

PAPER NAME

**Internship Report On Cross Border Trading of Marico Bangladesh Limited**

AUTHOR

**Tameem Sultan**

WORD COUNT

**6324 Words**

CHARACTER COUNT

**38809 Characters**

PAGE COUNT

**42 Pages**

FILE SIZE

**1.1MB**

SUBMISSION DATE

**May 15, 2022 9:19 PM GMT+6**

REPORT DATE

**May 15, 2022 9:20 PM GMT+6****● 12% Overall Similarity**

The combined total of all matches, including overlapping sources, for each database.

- 7% Internet database
- 1% Publications database
- Crossref database
- Crossref Posted Content database
- 9% Submitted Works database

# Internship Report

## On

### Cross Border Trading of Marico Bangladesh Limited

<sup>11</sup> An internship report submitted to the Department of Business and Technology Management in partial fulfillment of the requirements for the degree of BBA in Business and Technology Management

By

Tameem Sultan

ID: 170061082



<sup>1</sup> Department of Business and Technology Management  
**Islamic University of Technology**  
April, 2022

**Marico Bangladesh Limited**

**ID 170061082**

**Tameem Sultan**

# A Study of Cross Border Trading of Marico Bangladesh Ltd.



13 submitted to

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

1 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.

**Tameem Sultan**

ID: 170061082

Department of Business and Technology Management  
Islamic University of Technology

---

Approved by:

9 **Farjana Nasrin**

Lecturer

Department of Business and Technology Management  
Islamic University of Technology

---

## LETTER OF TRANSMITTAL

Date: 18 April, 2022,

9 Farjana Nasrin

Lecturer

Business and Technology Management

Islamic University of Technology

1 **Subject: Submission of Internship Report.**

Respected Sir,

I hereby submit the Internship report titled “Cross Border Trading of Marico Bangladesh Ltd.” which is a part of the internship program. Working under your direct supervision was a significant personal accomplishment for me.

The following report is my best effort to portray the current state of our firm and to reflect on my own personal observation while working for the organization. The chance to work at Marico Bangladesh Limited has provided a door to a world of possibilities for learning about the company's field operations and personal development. It was an honor to work there and to meet the deadlines under your direction. I will be ready for any clarification if necessary.

I will be highly obliged if you kindly accept this report any provide me with any kind of expert judgement or feedback you may have. If you consider this study helpful or beneficial in any way, it would be a big success for me.

Sincerely Yours

.....

Tameem Sultan

ID: 170061082

1 Business and Technology Management

Islamic University of Technology.

## ACKNOWLEDGEMENT

This report was the outcome out constant efforts and support of many people. I am grateful to all of them for providing me with the support and guidance which made this report possible.

First of all, I would like to start by expressing my gratitude to the almighty Allah for giving me the ability, perseverance, and strength to perform my duties as an intern at Marico Bangladesh Ltd. which is the main element of this report. After that, I would like to thank my honorable Advisor, Lecturer, Farjana Nasrin Ma'am for his constant whole-hearted supervision and guidance throughout the entire process. It would be very difficult to come up with this report without their guidance. I would also like to thank Md. Mir Aminul Islam, Deputy Manager MBL, for helping and guiding me throughout the process.

I am grateful to the entire BTM department who thrived to make the internship program fruitful for me and the other fellow classmates. It was they who ensured the facility of integration of theoretical knowledge and first-hand corporate experience.

Last but not the least, I would like to express my gratitude to my family who helped me to stay strong and healthy throughout the entire period. I would also like to thank my co-workers for giving me valuable suggestions and advice and for inspiring me. I also must mention the friendly and committed environment that helped me deal with a lot of difficulties.

## Executive Summery

In the current age of globalization, companies are now more and more expanding their trade to the international market for greater benefits from the government as well as greater revenue flow. Working under the supply chain function of Marico Bangladesh Ltd, I've got to directly observe, learn and interact with the cross-border trading process of a multinational company, actively operating in 26 different counties throughout the globe. Over the period I've contributed my effort on exporting of Finished Goods worth approximately BDT.29 lacks and acquired a strong learning about the workflow.

The report is the summery of my 3 months internship program and the learnings out of the flagship internship program that Marico Bangladesh Ltd is offering. It mainly focuses on the on-time supply of raw materials and packaging materials which are being sourced internationally

to their respective factories for seamless production of goods. And exporting of these finished goods to the international market. Besides working in the field of cross border trading I've also had the chance to work with the procurement team of MBL in ensuring Packaging Change regulation and packaging material procurement cost analysis and improvement. The outcome of this internship has been described in details in the following part of the report.

# Table of Contents

## Contents

<b>Chapter-1: INTRODUCTION</b> .....	2
<b>Chapter-2: COMPANY OVERVIEW</b> .....	4
<b>Historical Background of the Company:</b> .....	5
<b>Overview of the Company:</b> .....	6
<b>Values of the Company:</b> .....	7
<b>Slogan:</b> .....	8
<b>Different Divisions and Departments of Marico Bangladesh Limited:</b> .....	9
<b>Organizational Culture:</b> .....	10
<b>Brands of Marico:</b> .....	10
<b>Customer Base of Marico Limited:</b> .....	12
<b>Related industry and End user:</b> .....	13
<b>Chapter 3: COMPANY ANALYSIS</b> .....	<b>Error! Bookmark not defined.</b>
<b>SWOT Analysis:</b> .....	15
<b>Competitive landscape:</b> .....	15
<b>PESTLE Analysis of MBL:</b> .....	17
<b>Chapter 4: DESCRIPTION OF MAIN DUTIES</b> .....	<b>Error! Bookmark not defined.</b>
<b>Types of Recurring Tasks:</b> .....	20
<b>Typical Working Day as Supply Chain Intern:</b> .....	27
<b>Major Responsibilities:</b> .....	27
<b>Atypical Duties Throughout the Internship Tenure:</b> .....	29
<b>Learning Outcomes Throughout the Internship Tenure:</b> .....	30
<b>Working Tools Used:</b> .....	31
<b>Work Interaction:</b> .....	31
<b>Chapter-5: RECOMMENDATIONS AND CONCLUSION</b> .....	32
<b>Recommendations:</b> .....	33
<b>Conclusion:</b> .....	33
<b>Chapter-6: REFERENCES</b> .....	34



