

**"Impact of ERP on
Energypac Electronic Ltd's Performance."**



Submitted to

Islamic University of Technology

in partial fulfillment of the requirements for the degree of

BBA in Business and Technology Management (BTM)

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

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Letter of Transmittal

12th May, 2023

Shobnom Munira,

Assistant Professor

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Subject: Submission of Internship Report

Dear Sir,

Providing my internship report on Energypac Electronics Limited, which focuses on their technological advancement, gives me a great deal of pleasure. Under your direction, I successfully completed my internship with the billing and collection division of EELL's corporate headoffice in Tejgaon

In order for you to fully comprehend the company's financial operations sectors, I have worked very hard to make this report more thorough, educational, and pertinent to you. While writing the report, I discussed the experiences, information, and abilities I gained from my brief internship.

I had the chance to look at several facets of the company's technical migration during my internship, which gave me a better insight of how they mix business and technology. For me, it was a brand-new universe where I could refine my methods and viewpoints and strengthen my deficiencies.

I'm sending this report to your attention. The paper is intended to be educational, and your approval and gratitude will undoubtedly motivate me. I would be happy to go into more detail if you need any additional clarification on the report.

Sincerely,

Nur-E-Jannat Faria

ID: 180061113

Major: Technology Management

Business and Technology Management

Islamic University of Technology

Acknowledgement

I want to start by thanking Allah in the name of the Almighty for allowing me to finish the report on schedule.

Shobnom Munira, Assistant Professor (IUT), a dedicated member of faculty, has helped me create a well-done report. I want to thank her sincerely for all of her assistance and advice. I will always be grateful to my parents for their guidance and support throughout my life's journey since without them, this would not have been possible. My supervisor, Rakibul Hossain Pranto, the senior officer in charge of human resources, taught me a lot about an electrical household appliance company, and I am tremendously appreciative to him for that.

To the best of my ability and in accordance with the rules, I have created this report. I believe I was able to convey the main points of the experiences and insights I gained through my internship.

Declaration

This statement declares that:

1. I confirm that the internship report I am submitting was written by me during my studies at Islamic University of Technology .

2.The report does not contain information that has already been published or written by a third party unless it is properly cited and referenced.

3. The report's material was based on my own experiences throughout the internship.

4. There is no information in the report that has been submitted or authorized for any other degree at any other institution. In addition, I acknowledged all of my resources for assistance.

Student's full name and signature:

Nur-E-Jannat Faria
ID: 180061113

Executive Summary

I started working for Energypac Electronics Limited on December 26th, 2022 as a part of my internship program. This report is centered on my experiences, knowledge gained, and the individuals I interacted with and encountered during my full-time internship at Energypac Electronics Limited. This report covers every stage of the internship at Energypac Electronics Ltd., from beginning to end. This report details the type of work I was assigned over those three months and how, in my opinion, the task assisted me in developing new skills. This report's major goal is to paint a picture of how Energypac Electronics treats interns and how they contribute to the firm. This report covers interactions with line supervisors and working with coworkers. I was given a job in the accounts and finance division. The report also includes a description of my daily tasks and learning experiences for the time period. The main responsibilities included drafting bills, entering collection information into SAP software, creating money receipts, and assisting other coworkers and the entire department. The work culture and office environment at Energypac Electronics Limited, in my opinion, are its best features. This program also helped me adjust to working here and how things are done at the company. Even with the importance of communication in such a company, I still think I can further develop my technical, analytical, and communication abilities before beginning a full-time work. Overall, this training will help me understand where I am now and will really me in my improvement.

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CHAPTER 1
INTRODUCTION

The Bachelor of Business Administration (BBA) degree has an internship requirement that gives students real-world work experience. A student who participated in an internship program gained knowledge and training opportunities in a variety of vocations as well as their first experience working on the job. The reader will be exposed to a situation in the real world in the internship report, allowing them to see how the theoretical principles covered in the BBA program are applied and practical. With the help of Almighty Allah, I was given the opportunity to complete my internship at Energypac Electronics Ltd., a pioneer in the development of energy-efficient lighting systems.

I collaborated with an employee from Energypac Electronics Ltd. who is a specialist in business during my internship period. The daily tasks that must be completed by the employee while utilizing the SAP ERP management system will be detailed in this report, along with how this program supports the organization's Finance and Accounts department's day-to-day operations.

The greatest difficulty I faced as an intern was converting abstract mathematical and theoretical notions into practical experiences. I obtain systematic, in-depth knowledge about my duties. I contrast things taught in school with circumstances from actual life. In addition to gaining practical business experience, I also complete the BBA program's requirements.

1.1 Background of the Study

Any academic program that has practical applications is very beneficial. Before it is used in the actual world, theoretical knowledge won't mean much. Hence, we must properly use our theoretical knowledge in order to benefit from it. When we work in such fields to effectively use our theoretical knowledge in our daily lives, we are able to comprehend the importance of the theoretical knowledge. Such a submission is made possible through the internship program. I took part in the internship program at Energypac Electronics Ltd. (270, Novo Tower, 7th floor, Tejgaon, Dhaka), where I obtained experience with actual desk work. Based on my real-world work experience and academic research, I have written a project report titled "Impact of ERP on Energypac's Performance." This subject will be more important to me in my practical life as a BBA student.

1.2 Main purpose of the study

Gaining practical knowledge and experience in a corporate setting was the aim of the internship. The knowledge and experience obtained in this regard are considered in this report.

The overall goals are as follows:

- Acquiring practical knowledge from a corporate setting.
- Exposure to the professional job market.
- Integrating theoretical concepts with practical application.
- To get practical working experience.
- Meeting the requirements for course completion.

Particular Objectives:

- To apply theoretical knowledge to real-world situations.
- Energypac Electronics Limited's description.
- To assess the standard operating procedures at Energypac Electronics Limited.
- To gain more knowledge of the ERP management system used by Energypac Electronics Limited.

1.3 Scope of the Study

I have been assigned in Head office of Energypac Electronics Ltd. This report is an attempt the Impact of ERP on Energypac's Performance. This study focuses on the actions of the workforce. Working in the many departments gave me a fantastic opportunity to gain experience. I made an effort to concentrate on the daily tasks that the employee completed while utilizing the SAP- ERP management system in the report.

1.4 Methodology of the Study

In addition, an examination of head office and branches as well as in-person interviews with executives, and officials were conducted.

Primary sources-

- Face-to-face interaction with the relevant department's officials and staff.
- Practical job exposures from the department's several desks.
- Analysis of pertinent files and papers provided by the relevant officers.

Secondary sources-

- Unreleased information obtained from the Company.
- Yearly report.
- Company history.
- Company Portfolio.

