

Internship Report on Business Function Visualization at Aarong

Submitted to

Islamic University of Technology



in partial fulfilment of the requirements for the degree of

BBA in Business and Technology Management (BTM)

Submitted by:

I am aware that the program BBA in Business and Technology Management at the Islamic University of Technology will keep my final report as part of its record. The dissemination of my final report to any reader upon request is authorized by my signature down below.

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May, 2023

Letter of Transmittal

12th May, 2023.

Dr. Md Abul Kalam Azad
Professor and Head of the Department
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Subject: Submission of Internship Report.

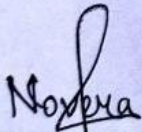
Sir,

This is to inform you that, I would like to present you with the report from the internship course (BTM 4800) titled "Business Function Visualization at Aarong" where I discussed and explained the business outline, Aarong's daily operations and processes, and my duties and responsibilities during my internship there.

I created this report based on everything I learned during my internship. The supportive atmosphere at Aarong has made it easier for me to comprehend the circumstances and use my expertise wherever they were required. I also received insightful data and information from other department heads, my team, and my supervisor, who helped me prepare the report. The report's preparation made use of the organization's knowledge and insights into the sector.

I want to thank you from the bottom of my heart for all of your advice and support as I worked to finish this internship report from the beginning of my internship period. Kindly accept my report and help me with suitable suggestions for future changes, and oblige thereby.

Sincerely,



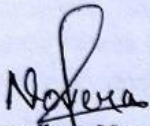
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Declaration

I, Chowdhury Noushin Novera, a student in the Department of Business and Technology Management at the Islamic University of Technology, hereby declare that I, on the basis of my daily tasks throughout the internship period, independently created and finished this report on "Business Function Visualization at Aarong." Dr. Md Abul Kalam Azad, Professor and the Head of the Department of Business and Technology Management at the Islamic University of Technology, provided me with guidance and support. This work is original and hasn't been provided to any other organizations.



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Acknowledgement

The support and guidance of many persons were used to complete the following report of internship. I would like to show my sincere appreciation to everyone that contributed to making this report happen.

I want to praise Almighty Allah, the Merciful, first and foremost. Without Allah's favour, this study would not be finished on time. Then, I would want to thank Professor Dr. Md. Abul Kalam Azad, my esteemed advisor, for guiding me through the entire process with his insightful advice and directions.

I would also like to thank Senior Manager Shahadat Hossain, Head of Software Development, Brac-Aarong, and my software department team members for welcoming me in a pleasant work atmosphere. They taught me much about business function visualisation and helped me understand Aarong's entire business process. I gained a lot of knowledge throughout my internship that I can apply in my professional career.

Finally, I would like to show my deepest gratitude to everyone who was involved in making this internship report. This internship report would not have been accomplished without the assistance of all of these wonderful people. Once again, thank you.

Executive Summary

One of the most well-known fashion companies in our nation, Aarong, is the subject of this report's analysis of its operational aspects. Along with my duties and responsibilities, it also provides a quick overview of the organisation, as well as the lessons I learned throughout my time working as an intern at Aarong.

With the mission of eradicating poverty by providing rural women, artisans, and craft groups with a means of livelihood, Aarong was established in 1978 as the largest social enterprise in Brac. With the help of its four subsidiary brands, Taaga, Taaga Man, Herstory, and Aarong Earth, it has expanded to provide 100 product lines in the fashion and leisure sectors. In order to appeal to customers nationally and abroad, by blending traditional and contemporary forms, Aarong has established high standards for quality and craftsmanship. Aarong's production is backed by the Ayesha Abed Foundation (AAF), which was founded in 1982 and teaches rural women various crafts and connects them to Aarong's designers. This organisation employs about 65,000 artisans, supporting 325,000 people in Bangladesh. Among the unique commodities sold by Aarong are pots made of clay, jewellery with diamonds, cotton and silk fabrics, metal and leather products, and other things. It has a robust distribution network and supply chain, making it well-known throughout Bangladesh. In order to increase its global market, and give craftsmen the possibility to save their ancient crafts, Aarong also lays a focus on fair trade networks and its online store.

I had to hold meetings with users from several departments as part of developing a dashboard visualisation for Aarong, gathered user needs, built a System Requirement Specification (SRS), made UI mock-ups, gathered pertinent data, and ultimately created dashboards using Power BI. I obtained knowledge about potential career paths as well as workplace ethics, teamwork, communication, time management, and professional etiquette through this procedure. The internship program assisted me in fusing my academic knowledge with real-world experience by putting my analytical, critical, and problem-solving talents to use in tackling particular problems.