## **Table of Figures:**

Figure 1: Group Structure of Marico International .....	6
Figure 2: Logo of Marico Bangladesh Ltd.....	6
Figure 3: Values of Marico Bangladesh Ltd. ....	8
Figure 4: Slogan of Marico Bangladesh Ltd. ....	8
Figure 5: Organogram of MBL's Supply Chain Department .....	10
Figure 6: Brands and Product Lines of Marico Bangladesh Ltd.....	11
Figure 7: Different products of Marico.....	13
Figure 8: Market Share of Toiletries.....	17
Figure 9: Export Documentary Compliances.....	21
Figure 10: Checklist for Proforma Invoice (PFI).....	22

## **List of Acronyms**

PM- Packaging Material

RM- Raw Materials

FG- Finished Goods

PFI- Pro-forma Invoice

CI- Commercial Invoice

LC- Letter of Credit

LR- Lorry Receipt

AWB- AirWay Bill

BL- Bill of Lading

BE- Bill of Entry

CO- Certificate of Origin

CS- Comparative Statement

PO- Purchase Order

GR- Goods Recieved

CNF- Clearing & Forwarding Agent

# **Chapter-1: INTRODUCTION**

This study is the requirement from our final semester's academic internship program where we're supposed to gain experiences and learn about the environment and culture of the corporate world. As a final year graduating student working and learning in a multinational company has been a great start to my career.

Over the months I've worked on the supply chain function of Marico Bangladesh Ltd and got to know a lot about the FMCG industry as a whole and how things work out in this specific function. In October 2013, its <sup>8</sup> flagship brand, Parachute, celebrated 12 years of success in Bangladesh, to an ever base of loyal customers. Since 2009, the brand has consistently ranked among the top ten most trusted brands, and in 2011, it was named <sup>6</sup> "Best Brand" by the Bangladesh Brand Forum and Nielsen.

The company's brand portfolio has grown over time, most prominently <sup>3</sup> through the expansion of its VAHO (Value Added Hair Oil) segment. The VAHO segment now includes several well-known brands such as Parachute Advanced, Parachute Beliphool Lite, Parachute Cooling Hair Oil, and Nihar Marico Bangladesh Limited, which also controls the powdered hair dye market with the Hair Code brand. In 2013, the company expanded its portfolio by introducing <sup>1</sup> Saffola Active (a healthy edible oil) and Set Wet Deodorants. Currently MBL has diversified itself with 29 different brands and <sup>2</sup> 99% of the portfolio is manufactured in Bangladesh, while these products are exported to counties like Nepal, Singapore, Egypt, Russia, India, UAE etc. My core working focus was cross-border trading of goods, which includes handling both inbound and outbound logistics of the company, maintaining documentation compliance for export and maintaining relationship with the logistics vendors and help improve the overall service from our end.

During my internship, I was supervised by Mir Aminul Islam, Deputy Manager, Supply Chain Department, who was also my mentor. He clearly performed the mentorship role admirably; he has sincerely taught me many things about the human resources department, and he has met with me once a week to discuss my development. Additionally, this training was extremely beneficial in helping us gain a better understanding of the operational environment of an organization. It is in our daily lives that we put our conceptual concepts into practice. The application of theoretical information in real life is what makes it useful, and this internship program was extremely beneficial in this regard.

## **Chapter-2: COMPANY OVERVIEW**

The focus of this section is to emphasize the firm's past history, a brief description of the product they provide, their functional units, marketing capabilities, and their performance in both domestic and international market.

## Historical Background of the Company:

Marico Bangladesh Ltd (MBL) is the most profitable unit of Marico International and a very popular brand in the field of personal care and food categories. The journey at Bangladesh started back in the year 1999 the company started its operating in Bangladeshi market. Through a powerful distribution network that covers more than 790,000 outlets throughout the country, the company touches the lives of one in every two Bangladeshis with an array of products in numerous categories, including edible oil, hair nourishment, and male grooming. Marico's flagship brand Parachute Advanced has achieved awards like "Most Consistent Brand of the Decade" by Bangladeshi Brand Forum and is among the "10 Most Trusted brands" in Bangladesh. At the year of 2007 MBL sets up its first factory in Mouchak, Gazipur and continues expanding the business in an impressive rate. With the passage of time MBL has achieved various awards and certification and continues to grow, Currently Marico has a human resource of 2750+ employees in the form of distributions, salesmen and local suppliers and 275 people are employed directly as members of the organization. The company is enlisted in both the Dhaka and Chittagong stock exchanges.

Their corporate philosophy is Making Difference and the goal is to Unleash Potential of the members. Over the years Marico has leveraged strong financial capital to invest in business expansion to sustain in the market.

Managing the capital investment Marcio has successfully expanded to:

- 2 Factories
- 3 Contract Manufacturers
- 5 Depots
- 3 Warehouses
- 2 Head Offices
- 11 Sales Offices

Marico being an international brand, 99% of the portfolio is made in Bangladesh and shipped to Nepal, Singapore, Egypt, Russia, India, UAE, etc.