1.5 Limitations of the Report

Purpose of the report writing: provide readers with a succinct yet comprehensive assessment of the effect of ERP on Energypac's performance. It is challenging to monitor and assess an Energypac's activity in such a brief amount of time. Here are a few examples:

- **Time Restrictions:** Studying in such a big area requires a lot of time. I was only an intern for three months, which wasn't enough.
- **Data insufficiency:** The study's largest challenge was a lack of sufficient data because it made it impossible to acquire the required information.
- **A lack of current information:** In certain cases, it was challenging to prepare the report since updated information wasn't easily accessible.
- **Absence of Records:** Due to organizational restrictions and limitations, a thorough examination was not possible. not being able to locate enough textual sources to carry out a comprehensive examination Current information was frequently unavailable.
- **Lack of experience:** Lack of experience in the financial sector has been a significant roadblock to the depth of this investigation.
- **Restricted Space:** Another big restriction was the size of my workspace. My internship at the corporate headquarters is now over.

I did my best to make this report as good as I could give the constraints. Readers are urged to keep these restrictions in mind as they read and evaluate this study's justifications.



CHAPTER -02

Organization Overview

2.0 Energypac Group

Since its founding in 1982, Energypac has made every attempt to lead the way in Bangladesh's power industry. As a result of Energypac's consistent dedication over the last three decades, it has gained prominence in the engineering and electronics industries.



In order to better serve a range of customers, we have expanded the range of our services. We currently provide generation, transmission, distribution, protection, and control as part of our entire power solutions. The business is dedicated to offering the regional market the best goods and services in terms of design, production, and testing. It has a strong global network. At pivotal moments like investment decision-making, feasibility studies, material and equipment selection, machinery acquisition, installation and commissioning, and after-sales service, they are prepared to offer support.

Figure 1: Company Logo

Energypac has been manufacturing cutting-edge products and advancing technology since 1992. Providing the country with greatest service possible has always been our main objective.

With four decades of manufacturing and service experience across a plethora of industries, Energypac has strategically diversified its portfolio to reach out to both local and international clientele with a wide range of world class solutions.

- Energypac Engineering LTD
- Energypac Power Generation LTD
- Energypac Electronics LTD
- Energypac Fashions LTD.
- Energypac Infrastructure Development Limited
- Energypac Power Venture Limited
- Energypac Cables Limited
- Energypac Agro
- Energypac Motorvehicles Division
- G-Gas

2.1 Energypac Electronics Ltd

The Energypac family founded Energypac Electronics Ltd. as a sibling company in 2005. Energypac Electronics Ltd. (EELL) has launched product lines that support technical innovation, energy efficiency, and ensure excellence in quality with the objective to broadly promote sustainability. Complete low voltage solutions, such as wire accessories, protection devices, digital energy meters, illumination solutions, ceiling fans, distribution boxes, etc., are all offered by the company.

Energypac Electronics, a pioneer in its industry, was the first business to found a Compact Fluorescent Lamps (CFL) factory in Bangladesh. The firm took the lead in the development of energy-efficient lights from that point on. When compared to an incandescent lamp, the LED lights currently produced at the EELL factory are 90% (%) more efficient in saving energy. The lifespan of these LEDs is 30,000 hours.

In order to satisfy all customer needs, the product line also provides a wide range of wiring accessories. The items are designed to offer solutions for homes, businesses, and industries. many high-quality switch and socket designs. Extension sockets, among other items, are offered by EELL. The business maintains excellent production standards and complies with various international certifications as well as Bangladesh Standards and Testing Institution (BSTI) requirements. The Energypac Energy Efficient 56" ceiling fan leads the industry in service value and consumes 35% less energy than conventional fans. The EELL factory with its automated systems handles the entire manufacture sophisticated and automatic setup. The fans' armature and rotor are constructed entirely from silicon sheet and wires that are 100% pure copper. With a pay-back period of only 2.5 years from the cost saved on electricity, the energy-efficient ceiling fan is one of EELL's products setting the standard for energy efficiency. Aerodynamic aluminum blades are powder coated for longevity and provide maximum air delivery. EELL uses the most recent technology available to ensure the highest level of quality modern testing facilities and upholds strict standards of quality techniques for factory control with the involvement more than 25 graduates of engineering.

In order to achieve its objective, the business strives to offer consumers full solutions and services in addition to products. In order to provide services like their LED street lighting solution, compliance audits, automation, renewable energy, and energy efficiency, Energypac Electronics' Professional Lighting and Engineering Division (PLE) and the Green Division concentrate on these areas. PLE Division's High Mast Lighting and LED Street Light Solutions have been successfully implemented on several occasions. Through its Solar Irrigation projects, Off-Grid On-Grid, and Hybrid Solar Solutions in homes, institutions, factories, rural areas, etc., the Green Division has created a name for itself.

EELL aspires to "Go Green" in all parts of its operations in an effort to improve the quality of life for people everywhere. The company produces its products with consideration for the environment

and energy efficiency. In every aspect of the system, including design, generation, the production process, quality control, and customer service, EELL rigorously adheres to international standards. The business has worked hard over the years to set the standard for excellence and to deliver top-notch goods and services. In light of this, Energypac Electronics would value having you visit our facility in Hotapara Gazipur.

2.1.1 Vision, Mission, Core Value, Objective

Vision

Successfully commercialized sustainable energy industry in Bangladesh and become the nation's leading Green solution provider.

Mission

- Faster technological innovation and excellence in the field of electronics with continued emphasis on energy efficiency.
- Provide end to end renewable and energy efficiency solutions.
- By 2020 Achieve 400MW of power savings through efficiency improvement. Generate 60MW of renewable Energy.

Core Value

- Save energy to enhance connectivity and reinforce sustainability.

The term "Quality" is redefined by Energypac traditional values; which is managed in all our efforts

- "Total Quality Product"
- "Total Quality Management"
- "Total Quality Customer Satisfaction"

Objectives

The business is dedicated to doing research, developing extremely practical solutions, and producing eco-friendly products for the nation's rapidly growing electronic industry. Our goods are approved on a global scale, meet the strictest standards for quality, and consume less energy, ensuring a better future.

2.1.2 Corporate Information

Company Name	Energypac Electronics Limited.
CEO and Managing director	Engr. Nurul Akter
Legal Status	Private Limited Company
Turnover	5 Billion
Website	www.energypacelectronics.com
Hotline	16591
Numberofbranches	10

Table 1: Corporate Information

2.1.3 Corporate Divisions

Corporate Departments of Energypac Electronics Limited:

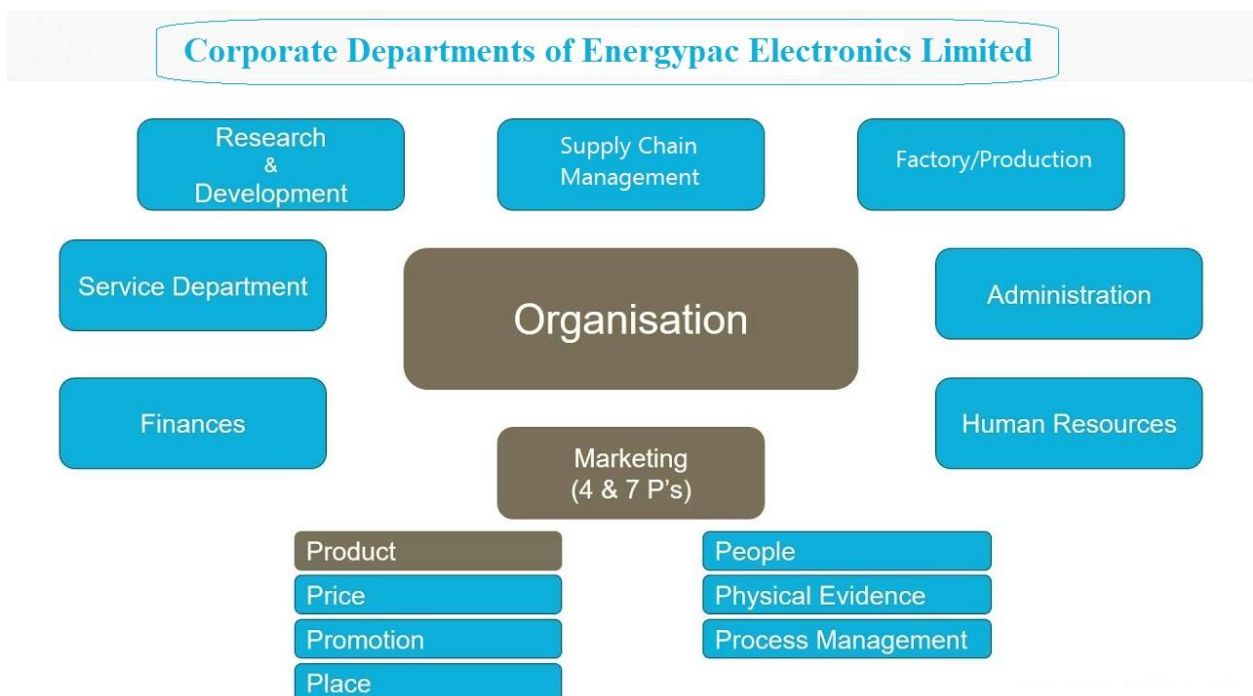


Figure 2: Corporate Division

2.1.4 Organogram of EELL

Strong management and nationwide operations may be found at Energypac Electronics Limited. Its headquarters are in Tejgoan's Novo Tower. All national activities are managed by the head office. The corporate headquarters of Energypac are in Niketon, Gulshan-1. Corporate headquarters solely handles the nation's corporate sales and services. The Energypac Electronics Limited has 12 locations. They support commercial enterprises throughout the county.



Figure 3: Organogram of EELL

2.1.5 Products and Services

2.1.5.1 Luminaries

The most durable and effective Luminaries items for the nation are produced and imported by Energypac Electronics Limited. Now, the Luminaries product line is divided into six categories. Three of the six categories of luminaries are domestically produced, and the remaining three are imported from China. These are their several luminary product lines.

- Led Bulb Power.
- Led Tube Light.
- Led Slim Batten Light.
- Down Light Led.

- EG Led Bulb.
- Dishari Backup Led Bulb.



Figure 4: Luminaries

2.1.5.2 Wiring Accessories

Three kinds of wire accessories are imported, while five categories are produced by Energypac Electronics.



Figure 5: Wiring Accessories

2.1.5.3 Ceiling Fan

Four different ceiling fan types are produced by Energypac Electronics Limited. One of the most well-liked ceiling fans in the nation is the Energypac. As follows:

- Puro-O Anti Dust Ceiling Fan 56”
- Venice Premium Fan 56”
- Energypac Ceiling Fan
- Ceiling Fan 48”



Figure 6: Ceiling Fan

2.1.5.4 Protection Devices

Three different types of protective devices are produced by Energypac Electronics Limited.



Figure 7: Protection

- Legrand ACB
- Legrand MCB
- Sassin MCB

2.1.5.5 Green Solutions

The Energypac Green Division is a green energy consultancy company that provides unique, state-of-the-art green solutions to the country's energy issues. solar energy solutions

Renewable energy is a primary source of energy, not a substitute. Energypac has ten years of experience in solar systems and a team of experts in renewable energy. Energypac has completed numerous projects for both the government and non-government organizations.

Energypac Electronics' green solutions are:

- SOLAR GRID TIE Solution
- SOLAR OFF-GRID Solution
- Grid-Tie with Backup Solution
- Solar Pump Solution
- Solar Mini-Grid/ Nano Grid Solution
- Solar Thermal Solution
- Solar Street Light Solution



Figure 8: Green Solution

Energypac Electronics Ltd. has aspired to bring environmentally friendly, high-quality products to the country since its inception. The following are some of the features of ENERGOPAC's energy efficiency:

- Green Lighting Solution
- Green Cooling Solution
- Green Drive Solution
- Green Automation Solution
- Green Renewable Energy Solution
- Green Management Solution

Solution Coverage

- Corporate Office Banks
- Retails Stores & Showrooms
- RMG & Other Small to Medium Size Factories Hotels & Resorts
- Hospitals & Clinics
- Schools, Universities & Other Academic Institutions
- Residence

2.1.5.6 Professional Lightings

Since it has been developing commercial lighting solutions for some time, Energypac Electronics Ltd. has accumulated a vast body of expertise about the sector. In order to increase our security, reduce our energy costs, and have greater control over our environment, they are also trying to increase our knowledge of home wiring accessories.



Figure9: Professional Lightings

For a variety of commercial, industrial, residential, and specialty applications, Energypac has produced ground-breaking, modern, and aesthetically pleasing lighting systems. They are providing reasonable, green, and energy-efficient arrangements that lighten the demand on the national electric grid in a number of ways, incorporating both directly through the product, such as Energy Saving luminaires (T8, Induction, LED, Electronic Ballast, and so forth), and directly through the installation system, like Timer, Light Dimmer, and Sensor.

2.1.5.7 Service Pac

Energypac has a new product called Service Pac. This power solution service is based on subscriptions. It focuses on providing routine electrical safety checks and business solutions to clients.

2.1.6 Operations Details

Electric cables, distribution boards, large and medium transformers, switchgear, substation equipment, enameled ware, insulators, industrial fans, heat and speed control systems, parceling bright connectors, various connecting equipment, main switches, electric irons and soldering irons, tube lights, filament bulbs, light fittings, table lamps, various lams, electric arc welding machines, and distribution boards are among EELL's major products.

The USA, Canada, Australia, Mexico, Italy, Hong Kong, and a few Middle Eastern nations are the top importers of electrical goods. China, India, Germany, Japan, Taiwan, South Korea, and Vietnam are the top exporters of these goods. Some of the main issues facing the Bangladeshi electrical industry include under-invoicing during the import of finished electrical products, a lack of advanced technological and technical knowledge, a lack of IP protection, a lack of infrastructure to enter the export market with electrical goods, and imported low-quality products. We also make some recommendations for how to maintain this industry's competitiveness and grow its export business. Making it one of Bangladesh's largest and fastest-growing export-earning sectors requires active government involvement.

2.1.7 Competitive and Industry Analysis

EELL has been innovating for 16 years, and it continues to outperform its rivals in both innovation and inventiveness.