Through methodical process management and a fruitful organisational culture, Aarong has established market leadership in Bangladesh. Aarong's IT department is crucial to the organization's effective functioning and over time success, and the author's internship time there gave her many opportunities to build these skills. By giving rural women, craftsmen, and craft groups options, Aarong continues to revolutionise the retail industry and aid in the eradication of poverty in Bangladesh. It also promotes traditional crafts and draws in customers with its distinctive product selections

Table of Contents

Letter of Transmittal	Error! Bookmark not defined.
Declaration.....	Error! Bookmark not defined.
Acknowledgement	iv
Executive Summary.....	v
CHAPTER: 1	8
INTRODUCTION	8
1. Introduction.....	9
1.1 Origin of the Report	9
1.2 Report Objectives:	10
1.3 Methodology and Approach.....	10
1.4 Limitations of the Report.....	10
CHAPTER: 2	11
COMPANY OVERVIEW	11
2. Company Overview.....	12
2.1 History.....	12
2.2 Current Scenario of Aarong.....	12
2.3 Ayesha Abed Foundation.....	13
2.4 Values & Objective.....	15
2.5 Vision and Mission	16
2.6 Products of Aarong	17
2.7 Organisational Structure	18
2.8 Aarong's service offers	18
CHAPTER: 3	20
INDUSTRY ANALYSIS	20
3. Industry Analysis	21
3.1 Aarong's SWOT Analysis.....	21
3.2 Porter's 5 Forces Models of Aarong	22
3.3 PESTEL analysis on Aarong.....	22
3.4 Competitive Analysis.....	23
CHAPTER: 4	25
DESCRIPTION OF MAIN DUTIES	25
4. Description of Main Duties	26
4.1 Duties and Responsibilities	26
4.2. Workplace Environment.....	29

4.3. Challenges	30
4.4. Learnings	30
4.5. Training and Field Visit	30
CHAPTER: 5	31
ANALYSIS	31
5. Analysis	32
5.1 Company Level Analysis	32
5.2 Market level analysis	33
5.3 Professional level analysis	34
CHAPTER: 6	36
CONCLUSION & RECOMMENDATIONS	36
6. Conclusion and Recommendations	37
6.1 Conclusion	37
6.2 Recommendations	37
References	38
Appendices	39

CHAPTER: 1
INTRODUCTION

1. Introduction

The largest social enterprise in Brac is Aarong which utilises its profits to pay for some of Brac's development activities. Aarong, which means "Village Fair" in Bengali, was founded by Brac in 1978 to reduce poverty by providing rural women, artisans, and craft communities with a means of subsistence. Aarong has four subsidiary brands: Taaga, Taaga Man, Herstory, and Aarong Earth, offering 100 product lines in the fashion and lifestyle categories that are of the highest quality and value. The Ayesha Abed Foundation (AAF) has 15 foundations spread across 14 districts, each of which consists of a variety of craft sections with master artisans. These artisans regularly train new groups to improve their production skills so they can create finished goods that are provided at Aarong and guarantee their distribution to Aarong stores all over Bangladesh.



For academic purposes, I had to do an internship and I was selected for the Aarong Internship Program (AIP) in Spring 2023. I am glad that I could be a part of this famous retail industry and came to know about the whole backend process of Aarong.

1.1 Origin of the Report

This internship study serves as the final assignment for the BBA in Technology Management program's core course Internship 4800, which was given in the eighth semester. It details the experiences and tasks I undertook during my three months as an intern for the Aarong Internship Program (AIP) Spring 2023. This internship served academic purposes and allowed me to put what I

had learned as a BBA-Tech student in the Islamic University of Technology's Department of Business and Technology Management into practice.

As an Intern I was assigned to the business function visualisation part of Aarong under the supervision of Senior Manager Shahadat Hossain, Head of Software Development, Brac- Aarong. I was in charge of creating UI mock-ups and technical visualisation of Business functions through Power BI. Advanced analytics rely on visualization of business intelligence platforms. It helps people detect the massive volume of real-time data or information. Data is graphically displayed when it is represented as a chart, diagram, or other sort of graphical representation. This includes the techniques and tools that businesses employ to manage and analyse their company information.

1.2 Report Objectives:

The objective of this study is to determine the functions of business, which Aarong operates to please its consumers and to share my work experiences when I was an intern there.

- To have a general understanding of one of the famous retail brand Aarong as a social enterprise.
- To assess Aarong's business practices for establishing its mission, vision, objectives, and values.
- To comprehend the operation of the company through dashboard representation.

1.3 Methodology and Approach

The report is primarily explanatory. The organisation was personally contacted for the information needed for this research, as well as through websites, reports, historical records, and staff interviews. The primary data is acquired through informal conversations with employees from each department, including Information Technology, Human Resources, Learning and Development, Quality Control, and Finance, who are either directly or indirectly associated with the backend process. Additionally, data is gathered via features and articles.

1.4 Limitations of the Report

Several limitations prevented the work's real results and analysis that were discovered throughout the report's development. Considering how busy Aarong employees are with their regular tasks, it can be difficult to receive information on our report from them at times. The news and articles aren't always completely true; thus, the report might be missing certain details.

CHAPTER: 2

COMPANY OVERVIEW

2. Company Overview

2.1 History

In order to help craftspeople in remote regions escape unemployment, Aarong was founded in 1978. Through their 26 retail outlets in Bangladesh along with over 100 clothing and lifestyle lines of products, Aarong presently provides trade deals to 65,000 artisans. This famous organization, which established the retail market with great standards for quality and production, expertly blends traditional and modern style fashions to draw customers from both local and foreign markets.