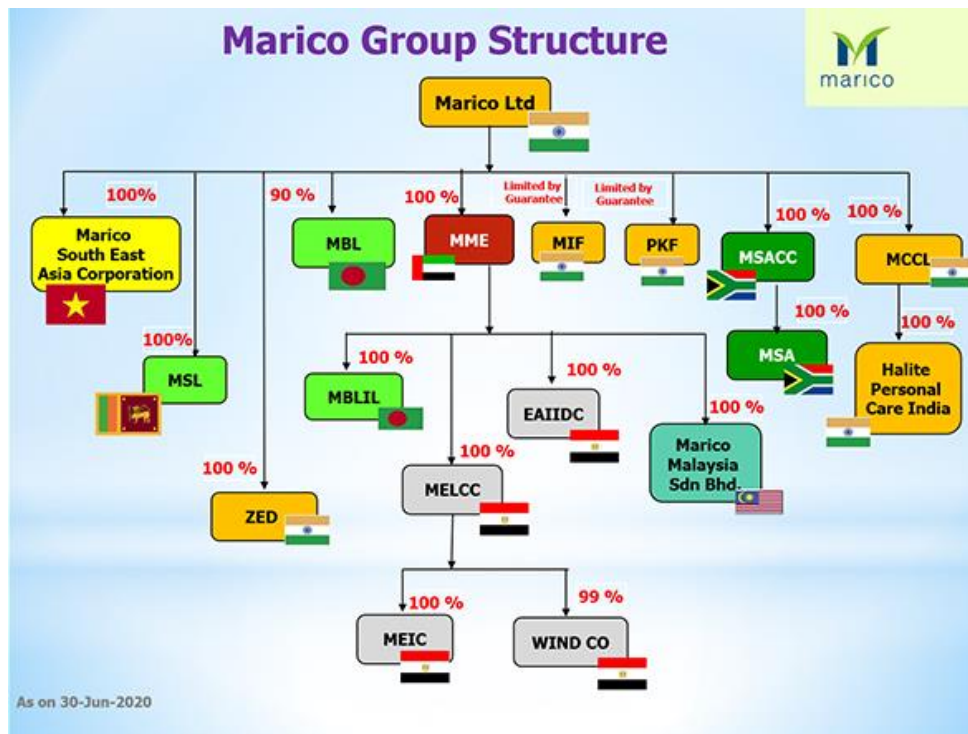


Figure 1: Group Structure of Marico International

### Overview of the Company:

Marico's mission is to improve lives in a sustainable way by empowering and nurturing individuals who have been affected and maximizing their actual potential. The fundamental objective is to generate and disseminate value for all stakeholders, including consumers, members, and business partners. The strategic objective has been to expand key categories while diversifying portfolios.



Figure 2: Logo of Marico Bangladesh Ltd.

Marico Bangladesh at a glance:

- Incorporated in 1999
- Started operations in 2000
- Marico Bangladesh listed on Dhaka and Chittagong Stock Exchange in 2009
- Launched Haircode Hair Dye in 2009 and achieved a market share of over 15% in its first year
- Launched Parachute Advanced Cooling Hair Oil in 2011
- Started bottling at Mouchak, near Gazipur in 2002 and copra crushing manufacturing in Mahona, Bhavanipur in 2012
- Launched Saffola Active Edible Oil, Livon Silky Potion, Set Wet Deodorants and Livon
- Launched Nihar shanty Badam amla and Hair Code Keshkala in 2014

### Website:

[www.marico.com/bangladesh](http://www.marico.com/bangladesh)

### Values of the Company:

At the end of the day, Marico's values dictate how they conduct themselves in the course of their work. Because of them, Marico has been able to forge its own identity. Every person of their company is infused with their principles, regardless of rank or location.

- Consumer Centric- Keeping the consumer in mind and involving them in the process of developing and providing solutions.
- Transparency & Openness- Giving constructive criticisms and unbiased comments in a mutually accepting and understanding manner
- Opportunity-seeking- Growth-oriented mentality and a commitment to avoid squandering possibilities.
- Bias for Action- Preference for swift, deliberate action over delayed, analytical activity.
- Excellence- Continuous performance improvement and capabilities development are required for long-term success.

- **7** Boundarylessness- Seeking assistance and influencing those outside the function and organization in order to attain a more favourable outcome/decision, without compromising one's responsibilities
- **7** Innovation- Experimentation and measured risk-taking to raise the likelihood that radical/pioneering ideas will succeed in order to **2** achieve quantum achievements.
- Global outlook- Sensitivity and flexibility to cultural variety, as well as the ability to learn from other cultures.

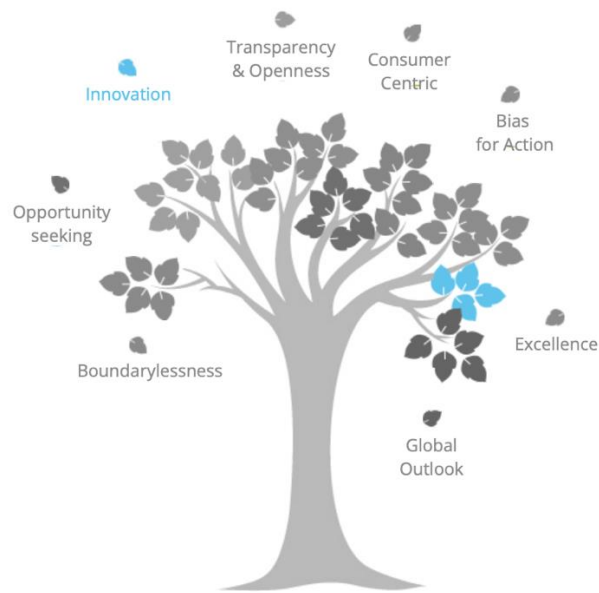


Figure 3: Values of Marico Bangladesh Ltd.

**Slogan:**

“Make a Difference”



Figure 4: Slogan of Marico Bangladesh Ltd.



## Different Divisions and Departments of Marico Bangladesh Limited:

MBL has a number of divisions. Almost all of the company's business units have their headquarters in Dhaka, which is where the company's Head Office is. A large number of warehouses and dipo dot the Bangladeshi landscape.

**Head office Address:** The Glass House, Gulshan 1, Dhaka.

There are multiple departments inside the organization that are essential to the proper flow of operations at the various locations. Managing the capital investment Marcio has successfully expanded to:

- 2 Factories

### **Factory 1:**

Mouchak, Kaliakoir, Gazipur

### **Factory 2:**

Shirirchala, Mahona Bhabanipur, Gazipur

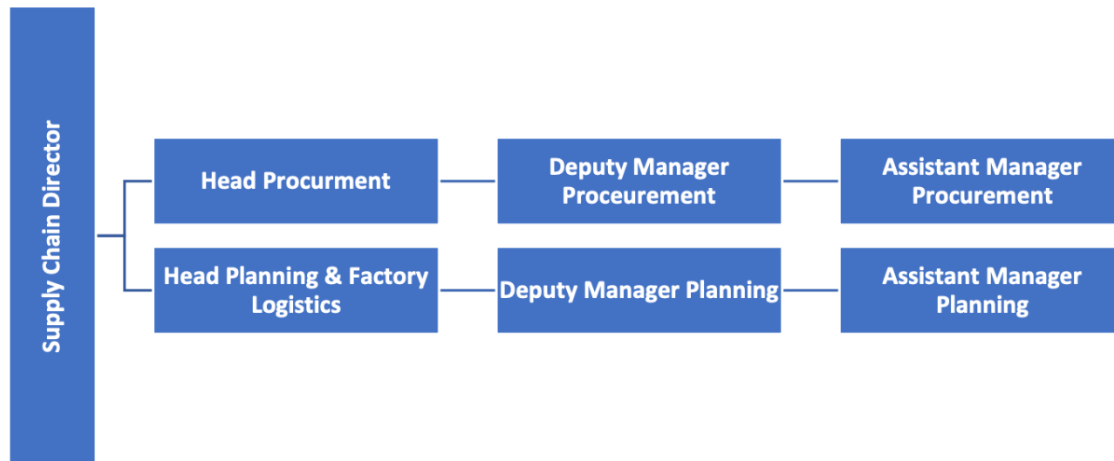
- 5 Contract Manufacturers
- 5 Depots
- 3 Warehouses
- 2 Head Offices
- 11 Sales Offices