- **SWOT Analysis**

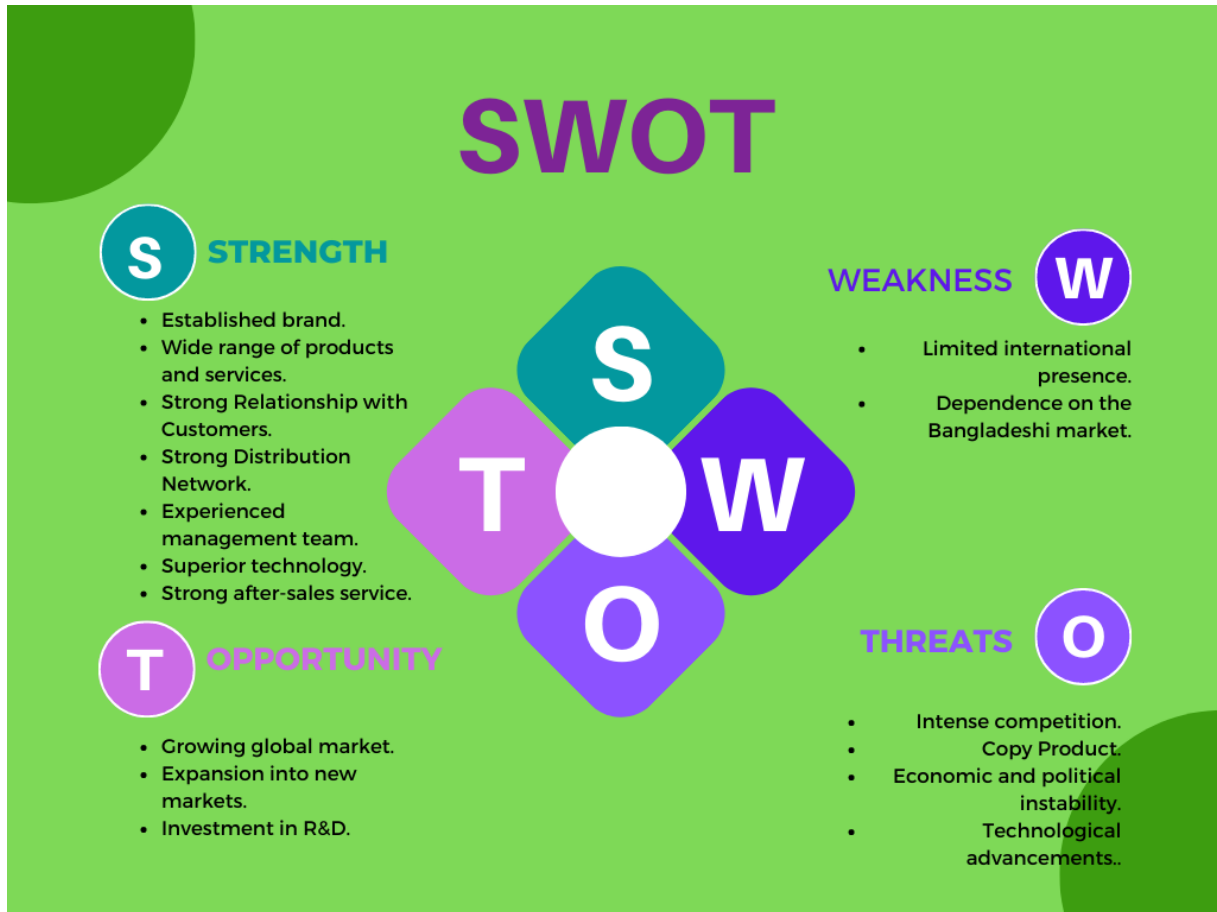


Figure 10: SWOT Analysis of EELL

Following is a SWOT analysis of EEL:

- 1. Strength:** EELL's greatest strength is its well-known brand, cheaper production costs & highly motivated employees.
- 2. EELL's weakness:** The company's major vulnerabilities are its poor R&D budget, and its undertrained workforce.
- 3. Opportunities:** EELL's business potential include the market's rapid expansion as well as the shift in consumer preferences toward expensive, high-quality goods. additionally, the chance to work on government projects.
- 4. EELL Threats:** EELL faces concerns from the advent of international rivals like Singer Electronics as well as from the new business models used by other companies.

- **Energypac Electronics Ltd.'s study of the Porter's Five Forces:**

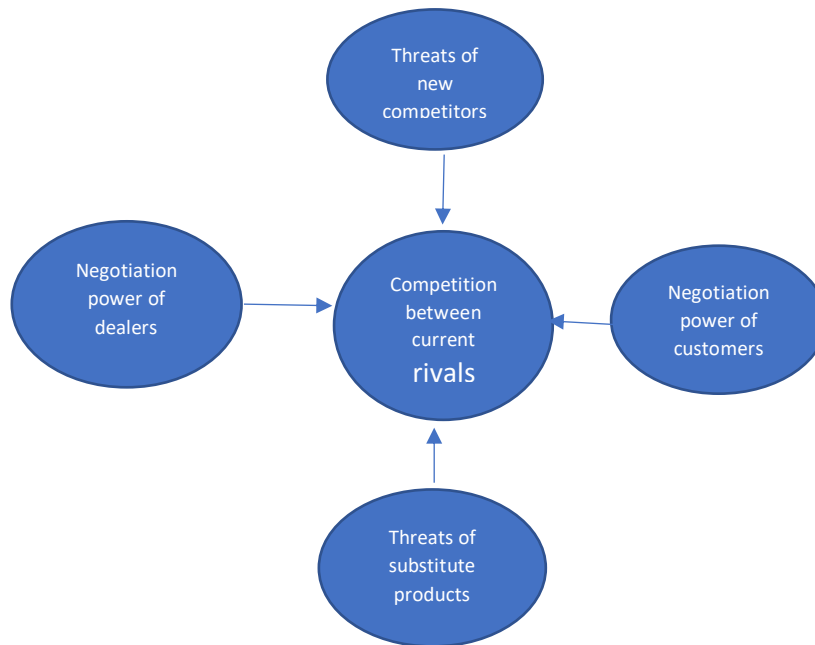


FIGURE 11: Porter's Five Forces Model

The following details EELL's examination of Porter's five forces:

1. New rivals' threats: The industry is home to a number of new electronics firms, so that the threat of new rivals is significant.

2. Threats from alternative goods: EELL merchandise is highly threatened by substitute goods.

The market share of companies that manufacture ceiling fans is currently relatively high. There are a lot of poor quality ceiling fans available today on the market as alternatives to EELL.

3. Customer negotiating power: EELL consumers have strong negotiating power. Considering that EELL's product pricing is higher than the market rate. Customers will therefore haggle over the pricing of the goods.

4. Dealer negotiating power: Dealer negotiating power is strong in the market. The dealers want to pay the least amount possible for the product. Since the price of EELL's products is quite high, there is a chance that dealers will use that as leverage in negotiations.

5. Rivalry between present rivals: There is fierce rivalry between present rivals. Walton Electronics, Super Star Group, Pran RFL Group (Click, Blaze, Vision), Transcom (Transtec),

Jamuna Electronics, ACI (Sparkel), PASA, BRB, Paradise Group, Tongi National Electric, Conion, and others are only a few of the many rivals of EELL.