In 1976, only a few scattered Dhaka stores served as the sole buyers of the products made by the few rural women who were employed by BRAC, the greatest development organization in the world. Before BRAC's intervention, it was possible for weeks or even months to pass before a supply was paid for. Then, Aarong was established to make sure that rural women received fast payment for their goods. The Bengali word "Aarong," which means "village fair," has a nuanced connotation: it stands for "active," "appealing," "reliable," "outstanding," "novel," and "genuine."

2.2 Current Scenario of Aarong

Aarong has a huge assortment of unique products, a reliable supply network, and a well-established dissemination system, which have helped it become renowned in Bangladesh. The products include from clay vessels to diamond jewellery, from metal and leather items to silk and cotton textiles. By

means of trade alliances and an online shop, it is growing the Bangladeshi market goods internationally and providing craftsmen greater possibilities to preserve their traditional expertise and techniques of support. In this way, Aarong employs about 65000 artisans, helping 325000 people across Bangladesh.



2.3 Ayesha Abed Foundation

The Ayesha Abed Foundation (AAF) was established in 1982 in honour of the late Mrs. Ayesha Abed, a former employee of BRAC and the late husband of Sir Fazle Hasan Abed, the founder of BRAC. The foundation's major objective was to provide rural women with a stable income and a positive working environment by teaching them various crafts and connecting them to Aarong's designers. Since opening its initial production facility in Manikganj in 1983, the Foundation has expanded to include 15 major centres, 736 sub-centres, and 11 wings spread across 14 semi-urban and rural areas. Nearly 25,000 artisans work for AAF in regional sub-centres 97% of whom are female.

The social and well-being programs of BRAC benefit the artisans of AAF. They receive instruction and support to improve their craft as well as access to crucial services like healthcare and human

rights information, starting a beneficial circle of empowerment and progress that benefits the neighbourhood.

Aarong Logo : The logo is chosen to be a picture of a peacock. It appears in orange because orange is a warm color that conveys positivity and is a symbol of power .



Over the years, Aarong -

1. The first store for Aarong was established in Dhaka in 1978.
2. The Ayesha Abed Foundation, a network of industrial hubs devoted to aiding rural artisans, was established in 1982.
3. Its first retail location in Chittagong was established in 1983 and in Sylhet in 1985.
4. Started exporting goods abroad in 1987.
5. Took part in its first international fashion exhibition in 1999
6. Started the store franchise in London in 2001
7. In 2003, the company debuted its "Taaga" line of women's Western clothing.
8. In 2017, it introduced its women's haute couture "HerStory" sub-brand.
9. In 2018, the company celebrated its 40th anniversary and introduced the men's ethnic and Western clothing sub-brand "Taaga Man".
10. Introduced its herbal skin and hair care sub-brand "Aarong Earth" in 2020.

For the quality and craftsmanship of its designs and products, Aarong upholds strict standards. As a fair-trade company, Aarong exports its goods to organisations that support fair trading in North America, Europe, and Asia.

Aarong Awards -

1. In 2018 and 2019, the Bangladesh Supply Chain Management Society recognized Aarong for Excellence in Supply Chain Finance.
2. In 2017, the Craft Village Organization in India presented the International Craft Award.
3. The Asia Marketing Federation presented the 2016 Asia Marketing Excellence Award.
4. In 2015, Bangladesh Brand Forum presented the Best Brand Award.
5. In 2012 UNESCO presented the Award of Excellence for Handicrafts.

2.4 Values & Objective

Aarong values-

The values are the same as the ones of BRAC, a group that, with its comprehensive approach to growth, showed the incredible progress made in the world.

1. Innovation



While taking lessons from failures and mistakes, think imaginatively about possible solutions.
Be bold and give something new a shot. Effectively adjust to changes in the workplace.

2. Inclusiveness

Treat everyone equally and without bias. Be receptive to many viewpoints and open-minded. 'One BRAC' comes to mind.



3. Integrity



Be truthful at all times. Be honest. Take full responsibility for your conduct.

4. Effectiveness

Create impact by achieving predetermined goals. Solve issues in a positive way. Drive yourself to get results



Objectives of Aarong-

1. To generate employment opportunities.
2. To create a surplus for BRAC to reduce its reliance on donors.
3. To ensure ongoing assistance and support for development programs run by BRAC, including microfinancing, education, developing skills, etc.
4. To make long-term investments that are profitable to "hedge" against future liquidity.

2.5 Vision and Mission

Vision

Everyone will have the chance to reach their full capabilities in a society without all types of injustice and prejudice, according to Aarong's vision.

Mission

BRAC-Aarong's mission is to empower those who are afflicted by social injustice, poverty, illness, and illiteracy as well as the communities in which they live. Our interventions aim to promote widespread, favourable transformations brought about by social and initiatives that benefit equally men and women realize their capabilities.

