a track record of making several improvements. They have knowledge and experience in exchange marketing efforts. And it was because of these measures that Bengal Group was able to conquer several industries. Here I analyzed to find out the key insights of other near competitors in the market, PRAN-RFL Group, Bashundhara Group, and City Group. From a market level point of view, I discuss the market-level analysis elaborately:

Product Quality Assurance: Bengal Group gives high priority to producing defect-free products for its customers. In every industry in Bengal quality is maintained strictly and at each factory level, all finished products have to undergo a series of quality check procedures. At the departmental level quality control is ensured by the top management. Due to using high-quality machinery and frequent quality checks, the end products are always of high value and have longevity.

Affiliation With Renowned Brands: Bengal group is affiliated with many renowned brands around the world. Bengal group produces bottle crates for Coca-Cola Company. Bengal Plastics Limited produces different types of plastic bottles for different beverage companies like PepsiCo, Coca-Cola, Transcom Beverage Limited, and so on. Bengal Plastics is a licensed producer of “Mainetti”, the world's largest hanger maker with over 50 distribution facilities in over 28 countries.

Cost-effective Product: While ensuring the best quality products, Bengal also gives priority to producing cost-effective products for its end customers. As the largest manufacturer of plastic goods & products, Bengal captures a big portion of the market. Bengal has successfully selected its target market and Brands with a variety of products that are high in revenue generation with continuous order placement. Moreover, because of competitive labor costs for facility placement in the right area and also for sustainable product manufacturing Bengal is at the top of the Brand’s choice for order placement.

Retail Platforms: As marketing for such a variety of products is very difficult, every now and then they bring out new ideas for marketing. Keeping their valued customers in mind, Bengal Group launched retail shops named “Happy Mart” in 2015. The competitive partner of “Happy Mart” is the PRAN-RFL group’s retail shop “Best Buy”. In the retail store of “Happy Mart,” customers will find all available goods & products of Bengal in one place.

5.3 Professional Level Analysis

My internship experience of 3 months will act as a stepping stone for my future career. I learned about the corporate culture and environment.

Influence on future career plan: Working as an intern at the Information Technology department I got the opportunity to work with some amazing Enterprise Resource Planning software & applications. In this digital age, we are extremely reliant on data and it is useless unless a company can gain insights and meaning from it. So, the knowledge of the Enterprise Resource Planning system especially the knowledge of different applications & software will help me in the long run. I also had to work on excel which needed in-depth knowledge. Thus, I could brush up on my previous excel skills and also learned many excel functions which I never knew before. Again, I was involved in tasks related to Web development, which will help me to accomplish any web development-related tasks in my future job life. By performing web development-related tasks I got in-depth knowledge of Search Engine Optimization (SEO). Different training sessions, communication with employees of the different departments, and other professional-level activities help me to enrich my communication skills & interpersonal skills.

Correlation with university knowledge: The most beneficial part for me was that I could easily communicate with both the IT people and the business people. As a student of Business and Technology Management, I believe my goal is to be a bridge between businessmen and engineers. I believe I successfully did this job in this internship. In the IT department, I got the opportunity to work with both the business side and IT side and could create some positive outcomes. Besides I could find the practical implementation of much bookish knowledge I learned from my courses. The theoretical knowledge of the

course “Enterprise Resource Planning” (BTM 4627) helped me a lot to understand the ERP systems & applications of “FarVision”. While reviewing the software requirement specification (SRS) documents of “FarVison” I was able to recall my learnings from the course enterprise resource planning and able to integrate those into my work responsibilities. Moreover, the CSE courses really helped me to communicate with the IT people and to understand their perspectives and concerns.

Challenges & Difficulties: The main challenge I faced was my very basic knowledge regarding the software and various topics. I had to get myself accustomed to the various software. Moreover, the job responsibilities of the Information Technology department require in-depth knowledge of IT for implementing any function. Thus, I believe if I had a few more IT-related courses and some practical experience with software, I would have faced lesser difficulties and could have contributed more.

Chapter: 06

Conclusion & Recommendation

6. Conclusion

To summarize, Bengal Group of Industries Limited is a well-known corporation that has maintained a strong position in Bangladesh's plastics sector for a long time. They have a good understanding of how to adapt to new technologies and a changing economy. In a large business like this, it takes time to fully deploy new technologies. They will quickly achieve the aim for which they have implemented ERP with the aid of their knowledge and superior planning. They have already seen the benefits of ERP and its favorable influence on their business. They now require an effective and well-trained workforce to properly implement the ERP system across the firm. In order to build organizational commitment, they must also encourage their staff. End-users of ERP systems, as well as senior managers, must be included in the decision-making process. Most essential, for the ERP system to succeed fast, a collectivist mentality must be formed inside the firm.

As an intern of Bengal Group, I got the opportunity to work with various ERP software which were always very fascinating to me. The assigned tasks on web development helped me to learn & practice more on HTML language & CSS. Though working in web development project is pretty challenging, I successfully did all my assigned tasks perfectly. Moreover, the training sessions were very helpful for enhancing my soft skills & technical skills. And I strongly believe that, they will definitely help me in my future endeavor. Beside the challenges that I faced while completing my assigned tasks has definitely made me stronger. This internship has been a great way to apply my theoretical knowledges in practical job life.

I consider myself blessed to have the opportunity to work with the Bengal Group of Industries and complete my internship from here. The whole experience was overwhelming, and the support I received helped me immensely throughout the total internship period. I had a fantastic journey and got the opportunity to know a lot and enhance my skills and expertise.

7. Recommendation

Working in such a large group of industries is usually difficult. There are always opportunities to develop new skills and face new problems. During my tenure in Bengal Group of Industries, I got a wealth of expertise and knowledge. I was able to make some significant observations and will be able to offer some critical recommendations as a result of that. Based on the information I gathered from the face-to-face interaction, the following recommendation is made that can help Bengal Group of Industries Limited improve its Enterprise Resource Planning system.

- After establishing the ERP system, staff must be trained in order to manage the business successfully and efficiently. A team of professionals must be employed to give on-site ERP employee training in order for staff to become adept with the software.
- Communication is critical in any business, but it is more important when a corporation wishes to implement a whole new system or make organizational management changes. They may have regular meetings to discuss current information and their thoughts on how to manage the ERP system successfully in the business and get the most out of it. It must be assured that the core team responsible for deploying the ERP system is kept up to speed on the project's development.
- They should place a greater emphasis on collaboration. For example, a project team could have one project manager who would oversee the team members, key users, and IT personnel. The frequency of errors will be reduced if they operate as a team since there will be better cooperation among the team members.

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