- **Pestol Analysis of EELL**



Figure 12: Pestol Analysis

Political & Legal Environment:

- Consumer durables in Bangladesh are produced mostly by the EELL sector. They import a lot of their items from different countries. All rules and limitations imposed by the government must be complied with by EELL. We can observe both high taxes and reliefs in the political environment.
- Customers who purchase products from EELL are bound by the organization's values and rules. The reputation of the organization shouldn't be tarnished by any of its members.

- In this COVID-19 situation, all clients who engage with EELL should adhere to the health and safety regulations. All EELL workers shouldn't be permitted to engage in sexual harassment or corruption inside the company. All employees of the corporation should maintain the secrecy of the business and the price information. The entire membership of the organization should be treated appropriately when it comes to all of its assets. All employees must abide by the policies and guidelines for maintaining and using the property.

Economic Environment:

- The price of EELL's products is directly impacted by changes in USD exchange rates, GDP growth rate, and rate of unemployment. The GDP growth rate is a chance for the singer business as it raises clients' disposable income, which directly affects sales. The rate of unemployment is also a factor, as it lowers customers' disposable money, leading to deferred payments and liquidity problems.

Social Environment:

- Modernization/improvement of people's lifestyles - They strive to inspire people to modernize their lifestyles by replacing their thrilling products with new ones and simplifying their lives. For older refrigerator models, SINGER introduced a side-by-side refrigerator as an example.
- The connection between younger generations and new technology - Due to the influence of social media and online learning, there is a very high chance of selling electronic items like smartphones and laptops. For instance, a lot of people these days buy Apple phones.
- A variety of religious and cultural festivals - This company's revenues rise throughout the festival season. For instance, several kitchens that contain electric equipment were sold during the Ramzan holiday.

Technological Environment:

The most important details in this text are that EELL is utilizing new technological advancements to increase their productivity and manage their time. Consumers are advised to update their devices rather than keeping them for an extended period of time, EELL gathers user feedback to build unique products, and EELL employs AI-based market research techniques to effectively target different customer groups. These technological advancements enable EELL to effectively and efficiently manage their time. Additionally, consumers are advised to update their devices rather than keeping them for an extended period of time, EELL builds unique.

Ecological Environment:

EELL recycles old electronic appliances at its buy back facility, using the 4R idea to protect and sustain the environment for future generations.



CHAPTER-03
Industry Analysis

Denmark, Hong Kong, France, and Finland, while the top exporters are China, the US, Germany, Japan, Singapore, South Korea, Taiwan, Mexico, the Netherlands, and Malaysia. The main issues facing the industry include lack of technological know-how, intellectual property protection, infrastructure to sell electrical products abroad, and quality flexibilities on imported low-quality goods.



This industry is home to several businesses. Some businesses enjoy a solid local, societal, and global reputation. Super Star Group is Energypac's key rival in this market since Energypac manufactures electronics, including professional lights, fans, green solutions, and other products. These competitors are ranked according to the magnitude of their assets or market capitalization. Along with Super Start Group, Pran RFL Group (Click, Blaze, and Vision), Transcom (Transtec), and Jamuna Electronics are Energypac's primary rivals. Among the most well-known businesses in our nation's electronics sector are ACI (Sparkle), PASHA, BRB, Paradise Group, Tongi National Electric, and Conion. Energypac Electronics is among the most well-known of these businesses in the marketplace. 3.3 Select a topic, then investigate it.

3.1 Industry Size and Growth Trends

EELL has experienced significant growth and developments since its establishment. Here are some of the recent milestones and developments of the company

1. Expansion of Network: To better serve its customers and offer better coverage throughout Bangladesh, has increased the number of its branches and service centers.

2. Introduction of New Services: PAC just a few of the additional additions EELL has made to its portfolio. EELL can stay competitive in the market by offering these innovative services, which meet the changing needs of its customers.

3. Investment in Technology: To increase the effectiveness and transparency of its operations, EELL has made considerable technological investments. The business has set up a digital portal “BIZMOTION”.

4. Partnership with Global Companies: In order to broaden its reach and offer its clients more comprehensive services, EELL has teamed with a number of international power company.

5. Awards and Recognition: EELL has won numerous accolades and recognitions for its services to Bangladesh's power sector.

EELL has shown significant growth and development over the past several years, and the company's continuous investments in partnerships, service expansion, and technology suggest that it is well-positioned for future success.

3.1.1 Trend Analysis

I did a trend study specifically for Energypac Electronics. The most important details in this text are that it is important to compare accounts from many years when analyzing a company's financial statement, and that trend percentages can be used to quickly ascertain whether an account has increased or decreased each year in reference to the base year. Trend percentages are defined, explained, and given examples of computations that use them.

8 account comparisons were performed from 2016 to 2020.

Energypac Electronics Limited

Trend Analysis								
Ratio		Formula		2016	2017	2018	2019	2020
Operation (Sales)	Revenue	(Current Year)*100	Year/Base	100%	103%	142%	108%	106%
Net Income		(Current Year)*100	Year/Base	100%	103%	102%	123%	82%
Total Assets		(Current Year)*100	Year/Base	100%	110%	103%	116%	126%
Inventory		(Current Year)*100	Year/Base	100%	165%	100%	82%	95%
Accounts Receivable		(Current Year)*100	Year/Base	100%	96%	152%	165%	100%
Stockholder's Equity		(Current Year)*100	Year/Base	100%	105%	102%	115%	162%

Total Debt	(Current Year/Base Year)*100	100%	95%	104%	116%	116%
Cash	(Current Year/Base Year)*100	100%	95%	99%	140%	195%

Table 2: Trend Analysis of Energypac Electronics Ltd.

3.2 External Economic Factors and their Effect on the Industry

- 1) **Changes in USD exchange rates:** The price of EELL's products is directly impacted by USD exchange rates. These USD conversion rates fluctuate a lot.
- 2) **GDP Growth Rate:** The GDP growth rate is an opportunity for the singer business as it increases clients' disposable income, which directly affects sales. This increases customers' money available to spend on improving their lifestyles.
- 3) **Rate of unemployment:** Sales of EELL are directly impacted by the rising unemployment rate, which lowers customers' disposable money. Deferred payments cause EELL to experience liquidity problems, which forces EELL to take out loans.

3.3 Seasonality

Seasonality is the regular cycles and changes in commercial sectors that depend on a specific season, such as a commercial season or calendar season. Energypac Electronics LTD is popular in throughout the years.

3.4 Technological Factors

- 1) **Increases company productivity:** The quality of the products will rise as manufacturing technology advances. New technological advancements enable EELL to effectively and efficiently manage their time.
- 2) Consumers are frequently advised to update their devices rather than keeping them for an extended period of time.
- 3) Build unique products EELL gathers user feedback to build items that precisely meet client wants.
- 4) Effectively target different customer groups EELL employs AI-based market research techniques that are efficient.

4.5 Regulatory, Political, and Legal concerns

Influence on politics

In Bangladesh, the EELL industry is a leader in consumer durables. Many of their products are imported from various international locations. EELL is required to follow all regulations and restrictions put in place by the government. In the political climate, we can see both high taxes and reliefs.