2.6 Products of Aarong

Aarong has the following categories of products -

1. Women
2. Wedding
3. Beauty
4. Home Decor
5. Men
6. Jewellery
7. Gifts and Crafts
8. Kids



Aarong has 4 sub-brands -

1. Taaga (women's Western clothing)
2. Taaga Man (men's ethnic and Western clothing)
3. HerStory (women's haute couture)
4. Aarong Earth (herbal skin and hair care)

TAAGA

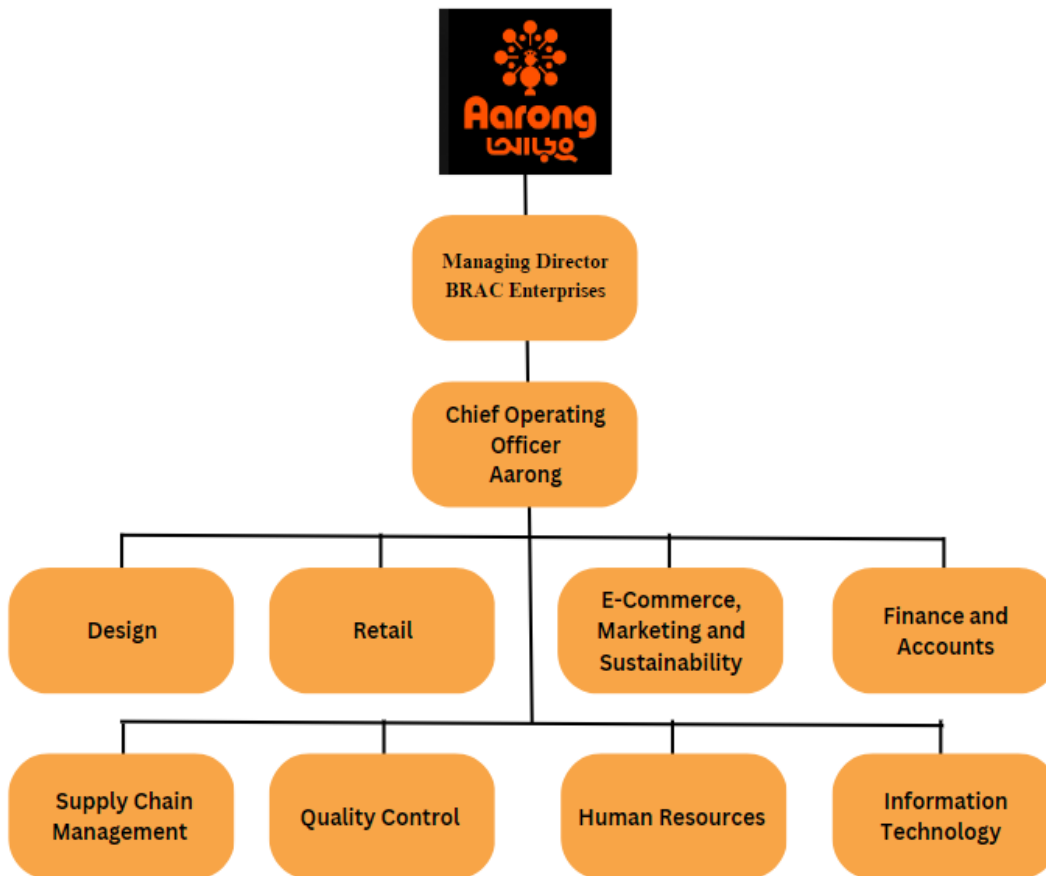
TAAGA MAN

HERSTORY / Aarong

Aarong
earth

Apart from these, every year, they launch a special product line based on special occasions like Falgun, Pohela Boishakh, EID etc.

2.7 Organisational Structure



2.8 Aarong's service offers

My Aarong Rewards Card (MARC)

Customers who are My Aarong Rewards members can accumulate points on every transaction and use them to get deals on subsequent purchases. There are four different varieties of MARC available: Insider, Life Style membership, Gold membership, and Platinum membership.



Lifestyle

Gold

Platinum

1. Purchasing from Aarong outlet or aarong.com by sharing a contact number will automatically become an **INSIDER**.

2. By purchasing **10000 BDT (without vat)** will become a **LIFESTYLE** member. The membership status is **downgraded** to **INSIDER from LIFESTYLE** if the total earned points fall **below 250** within **two years**.
3. To become a **GOLD member**, **LIFESTYLE** members must accumulate **3000** reward points within **two years**. Within **two years**, if the total earned points fall **below 1000**, the membership category is **reduced** to **LIFESTYLE from GOLD**.
4. A **GOLD member** can become **PLATINUM** by earning **8000** reward points within **two years**. The membership status is **lowered** to **GOLD from PLATINUM** after **two years** if the total number of earned points falls **below 3000**.