## **Different Departments of MBL:**

There are different departments including:

- Marketing
- Sales
- Human Resource and Administration
- Supply Chain
- Finance

## Organogram: Supply Chain Department of Marico



*Figure 5: Organogram of MBL's Supply Chain Department*

### Organizational Culture:

Marico has a great work environment. Marico's work environment is characterized by a warm and welcoming atmosphere. Those who work there are devoted to their work and the organization. Anyone can reach the top commanders without fear of being condemned. The command chain and information flows are both extremely well-oiled. Organizational culture evolves from a hierarchical one to a flat one with a fast and dynamic information flow. The company's values are passed down from generation to generation via the company's cultural DNA. In the workplace, there is a great emphasis on customer service. It's important for upper management and staff to stay in touch so that new ideas can be shared.

### Brands of Marico:

Over the time Marico has been operating as a single branded company, but with such extraordinary response to the market, Marico has been diversifying their product lines ever since. Existing brands that Marico is producing currently is mentioned below:

Portfolio	Brand	Products	
<b>1. Branded Coconut Oil</b>	1. Parachute	1	Parachute Coconut Oil
<b>2. Value Added Hair Oils</b>	2. Parachute Advansed	2	Parachute Advansed
	3. Parachute Advansed Beliphool	3	Parachute Advansed Beliphool Hair Oil
	4. Parachute Advansed Extra Care	4	Parachute Advansed Extra Care Anti-Hair Fall Oil
	5. Parachute Advansed Aloe Vera	5	Parachute Advansed Aloe Vera Oil
	6. Nihar Naturals Shanti Badam Amla	6	Nihar Naturals Shanti Badam Amla Oil
	7. Nihar Naturals Joba Amla	7	Nihar Naturals Joba Amla Oil
	8. Nihar Naturals 5 Seeds	8	Nihar Naturals 5 Seeds Anti-Hair Fall Oil
<b>3. Hair Dye</b>	9. Hair Code	9	Hair Code Powder
<b>4. Hair Conditioning</b>	10. Livon	10	Livon Hair Serum
<b>5. Men's Grooming</b>	11. Set Wet	11	Set Wet Deo
		12	Set Wet Hair Gel
	12. Studio X for Men	13	Studio X Deo
		14	Studio X Hair Gel
		15	Studio X Face Wash
		16	Studio X Styling Shampoo
<b>6. Skin Care</b>	13. Parachute SkinPure Body Lotion	17	SkinPure Body Lotion
	14. Parachute SkinPure Petroleum Jelly	18	SkinPure Petroleum Jelly
	15. Parachute SkinPure Aloe Vera Gel	19	SkinPure Aloe Vera Gel
	16. Parachute SkinePure Beauty Olive Oil	20	SkinePure Beauty Olive Oil
	17. Bio Oil	21	Bio Oil
<b>7. Baby Care</b>	18. Parachute Just for Baby	22	Just For Baby Oil
		23	Just For Baby Lotion
		24	Just For Baby Wash
		25	Just For Baby Soap
		26	Just For Baby Baby Powder
<b>8. Hygiene</b>	19. Mediker SafeLife	27	Mediker Safe Life Hand Sanitizer
		28	Mediker Safe Life Hand Wash
<b>9. Health &amp; Wellness</b>	20. Saffola	29	Saffola Active Edible Oil

Figure 6: Brands and Product Lines of Marico Bangladesh Ltd.

## Customer Base of Marico Limited:

### **4** PARACHUTE:

Primary target women of all age's

### **PARACHUTE ADVANCED**

Young girls (College & school going)

### **STUDIO X**

Appealing to men of all age's

### **NIHAR SHANTI AMLA**

Customer looking for value for Money (Hair oil+ Badam)

### **PARACHUTE NATURAL SHAMPOO**

Primary target female of age 18 - 34

### **MEDIKER**

Young Children Age Group 3-13 (Hand Sanitizer)

### **LIVON**

Primary target women of all age's

### **4** SAFFOLA

All health-conscious people (Heart Patient's)



*Figure 7: Different products of Marico*

### Related industry and End user:

Marico has business in different sector, the following are among the most relevant industries:

- Soap
- Paint
- Pharma Sector
- Cleaning compound
- Hair Care products
- Health and Personal Care

## **Chapter 3: COMPANY ANALYSIS**

## SWOT Analysis:

### Strengths of MBL:

- <sup>3</sup> Strong Presence in Asia and Africa
- Strong Financial performance
- Advanced QC system
- Gender Diversity
- Huge Distribution Network

### Weaknesses of MBL:

- Extremely reliant on the Parachute and Saffola brands
- Significant reliance on monsoons

### Opportunities for MBL:

- Positive economic indicators at the global level
- Opportunities for organic/inorganic growth in rural markets

### Threats for MBL:

- Disruption in the FMCG sector
- Political risks
- Commodity price volatility

## Competitive landscape:

Marico Bangladesh Ltd controls 43% of the domestic market for Toilet Soap. Kohinoor Chemical Company Ltd, Keya Cosmetics Ltd, and Lily Cosmetics Ltd are the industry's other three major players, each accounting for roughly 10% of the market. Local businesses in Bangladesh manufacture toiletries and perfume-related products at a reasonable price. Seven corporations have nearly complete control of the market's value. With their indigenous brands, they typically target the low- to middle-priced segment of the market.

The companies are:

1. Unilever Bangladesh Ltd.
2. Keya Cosmetics Ltd.
3. Lily Cosmetics Ltd.
4. Marks & Allys Ltd.
5. Aromatic Cosmetics Ltd.
6. Square Toiletries Ltd.
7. Kohinoor Chemical Company Ltd.