Ecological

1)Recycle: Old electronic appliances can be recycled at EELL's buy back facility, which it offers. The 4R idea is applied in this procedure by the company.

2)EELL makes every effort to protect and sustain the environment for future generations.

Legal Concern

Customers who purchase products from EELL are bound by the organization's values and rules. The reputation of the organization shouldn't be tarnished by any of its members.

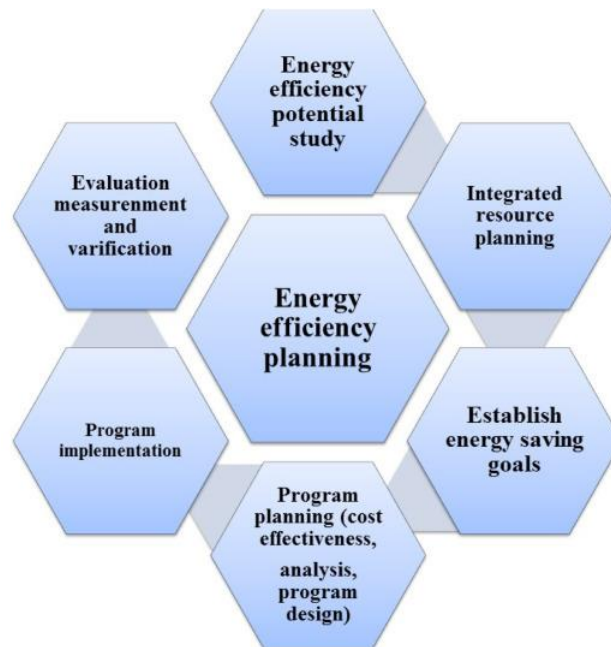
In this COVID-19 situation, all clients who engage with EELL should adhere to the health and safety regulations. All EELL workers shouldn't be permitted to engage in sexual harassment or corruption inside the company. All employees of the corporation should maintain the secrecy of the business and the price information. The entire membership of the organization should be treated appropriately when it comes to all of its assets. All employees must abide by the policies and guidelines for maintaining and using the property.

4.6 Competitive Environment and Changes in the Competitive Environment

This industry is home to several businesses. Some businesses enjoy a solid local, societal, and global reputation. Super Star Group is Energypac's key rival in this market since Energypac manufactures electronics, including professional lights, fans, green solutions, and other products. These competitors are ranked according to the magnitude of their assets or market capitalization. Along with Super Start Group, Pran RFL Group (Click, Blaze, and Vision), Transcom (Transtec), and Jamuna Electronics are Energypac's primary rivals. Among the most well-known businesses in our nation's electronics sector are ACI (Sparkle), PASHA, BRB, Paradise Group, Tongi National Electric, and Conion. Energypac Electronics is among the most well-known of these businesses in the marketplace.

3.6.1 Challenging Issues and Ways to Overcome Them

Bangladesh's electric power sector is facing issues such as system losses, delays in new plant completion, low plant efficiency, unpredictable power supply, electricity theft, blackouts, and lack of



funding for maintenance.

Figure 13: Challenges of power generation company

3.6.2 Impact of COVID in the Operations of EELL

EELL, like many other power companies, faced significant challenges during the COVID-19 pandemic. However, the company was able to adapt quickly to the changing circumstances and had a significant impact on economic development in Bangladesh. Here are some ways that EELL managed to survive and have an impact during the pandemic period:

- 1. Essential Services Provider:** As a power generation company, EELL was classified as an essential services provider during the pandemic. The company was able to continue operating throughout the lockdown period, ensuring highly safety.
- 2. Adapting to the New Normal:** EELL quickly adapted its operations to the new normal, implementing safety measures such as contactless production and temperature checks for its employees. The company also invested in technology such as digital platforms to make it easier for clients to track their shipments and minimize physical contact.

3. E-commerce Growth: During the pandemic, customers turned to online purchases for their needs. EELL positioned it well in the market to provide power solutions to e-commerce at that period.

4. Service Enhancement: During the COVID period EELL increased its services to grab more market share.

5. Economic Impact: EELL operations during the pandemic had a significant impact on economic development in Bangladesh. The company provided employment to its workforce during a period of significant economic uncertainty, and its power services supported the operations of many businesses and industries across the country.

EELL ability to adapt quickly to the challenges posed by the pandemic and its continued investment in technology and services allowed it to survive and have a positive impact on economic development in Bangladesh.



CHAPTER-04

Description of Main Duties

4.0 Functions of the Department

This section is in charge of ensuring the best and most efficient use of the company's resources through various regulating and monitoring operations. It includes the Audit, Credit, General Banking, Cost & Budget, and Vat-Tax and is led by the Chief Financial Officer.

In the department of finance and accounts, they are in charge of overseeing cash flows. They are responsible for making sure everything functions properly. Following is a general description of what they do:

- Using SAP software, the general banking division keeps track of all business transactions.
- Internal audits perform an audit prior to making any payments to determine whether the spending is legitimate or not.
- The Cost & Budget department keeps the budget up to date.
- To obtain a more flexible interest rate while obtaining a loan from a bank, the Treasury Department maintains contact with the bank.
- The department of VAT produces and sends the competent authorities the Income Tax Return and the Withholding Tax Return. Additionally, it ensures that tax and VAT are deducted at source in compliance with income tax and the VAT Act.

4.1 Job Responsibilities

On December 26th, 2023, I started working with Energypac Electronics as an intern. The hours I worked at my workplace were from 8 am to 4:30 pm. Business development, supply chain, marketing, retail & sales, IT, audit & accounts, and energypac electronics all have their own departments. I worked as an intern in the finance and accounting department at Energypac Electronics Limited. Everyone in the Finance and Accounts department is in charge of completing particular duties. During my three-month internship, I helped the department's members by performing some of their tasks. such as:

- The entry of collection into SAP software: I had to gather cash or a check and input it into SAP while the sales department was making a transaction.
- I made a money receipt and delivered it to the salesperson as I was receiving the cash.
- Enter the customer's advance payment: I enter the information in the SAP while certain distributors pay for the goods in advance.
- Making an acknowledgement slip for the department of sales and retail and distribution: When a customer gives anything to a salesperson or returns something to them, I type that information into the SAP system.

- Making a MIRO of a vendor invoice: MIRO (Movement in Receipt Out) is used to post bills from both domestic and overseas vendors. When a vendor provides products or services, the finance and accounts department enter them into SAP via MIRO.
- Making a bank deposit slip for the business: I had to write a client deposit check during business hours.
- Energypac Electronics has 10 branches and a factory; please verify the petty cash transaction. The accountant submits the petty cash expense paperwork to corporate headquarters once a week from various branches. I need to verify for and quantify any paper inaccuracies as I'm at the corporate headquarters.
- Tasked with maintaining the records of the vendor payments.
- Examined weekly car fuel and other costs.
- Received the bills from the other departments, documentation and printing top sheet to prepare the bills for the vendor payment.
- Printing and prepare the cheque for the vendor payment.
- Have to prepare the Bank advise copy when the payment made in the pay order form.
- When the Cheque is ready for disbursement it must be added in the Cheque register book and file then disburse the cheque to the vendor.
- Monthly Bank reconciliation have to prepare for all the bank accounts.