BENEFITS	INSIDER	LIFESTYLE	GOLD	PLATINUM
Periodically receive amazing deals	✓	✓	✓	✓
Discover the most recent Aarong events and information.	✓	✓	✓	✓
Take part in campaigns to earn rewards.	✓	✓	✓	✓
Obtain points for each BDT 100 spent.		1	2	3
Enjoy incentives all year long at partner businesses.		✓	✓	✓
Festival-specific checkout queues with priority			✓	✓
Additional point promotions			✓	✓
Access to preview events and outfit pre-ordering			✓	✓

CHAPTER: 3

INDUSTRY ANALYSIS

3. Industry Analysis

This entire part focuses on the industry's size and trends, its dangers, its growth potential, and its changing economic, technical, and other external variables. This section has carefully explained how Aarong came to hold the top spot in the retail sector.

3.1 Aarong's SWOT Analysis

We shall learn more about Aarong and the entire Bangladeshi retail business through the SWOT analysis of Aarong. We will also learn about the technological advantages and disadvantages of this specific sector. This part will include information on how Aarong operates, how they generate winning situations, how they build on its strengths, keep its attention on the opportunities and business objectives, and how it may deal with risks.



STRENGTHS

- A strong financial base
- Prestigious brand reputation
- Production of High-Quality, Traditional, Handmade, and Unique Goods
- Positive Workplace Culture
- Innovation



WEAKNESSES

- Production that is decentralized.
- Absence of automation.
- Interdepartmental collaboration is lacking.
- Lack of preparation, execution, and monitoring.
- Long lead times for production.



OPPORTUNITIES

- Electronic commerce
- New businesses, both domestically and abroad
- New product offerings
- Growing craft market
- A large number of craftspeople
- Franchising businesses



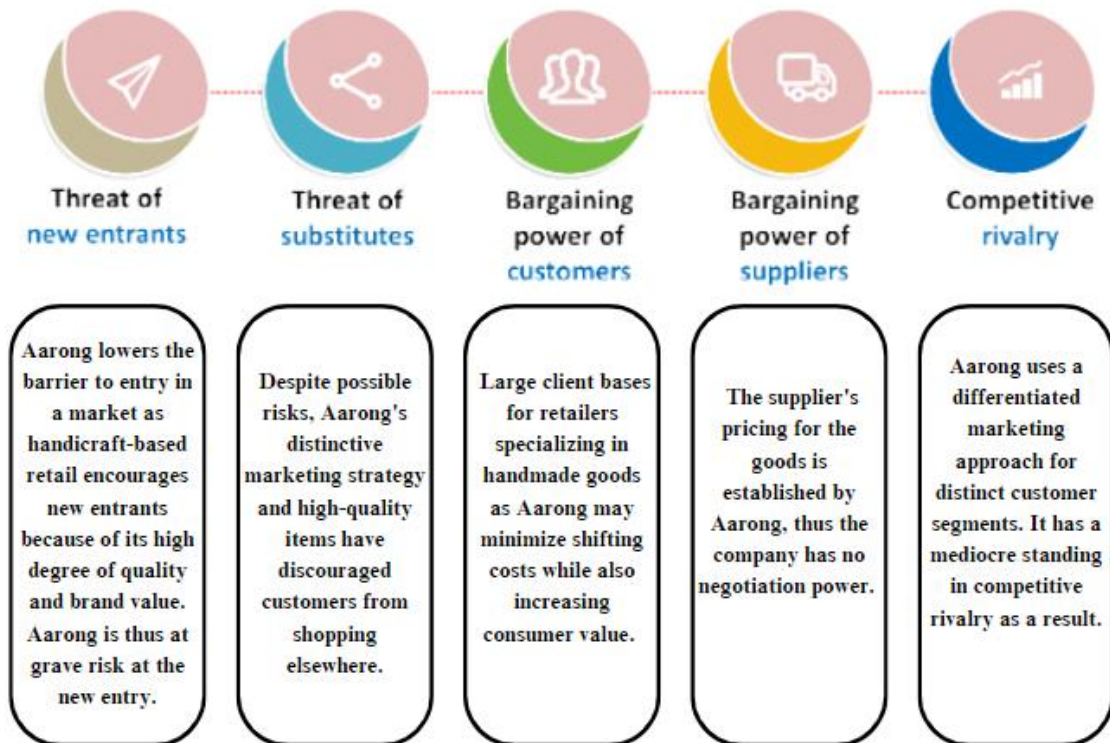
THREATS

- New competitors (local and international)
- Economic downturn
- The market might turn price-sensitive
- Adapting technology
- Political unrest

3.2 Porter's 5 Forces Models of Aarong

After fully comprehending each element of the industry research, we can assess the entire e-commerce sector using the criteria outlined by Michael E. Porter. In order to assess the state and condition of the entire industry by measuring levels of attributes, he developed a new theory.

Following is an illustration of the state of the entire industry based on all available data and the Porter's Five Forces model:



3.3 PESTEL analysis on Aarong

Political Aspects: In compliance with political pacts reached by the Bangladeshi government, Aarong exports products to the UK and the US. Businesses need to be prepared to respond to current and impending law changes by adjusting their marketing plans.