Marico is constantly expanding itself and developing into new lines of product day by day. It is already creating a huge impact on the local market as well as globally.

**Keya Cosmetics:**

KG is a well-known manufacturer and exporter of knitted garments, boasting three spinning machines. KG now employs over 10,000 people across six distinct businesses. Founded in 1996, is a well-known cosmetics manufacturer in Bangladesh and a well-known brand for affordable high-quality goods.

**ACI Limited:**

The company's three reportable business units are Agribusiness, Pharmaceuticals, and Financial Services. Bangladesh joined ACI in 1973. There are approximately 5,000 people employed there. It is one of the largest business conglomerates in Bangladesh.

**Square Consumer Products Ltd.:**

Square is Bangladesh's one of the largest market share holders. Since its founding, the company has maintained a strong commitment to quality and innovation, embracing sophisticated technology, placing a heavy emphasis on human resource development, and developing new products for emerging markets. Square Consumer Products



16 Limited, a subsidiary of Bangladesh's largest corporate conglomerate, Square Group, was established in 2000. Square Consumer Products Limited is a producer of consumer goods.

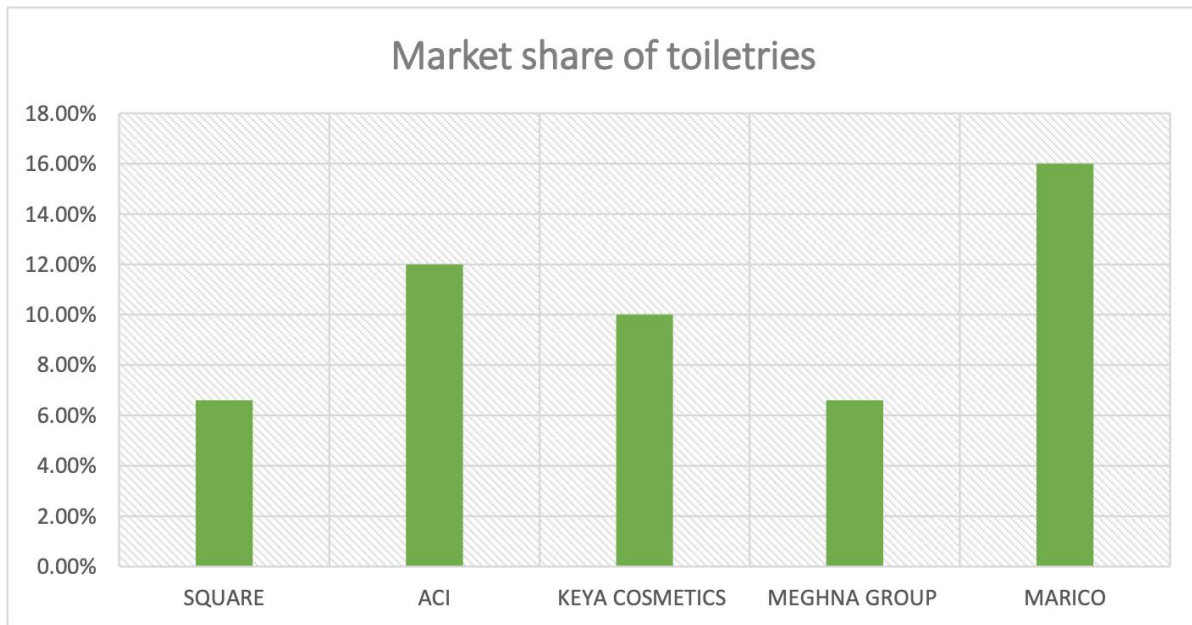


Figure 8: Market Share of Toiletries

## PESTLE Analysis of MBL:

### POLITICAL:

1. Strong government to ensure political stability
2. Reduce potential corruption

### ECONOMICAL:

1. Bangladesh's consumer/non-cyclical industry human resource skill level is moderate to high. Marico can use it to strengthen services in Bangladesh and build global chances.

### SOCIAL:

1. Increase product lines for different affordable price range for middle-class segment

### TECHNOLOGICAL:

1. Focus on digital consumer and employee engagement

#### LEGAL:

1. Legal battles for trademark infringements and advertisements

#### ENVIRONMENTAL:

1. Environmental protection and sustainability initiatives

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

As a part of the academic internship, I've spent 3 months in the work environment of MBL and was assigned with a few focuses. I've had the opportunity to work with the commercial team, procurement team and planning team of the company and had learned a lot about the working process and flow of the supply chain function. The entire working process can be classified into three segments:

- 18 1. Documentary Compliance
2. Border Compliance
3. Domestic Transport

**Position and Name of Department:** Intern, Supply Chain Department.

### **Types of Recurring Tasks:**

Over the period, I was handed over with a set of tasks that I had to perform independently and repeatedly. The task is not only aligned to the commercial or cross border trading, but also sides like raw materials/packaging materials procurement and planning side of the business. Besides major investment of my time was spent on learning about the process of FG exporting and RM, PM importing. Also, the banking side of the process.

The recurring tasks that I used to perform is mentioned in this part of the report:

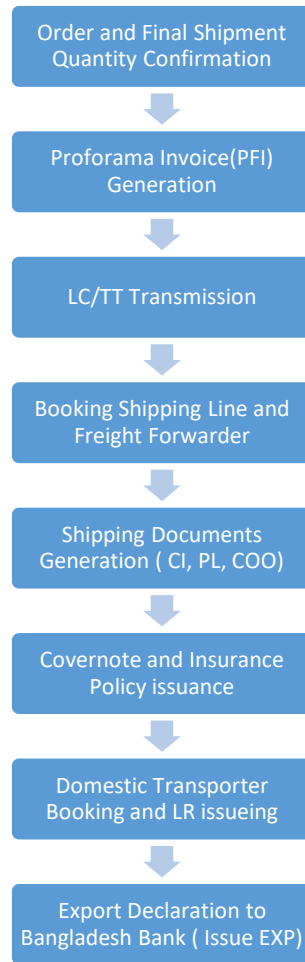
- **Export Documentary Compliances:**

Basically, the first few weeks I had to study and learn about all the documents involved in the import and export process and from where each of these documents are being generated and who's the FPR for each document.