Figure 14: SAP Software

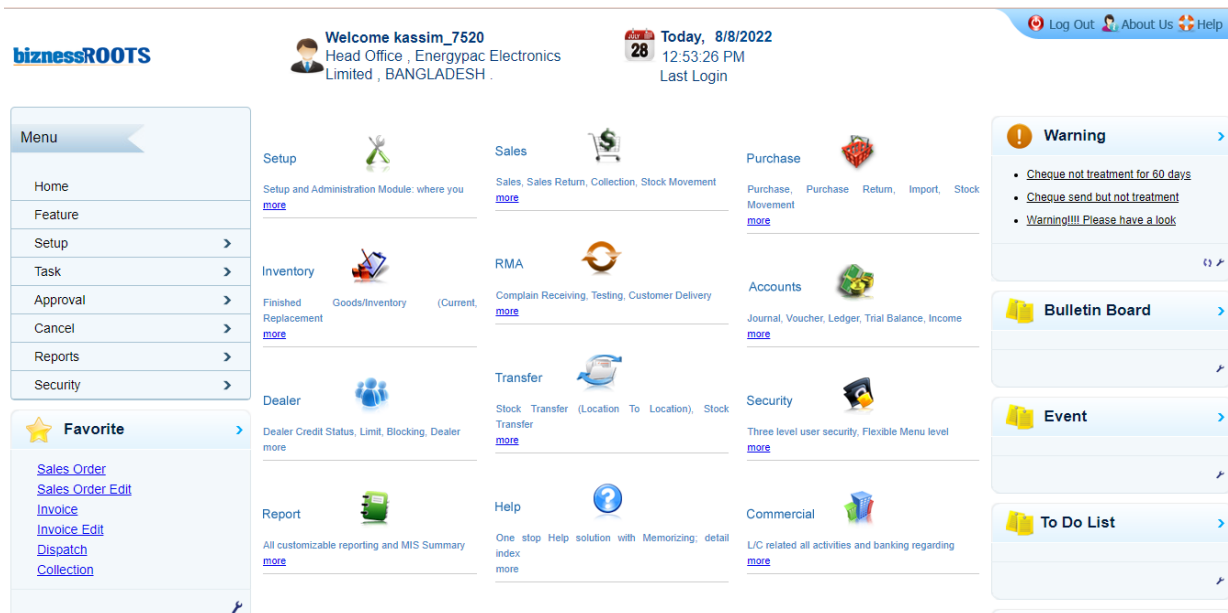


Figure 14: biznessROOTS

As of 2019, EELL modified the software that collects data on all business transactions involving every client, supplier, employee, and technically everything. The old software was known as BiznessRoots, or simply "BizRoot," while the current one is called SAP.

4.2 Other Activities

LC Form Fillup

A letter of credit is a written promise from a bank or other financial institution that a seller will be paid promptly and in full by a buyer in international trade. I fillup all the LC Bank Form during my internship period.

Blog Writing

EELL typically uses shop signs, shop identifiers, leaflets, stickers, banners, hanging banners, light testing boards, tube light stands, and other materials to market their brand.

Additionally, the marketing team at EELL tries to write blogs on their website to promote their brand. "TRAFFIC FREE DHAKA - SOUNDS IMPOSSIBLE?" is one example." I wrote blog as their intern.

4.7 Workplace environment

- **Health and Safety:** By adhering to health and safety laws and fostering wellness initiatives, EELL offers a safe and healthy work environment for its employees. It offers free medical checkups to employees.
- **Diversity and Inclusion:** EELL has a diverse and inclusive workplace where all employees feel appreciated, valued, and supported.
- **Training and Development:** EELL maintains a skill station where various skill development courses are available for the staff.
- **Teamwork and Collaboration:** To improve team collaboration, employees from various departments are linked via work-chat.
- **Reward & Recognition:** EELL hosts award function for their employees and delivery heroes to motivate them.

4.4 Challenges

For each department, Energypac hires just one intern. I'm having this issue since I had an assignment involving employee personal file documents that required me to organize the employees' personal files. This cannot be done by one person. I found it difficult to manage 400 files as a result. The lack of a dedicated space for each department is another issue I have. Therefore, it contributes to noise pollution at work. This issue makes it difficult to focus on the work. It is challenging to gather some information because the management of EELL was very concerned with maintaining their secrecy. The report is about the diversity management at Energypac Electronics.

The following are some restrictions on the studies that are described below:

- Theoretically, there are a number of things to look at before looking into this kind of study. It would be hard for me to verify some of this material in just three months because those sources of evidence are so fragile.
- The staff members were always preoccupied with their individual duties. The majority of them had no time to chat with me about their work.
- The time limitations are still another significant negative.

4.5 Learnings

I gained knowledge about all of Energypac Electronics' goods, including their many accessories, packaging materials, and uses. I also learned that Energypac Electronics has 12 locations across the US. This company's plant is located in Gazipur. I also had the chance to go to their factory. Additionally, I conducted interviews with a few plant employees and effectively gathered information for my internship report.

Additionally, this company's human resource department assisted me in learning other HR-related jobs. Making training need analysis forms for each department, creating test questions in English and Bangla for hiring market promotion officers and territory sales officers, redecorating HR forms, organizing personal file documents, verifying master database reconciliation with SAP database, master database (Excel) upgrade, scheduling interviews, creating orientation plans for new hires, and creating project proposals for cook-offs are a few examples. Additionally, I discovered how they evaluate their training requirements for each area and conduct their hiring process. In addition, I gained knowledge of the performance evaluation system and compensation perks. However, I was able to learn more about the tasks performed by the other departments by speaking with their staff.



CHAPTER 5
ANALYSIS

One of Bangladesh's top power engineering firms, Energypac, strives to be "The Best in Class End to End Engineering Solution Provider." Energypac, founded in 1982, has made every effort to advance the power engineering industry in Bangladesh. Energypac is presently recognized as one of the leading power engineering companies. Along with its regular operations, it scouts for local talent throughout the nation and adds them to its squads. Energypac manufactures a variety of power products and services using years of experience, cutting-edge manufacturing technologies, and testing facilities.

- **Business Model:** EELL has a diversified business strategy that encompasses both B2B and B2C services.

- **Market Position:** EELL enjoys a dominant market position in Bangladesh thanks to its extensive network of offices and warehouses there. The business enjoys a solid reputation for dependability and high-quality customer service, which has enabled it to draw in and keep a committed clientele. The business's emphasis on technology and innovation has also enabled it to maintain an advantage over rivals in terms of the effectiveness and quality of its services.

- **Financial Performance:** The financial record of EELL is solid, with recent years seeing consistent rise in both sales and profitability

- **Key Strengths:** Its strong financial performance and pristine balance sheet are key advantages that put the company in a good position for future growth and expansion.

- **Key Challenges:** EELL's key challenges include increasing competition in the electronics industry, particularly from global players entering the market, and the need to maintain high service quality and customer satisfaction as the company continues to grow and expand its operations.