Economic Aspects: Demand in a particular economy is managed by macroeconomic factors. The three main methods used by governments to do this are interest rate control, taxes, and public spending. Aarong includes tax through VAT in the product's true price and requests payment from clients because they concentrate on economic issues. Microeconomic factors mostly affect how people spend their money. This has a significant impact, especially on companies that serve customers.

Social Aspects: Aarong will be able to determine its target market and create efficient marketing strategies by concentrating on the social component.

Technical Aspects: We are all aware of how quickly the technological landscape is evolving and how this affects the promotion of our products. In order to reach its target audience, Aarong established online retail. It employs social and digital platforms to reach out to its intended consumers and conduct promotional activities.

Environmental Aspects: Due to the increasing cost of natural assets, administration-set pollutant guidelines, the need for businesses to operate morally and sustainably, and authority-set emissions targets, Aarong believes that environmental issues are crucial. These are just a few of the difficulties that marketers are dealing with. Customers are becoming more and more adamant that the products they purchase must come from sources that are ethical and, long-lasting.

Legal Aspects: Among the rules that Aarong upholds are those that deal with the rights of clients, equal chances, advertising requirements, safety and security, and labelling of products. It should go without stating that companies need to understand the law in order to function efficiently. A corporation that conducts business globally will find it more difficult to obtain rights as each nation has a unique collection of rules and regulations.

3.4 Competitive Analysis

Aarong has very less significant competitors in terms of the variety of products and sub-brands it offers. This occurs because no company in Bangladesh at the moment has a product line that is so diversified and meets so many different clients' wants. Aarong stocks food, skincare, and home décor items in addition to clothing and accessories. The most notable sort of opposition Aarong faces is from "Deshi Dosh," a group of ten clothing manufacturers in Bangladesh that are all focused on ethnic wear.

Ten significant local fashion houses have come together to form Deshi Dosh. They are Kay Kraft, Anjans, Probortona, Nagardola, Bibiana, Shadakalo, Deshal, Nipun, Rang, and Banglar Mela.

In terms of competitors, Aarong faces off against

1. KayKraft
2. Anjan's
3. Rang

- 4. Jatra
- 5. Deshal,
- 6. Banglar Mela

The following brands, when plotted on a positioning map, further show how Aarong, KayKraft, and Anjans all target the same market and have comparable products to offer. This is because they all have comparable pricing and service quality.

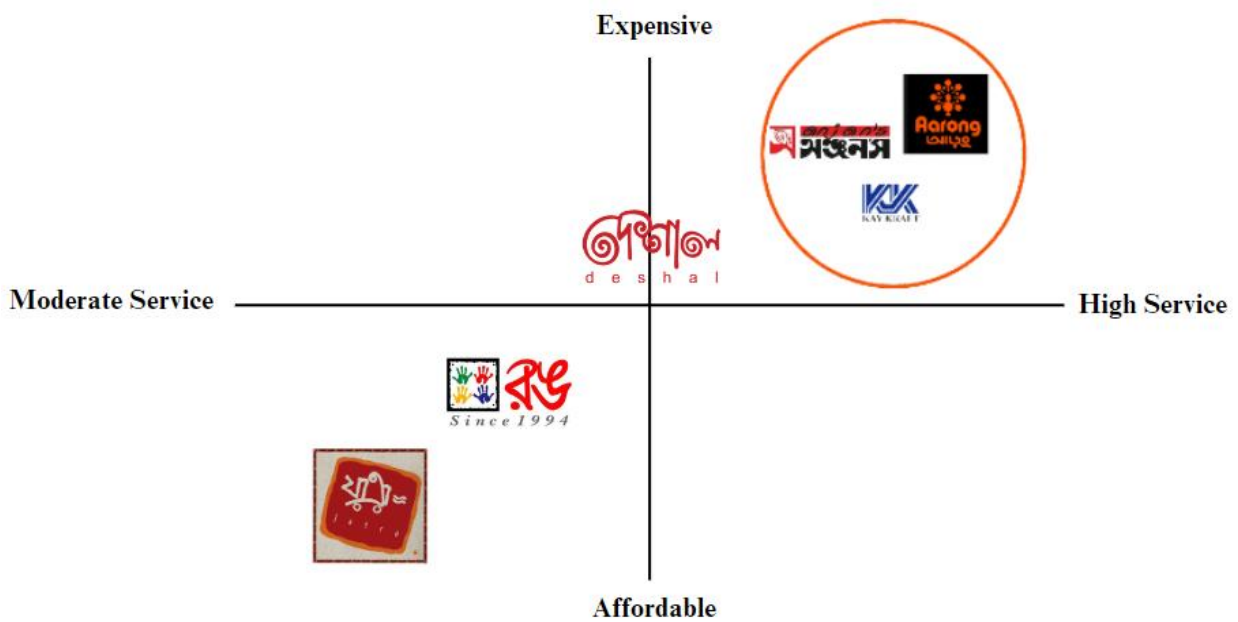


Figure: Market Positioning Map of Aarong

CHAPTER: 4

DESCRIPTION OF MAIN DUTIES

4. Description of Main Duties

4.1 Duties and Responsibilities

My main duty was to make a dashboard visualisation of the company functions. To make the dashboard reports a few steps were followed. The steps are mentioned below-