Over the 3 months of my internship period, I've almost contributed to approximately 40 lacks taka worth finished goods and successfully exported to counties like:

- Nepal
- Singapore
- Egypt
- Vietnam
- Russia
- India
- UAE

If I summarise the entire workflow:



*Figure 9: Export Documentary Compliances*

### **1. Order Confirmation from the Procurement Team:**

Go through the email communication of the procurement team and collect information's from the communication of the buyer and seller. The most frequent information's that had to scanned out are mentioned below:

- Final order quantity
- Procurement rate
- Payment terms
- Mode of shipment
- Awarded transporter and shipping line
- Delivery schedule and quantity for each shipment
- Creating document submission checklist

## 2. Proforma Invoice (PFI) issuing:

For any consignment the a signed PFI represents the final sales contract between the buyer and the seller. An ideal PFI must contains the following information's:

<b>Proform Invoice Checklist</b>	
1	Beneficiary Name & Address
2	Fresh PI number & Date
3	Marico BIN, TIN & IRC
4	Payment Term
5	Incoterm
6	Port of Loading & Dispatch
7	Correct HS code
8	Country of Origin
9	Beneficiary Bank Name, address & SWIFT Code
10	Tolerance if any

*Figure 10: Checklist for Proforma Invoice (PFI)*

### **3. L/C or TT transmission from the buyer:**

After exchange of PFI between the buyer and seller, the seller transmits Letter of Credit (LC) and sometime Telegraphic Transmission (TT) for ensuring payment confirmation from their end. And then the goods ready part of the process starts, which might be manufacturing goods and packaging according to the packing list that is provided from the Supply Chain Team.

### **4. Issuing Shipping Documents and make arrangement of necessary export permits:**

The exporter has to create a set document which is the baseline of the entire export processing. Few of the documents are created by MBL. The documents that the shipper creates and the documents that needs to be collected for a seamless shipment is mentioned below

#### **Documents that I generated:**

- (a) Commercial invoice (CI)
- (b) Packing list (PL)
- (c) Certificate of Origin (COO)
- (d) Draft Consignment Note (LR/AWB/BL)
- (e) Shelf-Life Certificate
- (f) Technical Safety datasheet/ Material safety datasheet (TDS/MSDS)

#### **Documents that need to be arranged from 3<sup>rd</sup> party:**

- (a) Marine Cover Note (from insurance company)
- (b) Insurance Policy (from insurance company)
- (c) Lorry receipt (LR) (for by road shipment)
- (d) Air Way Bill (AWB) (in case of Air shipment)
- (e) Bill of lading (BL) (in case of sea shipment)
- (f) Health Certificate (from BCSIR)
- (g) Country of origin (from MCCI)
- (h) Consignment Note/ Truck Receipt

So, as we can see in the above, these documents are compulsory for the entire export processing and customs clearance. Any kind of slightest mistake in the documents may result in thousands of dollar demurrage in the international port.

## **5. Booking Shipping line and Transporter for each consignment:**

In case of Sea freight, it is necessary to contact with the freight forwarders or shipping lines and confirm shipment booking with a delivery schedule. In case of selection of freight forwarders, it is necessary to collect quotation from the enlisted vendor list and perform a Comparative Statement (CS).

## **6. Cover Note and Insurance Policy issuing from insurance company:**

For issuing Cover Note the final PFI is required to be submitted to the insurance company and they'll issue the document for us. After the Cover note has been issued, then all other relevant documents like the following are needed to be forwarded to the insurance company for Insurance policy issuing.

### **Documents required for Policy:**

- (a) CI
- (b) PL
- (c) COO
- (d) LR/BL/AWB

## **7. Export Declaration to Bangladesh Bank:**

For any kind of export, it is necessary to enlist the export in the records of Bangladesh bank. For which the final documents signed in letterhead pad needs to be submitted to BB's export portal. After the consignment is enlisted a document named EXP is provided by BB which is further required for customs clearance purpose.

After the shipment is complete for payment advice all the original shipping documents are send to BB for approval and forwarding of buyer's payment.

- **Customs Duty Calculation and Payment:**

For importing any kind of materials like RM/PM, the materials have to go through imports customs house. Where customs duty charge is needed to be payed by the importing party, these charges are decided by the customs office of the customs house, which mainly depends on the HS Code of the imported material. All the required information of the CD charges is mention in Bill of Entry Document.

My core task was to calculate the charges that are decided depending on the Declared value and Assessable value of the material and make payment by going to Standard Charter Banks S2B portal and request for authorisation



of the payment from finance team and commercial team. After the authorisation is done the payment is forwarded via bank to the respective customs house.

- **On time Inbound Logistics Vendor Bill Payment:**

MBL has their outstanding-bill processing portal where each and every bill is raised from the finance team and after confirming approval from all the stakeholders the bills are released. I had to regularly crosscheck supporting documents against each bill, documents like:

- (a) GR slip
- (b) Factory in time and out time
- (c) Damage

If these information's are correctly mentioned in the bill copy, then the bill is okay to be released from supply chains end. After that I had to keep the accounts team under constant follow-up to clean out the due payment.

- **On time CNF Vendor Bill Payment:**

Bulk quantity of materials are being imported and exported on a regular basis by MBL. The customs clearance job from our end is cleared by an CNF agent. There are some fixed charges like:

- (a) TR chalan,
- (b) BAE office Handling charge,
- (c) labour and loader charge,
- (d) store rent,
- (e) transportation charge,
- (f) documentation charge

These charges are usually paid by the CNF agent themselves, crosschecking with the rates and giving approval from SCM's end was my job for the whole 3 month.

- **Service PO creation at ERP system:**

In case of any transportation/ clearance vendors bill payment, a purchase order (PO) needs to be created from the stakeholders SAP account. I was provided with my supervisors account for creation of PO in the ERP system. And provide the list of PO to the finance team to continue with the outstanding bill payment processing.

- **Transportation Auction:**

For domestic transpiration MBL uses a portal where they keep track of the inbound logistics information. auction is raised for each shipment and the vendors bid their rates at which they're willing to do the job for. Then a vendor is awarded with the transportation consignment after performing CS of the quotations provided by the vendors. Usually, the lowest bidder is awarded with the job.