5.0.1 Information system practice: Efficient process

Based on my experience during the internship, there were internal processes that I would consider exceptionally efficient.

SAP is the information system used by EEL. They arrange their product and order lists by carefully observing them and doing internal audits on their SAP software. It thus increases the efficiency of their information management system. For instance, to maintain the manufacturing's superiority, EEL develops the components of its existing products using the "First in first out (FIFO)" approach if the requirements plan is confirmed. The SAP software is used by EELL's MIS and IT staff to grant employees access to their required software resources. The MIS team also keeps a database of ongoing and completed projects that is used for both tender and agreement requests. Additionally, EELL introduced their own "EG APP" for checking information on employees and sales representatives, including check-in and check-out times. Additionally, EELL utilized EG APP to electronically store, review, and simplify employee leave and late information. The SAP software and MS Excel database are also maintained by the HR team. The IT team provides assistance to staff members with relation to computer-related technical issues as well as SAP

software concerns. In conclusion, SAP software, MS Excel, and the EG app are used to maintain the information management system.

I found this system very efficient.

5.0.2 Social Media Marketing : Not too much efficient

EELL's key challenges include increasing competition in the electronics industry, particularly from global players entering the market, and the need to maintain high service quality and customer satisfaction as the company continues to grow and expand its operations. The company will also need to make ongoing investments in technology and infrastructure to stay ahead of its competitors and meet the evolving needs of its clients. There I have found that social media marketing system is very poor.

5.1 Market level analysis

Blog Writing:

I found their Blog Writing and ServicePac -very efficient. I contribute in those sector during my internship period.

EELL typically uses shop signs, shop identifiers, leaflets, stickers, banners, hanging banners, light testing boards, tube light stands, and other materials to market their brand.

Additionally, the marketing team at EELL tries to write blogs on their website to promote their brand. "TRAFFIC FREE DHAKA - SOUNDS IMPOSSIBLE?" is one example." I wrote one blog as their intern.

Moreover, EELL promotes outdoor lighting solutions as its target market. For instance, there is street, stadium, garden, and border lighting. EELL focuses on commercial and office space, industrial production areas, warehouses, hotels, and dining establishments. EELL targets any significant government initiatives. Recently, EELL provided the lighting solution for the Metrorail project.

The two new ceiling fans that EELL recently introduced are "Venice premium ceiling fan" and "Pure-O Anti-dust ceiling fan." EELL's "Service Pac" will shortly begin offering their new service. Customers can seek assistance from "ServicePac" if they have any problems with their EELL goods. That customer will receive immediate treatment from the electricians at EELL.

"Premium ceiling fan from Venice"

5.2 Professional Level Analysis

My career has greatly benefited from the internship since it taught me how to effectively put academic knowledge into practice. It also gave me both of which will help me in the development of my career objectives and path. Additionally, I learned about my weaknesses and how to work around them.

5.2.1 Impact on My Future Career and Connection to Academic Background & Main Challenges

Future Career

Professional Growth I started working with Energypac Electronics as an intern on December 26th, 2023. The hours I worked at my workplace were from 9 am to 5:30 pm. I gained knowledge of Energypac Electronics' goods, as well as their packaging, accessories, and applications. Additionally, I had the chance to go to their factory and do some employee interviews. I gained knowledge of various HR-related tasks thanks to the HR department, including creating training need analysis forms, creating question papers in English and Bangla, redecorating HR forms, organizing personal file documents, verifying master database reconciliation with SAP database, upgrading master database (Excel), scheduling interviews, creating orientation plans for new hires, and creating project proposals for office cook-off events.

I also gained knowledge about the pay benefits and the performance evaluation system. By speaking with the staff members in each department, I was also able to understand more about their projects.

This will help in my future career.

Connection to Academic Background

Students have the chance to apply the skills they have learnt in the classroom through internships. Additionally, students ought to have the chance to develop those skills, get a sense of the workplace, and profit from the wisdom and experience of a mentor or supervisor.

As I am a final year student and this internship is included in my course outline. So, This will fulfill my academic purpose.

Main Challenges

I spent more than three months interning here. Throughout my time here, I noticed a few problems. For instance:

- I was employed by EELL's corporate headquarters. Nevertheless, the department's finance and accounts lack the staff needed to carry out the work efficiently because some of the employers have quit and no one has been hired to take their place. The department is run by a small group of extremely responsible individuals.
- Because some of the employers worked in this division, it would be difficult for another employee to take over for a sick employee because everyone was already shouldering a lot of duty.

- Although their regular business hours are 8 am to 4:30 pm, I left the workplace for the majority of the day at 5:30 pm because I was only employed there temporarily. Due to a lack of managers and employers, this department's working hours were always extended.
- Because there aren't enough workers, the folks that are there have a lot of work to do yet don't seem to value it. If an employee discovers a mistake, the department head may reprimand them.
- The corporation is making every effort to reduce costs in light of the post-pandemic environment, but this does not apply to all decisions. Sometimes lower-level employees don't receive convenient pay in a timely manner, but the corporation is also setting very pricey programs.



CHAPTER-06

Recommendation and Conclusion

and extravagance. The HR department should hire personnel and try to reduce the costs of increased administration. Instead of setting up major spending programs, the corporation should arrange for the necessary equipment. Divisions must apply for the order, and the records office must increase the office's budget.

- Employee appreciation is truly necessary for this office. Head of Departments ought to inspire its worker under his watch, and the HR division ought to organize some office games rivalry to persuade representatives.
- Some people arrive at work earlier than usual and depart on time; in the current situation, representatives are not seen as competent. A few workers arrived late and stayed late at work, but representatives are seen as persevering in the situation at hand. The company needs to adopt a new way of doing things where appreciation is given for productivity rather than skill. HR should check the hallway and give the office time to check the worker's skills.
- The organization needs to tackle work pivot as a portion of the representatives gets exhausted while doing likewise assignments. The occupation revolution will help the organization if one worker is debilitated or missing in the workplace. Likewise, work pivot will build the information on the representative about the association's activity. With the HR office's assistance and the separate representatives top of the offices, work turn ought to be executed.
- The association ought to mastermind a workshop or program dependent on SAP programming. The association ought to likewise zero in on making authority nature of representative by giving various assignments to the worker.
- The association is utilizing SAP as their ERP programming. A significant number of the workers don't have a clue how to utilize the product accurately and cannot utilize the SAP. The month to month preparation ought to be direct for each division to prepare them to utilize SAP.

To sum up, the aforementioned advice will assist Energypac's Electronics Ltd. in improving staff productivity and corporate culture.

6.1 Conclusion

In a nutshell, this internship has been wonderful and gratifying. I believe that my time spent working at Energypac Electronics has really enriched my knowledge. My technical aspects could be improved with more time, but they are not flawless. Being self-motivated and having effective time management skills are two of the two most significant things I learned during the internship.

I also want to express my gratitude to my manager for making my internship experience so simple. Thanks to her help, I had the chance to learn so much from her and gain firsthand experience.



CHAPTER-07

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CHAPTER 8
Appendices

8.0 Appendices:

This section will comprise of the 12 weekly internship report where summary of the weekly tasks during my internship in EELL is mentioned.