1. **Meetings with Users** - At first, I had to attend meetings with the users of different departments who needed the dashboard for their functions. In the meeting, I had to describe the users about the dashboards then the users used to describe their needs related to the dashboards according to the description.
2. **Collection of User Requirements** - Then the user had to provide us with their requirements through Excel which would contain the mock-up design of their requirements.
3. **Developing System Requirement Specification (SRS)** - Develop an SRS in Word file according to the user requirement which would contain the details of the requirement according to the data availability. If any of the requirement dashboards possible for us to provide or not. Then making the SRS approved by the users.
4. **Creating UI Mock-up** - After the SRS approval I had to create the UI mock-up of the Dashboard visualisation through Canva and take feedback from the users and make it approved.
5. **Collecting Related Data** - After the final approval of the UI mockup designs I had to collect data related to the user requirements from their departments to make the dashboard.
6. **Creating Dashboard Visualisation-** Finally, I had to create the dashboards through Power BI using the collected data as input.

4.1.1.SRS Preparation

SRS is System Requirement Specification is the documentation done before starting the main task assigned. After the meeting with the users, they provide us with their requirements to do the work. This documentation includes the background and purpose of the project, abbreviation of the terms, In Scope, Out of scope, non-functional requirements, and references.

The contents are described in detail below-

1. First, I have to describe the background of the project and identify the main purpose of the project which was to develop the dashboard visualisation of business functions for the other departments.
2. Next, I have to clear the abbreviation of the terms used in this whole project for the ease of the employees/users while doing the work and communicating with each other. For example,

BI - Business Intelligence, OPS - Operations, MTD- Month till Date, YTD- Year till Date, AIV- Average Invoice value, AIQ- Average Invoice Quantity, ABV- Average Basket Value, DAX- Data Analysis Expressions etc.

3. After that, I need to narrow down the list of the points which we will be able to provide in the dashboard from the user requirements as In Scope and which we will not be able to provide in the dashboard as Out of Scope.
4. Then I need to describe the In-Scope part in detail like how the user wanted and it will be presented in the dashboard.
5. I have to enlist the non-functional requirements which will include the feasibility, time constraints, real-time data, etc.
6. Finally, I have to add the references used in making the SRS and take approval for it from the users.

4.1.2. UI Mock-up

UI mock-up or user interface mock-up of the Dashboard visualisation is developed on the base of the user requirements and following the SRS. This UI was made so that the whole team has an idea about the layout design of the dashboard and users can also give their feedback before making the dashboards. As it will be inconvenient for us if the users do not like the dashboards after the completion of the project. So, the UI mock-ups were made using CANVA and shown to the users for their feedback and approval. Through this, the whole team working on the dashboards gets a complete idea about the dashboard design and works accordingly with a plan.

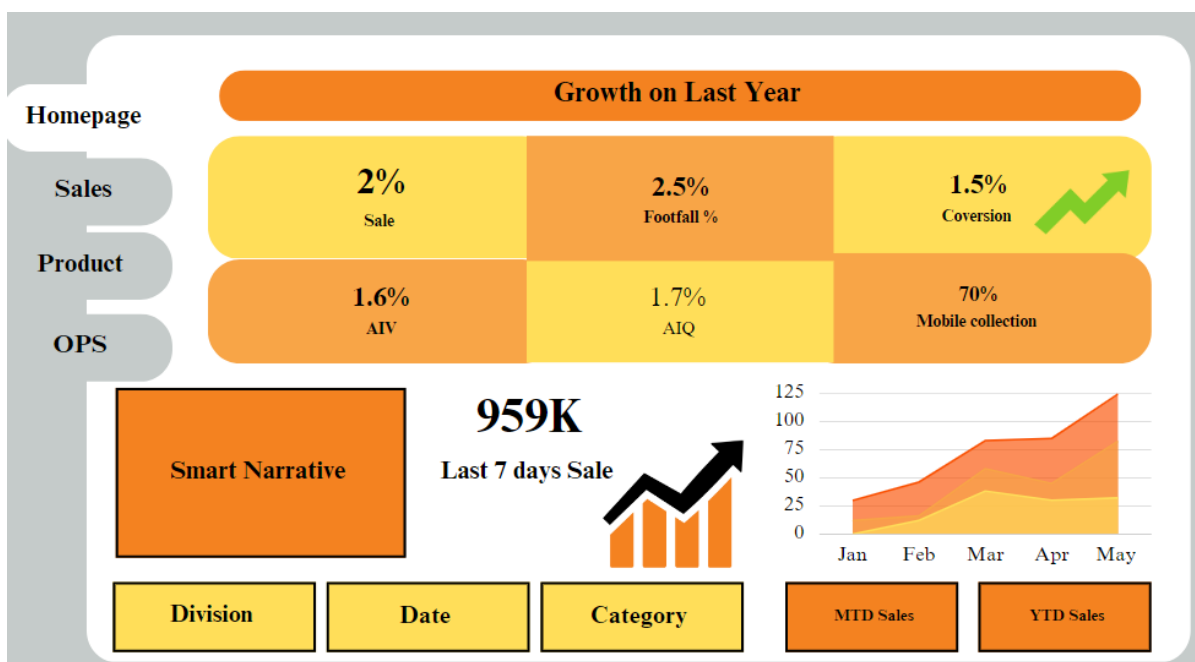


Figure: One of the UI mock-up samples I created

4.1.3. Technical Visualisation

After the SRS and UI mock-up is approved, the dashboard visualisation making starts. For that proper specific data need to be collected and arranged in an Excel file.