- **Document forwarding to bank for payment advice:**

After the shipment is completed, the exporter is required to make arrangement of all the shipping documents and forward those documents to exporter bank for further processing of the payment. Total of 6 sets of documents are prepared from the exporters end, these documents are forwarded to:

- I. Importers Bank's Copy (2 Set)
- II. Exporters Bank's Copy (2 Set)
- III. Importer's Copy (2 Set)

All 6 sets of documents are forwarded to exporters bank, in MBLs case Standard Charter Bank. SCB keeps 2 sets of documents and forwards the rest of the sets of documents to importer bank. When there is no issue with the documentation the importer bank releases the payment.

**Here is a list of documents that I used to arrange for receiving every payment advice:**

- I. Proforma invoice
- II. Packing List
- III. Certificate of origin
- IV. Consignment Note
- V. Policy (Photocopy)
- VI. EXP (authorised)
- VII. Bill of Entry

## **Typical Working Day as Supply Chain Intern:**

At Marico Bangladesh Limited a week starts on Sunday and ends on Thursday.

Working hour: 10 am to 6 pm.

### **Head office:**

House:112, Road:6, Mohakhali DOHS, Dhaka 1206

## **Major Responsibilities:**

- **Issuing Shipping Documents and make arrangement of necessary export permits:**

The exporter has to create a set document which is the baseline of the entire export processing. Few of the documents are created by MBL. The documents that the shipper creates and the documents that needs to be collected for a seamless shipment is mentioned below:

### **Documents that I generated:**

- 1) Commercial invoice (CI)
- 2) Packing list (PL)
- 3) Certificate of Origin (COO)
- 4) Draft Consignment Note (LR/AWB/BL)
- 5) Shelf-Life Certificate
- 6) Technical Safety datasheet/ Material safety datasheet (TDS/MSDS)

### **Documents that need to be arranged from 3<sup>rd</sup> party:**

- 1) Marine Cover Note (from insurance company)
- 2) Insurance Policy (from insurance company)
- 3) Lorry receipt (LR) (for by road shipment)
- 4) Air Way Bill (AWB) (in case of Air shipment)
- 5) Bill of lading (BL) (in case of sea shipment)
- 6) Health Certificate (from BCSIR)
- 7) Country of origin (from MCCI)
- 8) Consignment Note/ Truck Receipt

So, as we can see in the above, these documents are compulsory for the entire export processing and customs clearance. Any kind of slightest mistake in the documents may result in thousands of dollar demurrage in the international port.

- **Customs Duty Calculation and Payment:**

For importing any kind of materials like RM/PM, the materials have to go through imports customs house. Where customs duty charge is needed to be paid by the importing party, these charges are decided by the customs office of the customs house, which mainly depends on the HS Code of the imported material. All the required information of the CD charges is mention in Bill of Entry Document.

My core task was to calculate the charges that are decided depending on the Declared value and Assessable value of the material and make payment by going to Standard Charter Banks S2B portal and request for authorisation of the payment from finance team and commercial team. After the authorisation is done the payment is forwarded via bank to the respective customs house.

- **Ontime Inbound Logistics Vendor Bill Payment:**

MBL has their outstanding-bill processing portal where each and every bill is raised from the finance team and after confirming approval from all the stakeholders the bills are released. I had to regularly crosscheck supporting documents against each bill, documents like:

1. GR slip
2. Factory in time and out time
3. Damage

If these information's are correctly mentioned in the bill copy, then the bill is okay to be released from supply chains end. After that I had to keep the accounts team under constant follow-up to clean out the due payment.

## Atypical Duties Throughout the Internship Tenure:

The tasks that I had to perform on an unusual basis is atypical duties. These tasks are the once that was most challenging and exciting for me. Few of the atypical duties are as follows:

- **LLP importing NOC from Department of Environment (DOE):**

LLP is a chemical that is used in most of our products for better thickness and consistency of the hair products. The full form for this chemical is Light liquid paraffin. This chemical is basically a hazardous chemical for which directly importing of this RM is strictly restricted due to government regulation. So, for importing of this chemical a special Non-Objection Certificate (NOC) from the Department of Environment is necessary for each consignment. Usually, this chemical is purchased on a bulk quantity for this reason I had to visit Department of Environment and submit an application mentioning all the details of the consignment.

- **Issue Health Certificate from BCSIR for Coconut oil export:**

In Nepal, coconut oil is used to prepare traditional foods. Due to the fact that the coconut oil we are exporting will be consumed, we were required to obtain a health certification from the Bangladesh Council of Scientific and Industrial Research (BCSIR) prior to export clearance. As a result, I travelled to BCSIR with master batch samples, which are then tested in the lab and certified.

- **Collecting Quotations and Perform Comparative Statement (CS):**

Due to the sudden increase in the price of paper used for packaging material, authorized vendors increased their prices by approximately 34%. Thus, in order to save money, I was asked to obtain quotations directly from paper mills, prepare a comparative statement of all vendors' bids, and present it to the head of procurement for approval of the purchase. I personally contacted over eight paper mills and requested price quotes for the various materials required to create CFC cartons, such as Liners and Media.

- **Material Code Creation on MBL's master data gateway portal:**

Because of a law imposed by the Bangladesh government, MBL was required to change the packaging of the majority of its SKUs, which necessitated the redesign of all of the labels, sleeves, tubes, and other packaging components. It was necessary to re-generate the materials code for the redesigned materials. Over the course of several months, I developed about 200 material codes.

## Learning Outcomes Throughout the Internship Tenure:

- **Basics of cross boarder trading:**

Learned about the workflow and process by which all the RM, PM & FG's are exported and imported in a multinational company. What are the steps involved in the process and the individuals and vendors responsible for conducting the process. Got to learn about the vendors marico is taking certain services from and what kind of services are required for this process. Like for. Example for exporting any kind of goods, the most important vendors that are involved in the process are : CNF agents, Freight Forwarders, Shipping lines, Insurance Company and others.

- **Hands-on Experience in real life exporting of FG:**

Got the opportunity to work solo on FG exporting consignments. The first month was solely used for the learnings. And the month after that I was fully into learning by performing tasks personally. I was assigned with consignments basic information, then I had to complete all the process and carry on the exporting. I've worked over 8 consignments on total to different counties like- Egypt, Nepal, India, UAE etc. Different counties have different regulatory policies, so I had the opportunity to study the regulatory policies for these counties and work on exporting finished goods.

- **Bill Payment clearance process of a buyer:**

Marico has thousands of vendors registered for different work. So, for maintaining such a volume of vendors and their pending bills a very regulated procedure is maintained and kept under constant surveillance. Inbound transportation vendors are directed to MBL's bill easy portals and asked to bid their rates or quotations of their service for each consignment. I had the opportunity to work cross functionally with the finance team and coordinate with them for the clearance process of the bills. Got to learn about the different chalan and invoices that are received during transpiration of goods and in-depth knowledge about the cost associated in case of imported goods.

- **Logistics activities overview of the company:**

Contacting logistics service providers and create booking when necessary. Calculate costs associated for logistics for each consignment and take approval from HOD for go ahead. Basically, I had learnings regarding what kind of logistics provider is required for international shipments and who are the best performing vendors in the field.

Additionally, during this tenure, I developed some soft skills. Notable knowledge that I had accumulated:

- Stakeholder Management
- Time Management
- Pitching

- Adaptability

### **Working Tools Used:**

Throughout my internship, I was required to use a variety of tools, including SAP, MBL Bill Easy, Master Data Sheet, Microsoft Excel, Microsoft PowerPoint, and Microsoft Word to prepare different documentation. Due to my unfamiliarity with many software, I needed to spend some time familiarizing myself with the tool.

### **Work Interaction:**

1 As an intern at Marico Bangladesh Ltd, I had to deal with export consignments and inbound and outbound logistics of the organization. Besides, I had to work cross functionally with Finance Department of MBL on clearance and forwarding of outstanding logistics bills. Additionally, I had to communicate with the freight forwarders and the shipping line for each consignment.

My supervisor was very friendly, I can easily reach him for any kind of advice or work-related confusions. During work from home (during lockdown) I communicate through Microsoft Teams, Google Meet, and Outlook with my stakeholders.

# **Chapter-5: RECOMMENDATIONS AND** **CONCLUSION**



## Recommendations:

My internship at Marico Ltd. taught me a lot about how to manage a firm like one of the country's most well-known worldwide corporations. They've always supplied me with a great learning and working environment. The marketing department employees showed they can think and act. Marico Bangladesh, in my opinion, has excellent managerial qualities that can help it become the market leader like Unilever Bangladesh in the future. My recommendation for MBL would be:

- In order to promote brand recall and recognition, Marico Bangladesh must increase activity through brand activation in order to expand the market segment.
- Marico Bangladesh offers a competitive brand image with a varied range of products. But to truly be a superpower in this difficult sector, they should increase their strong product line like coconut oil.
- The financial management strategies of Marico Bangladesh clearly focus low-risk, long-term corporate investments. Cutting costs may help them retain a clean financial statement, but it will not let them explore and uncover new possibilities.
- Marico Bangladesh has a cost-cutting mentality that extends to its human resource activities. So, for example, when it comes to important brand activities or responsibilities, they have not included a suitable number of experts in the role of brand manager. It's also odd that a single brand manager oversees multiple brands.
- CEO or MD was involved in practically every decision-making stage. The engagement of finance departments is essential regardless of the aim, making the continuing procedures much longer and slower. However, I feel they should let other departments make their own decisions to create a more professional and engaging work environment.

## Conclusion:

After successfully completing my internship period in the Supply Chain department of the Marico Bangladesh Ltd, I have gained a thorough understanding of how the department's processes are carried out and completed. The activities of this department range from the Planning and Production of new as well as existing products. In terms of customer satisfaction and market survey results, Marico is performing exceptionally well. While not as pleasant as many corporate offices, the company's environment was extremely pleasant and employee friendly. Employee morale and productivity are boosted as a result of the company's vibrant and cooperative environment.

## **Chapter-6: REFERENCES**

- <https://marico.com/bangladesh>
- <https://www.reuters.com/companies/MARI.DH>
- [https://www.emis.com/php/company-profile/BD/Marico\\_Bangladesh\\_Limited\\_en\\_4049374.html](https://www.emis.com/php/company-profile/BD/Marico_Bangladesh_Limited_en_4049374.html)
- [https://www.sec.gov.bd/ipopropectus/Marico\\_Prospectus.pdf](https://www.sec.gov.bd/ipopropectus/Marico_Prospectus.pdf)

● **12% Overall Similarity**

Top sources found in the following databases:

- 7% Internet database
- Crossref database
- 9% Submitted Works database
- 1% Publications database
- Crossref Posted Content database

TOP SOURCES

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

<b>1</b>	<b>islamicuniversity on 2022-04-19</b> Submitted works	<b>4%</b>
<b>2</b>	<b>marico.com</b> Internet	<b>1%</b>
<b>3</b>	<b>coursehero.com</b> Internet	<b>&lt;1%</b>
<b>4</b>	<b>slideshare.net</b> Internet	<b>&lt;1%</b>
<b>5</b>	<b>United International University on 2021-09-27</b> Submitted works	<b>&lt;1%</b>
<b>6</b>	<b>dspace.bracu.ac.bd</b> Internet	<b>&lt;1%</b>
<b>7</b>	<b>University of Dhaka on 2018-07-18</b> Submitted works	<b>&lt;1%</b>
<b>8</b>	<b>University of Ulster on 2022-04-27</b> Submitted works	<b>&lt;1%</b>

9	<b>Wright State University on 2021-01-07</b>	<1%
	Submitted works	
10	<b>Jaipuria Institute of Management on 2019-08-20</b>	<1%
	Submitted works	
11	<b>Higher Education Commission Pakistan on 2011-07-19</b>	<1%
	Submitted works	
12	<b>North South University on 2021-01-20</b>	<1%
	Submitted works	
13	<b>repository.upenn.edu</b>	<1%
	Internet	
14	<b>University Of Tasmania on 2015-03-30</b>	<1%
	Submitted works	
15	<b>summit.plymouth.edu</b>	<1%
	Internet	
16	<b>Indiana University on 2021-09-08</b>	<1%
	Submitted works	
17	<b>bbf.digital</b>	<1%
	Internet	
18	<b>iit.adelaide.edu.au</b>	<1%
	Internet	
19	<b>islamicuniversity on 2022-04-04</b>	<1%
	Submitted works	
20	<b>North South University on 2021-05-12</b>	<1%
	Submitted works	