1. Generally, in Power BI for the real-time data, the data is pulled out from the SQL but since I was not in charge of coding so I had to arrange the data in an Excel file. Then the Excel file is extracted through the Power BI for input.
2. After the input is extracted 3 interfaces are opened in Power BI. 1st one is the **report view** where the dashboard will be made, 2nd one is the **data view** part where all the data from the Excel file are represented as different tables (more than one table can be extracted also) and the last one is the **model view** where the relationship between the tables is shown.
3. The table part and model part can be edited as per the requirements of the dashboard making.
4. After that using visualisation automation, data analysis expressions, and specific commands we can create columns, measures, and visualisations on the report-making interface.
5. More than one page of the dashboard report can be made and also bookmark navigation is made to go to each page easily.
6. To update data if the Excel file is updated then through the Refresh button in Power BI the data in the dashboard is also updated.

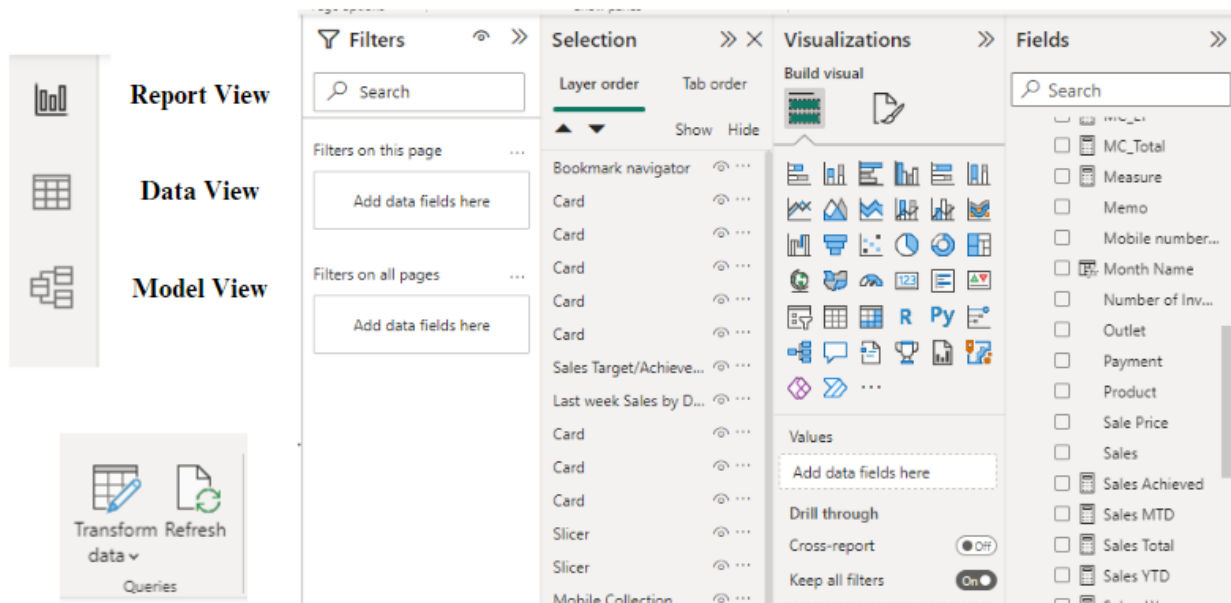


Figure: Features of Power BI



Figure: One of the Dashboards sample I created

4.1.4. Tools

The tools that I used during my internship period were Microsoft Excel, Microsoft Power BI, Microsoft Word, Microsoft PowerPoint and Canva.



4.2. Workplace Environment

I was amazed by the friendly work culture of Aarong. My entire team gave me support as I swiftly and easily adapted to the workplace. Even employees from other departments were also cooperative and helpful. This helped me to get a healthy workplace and my ability to concentrate helped me study more. I was satisfied with the work like the other employees of Aarong. I also observed that their employee turnover rate is very low. Aarong also encourages employees by arranging one picnic and different programs every year. Besides, every department has its own culture of having one dish party, outing, and different celebrations.

4.3. Challenges

The only challenge I faced was collecting reliable data for the dashboards. For making dashboards I had to collect departmental data for input. For confidentiality, proper data was not provided to me so I had to face difficulties while making dashboards. As for making dashboards the more proper data is provided the more proper visualisation is created.

4.4. Learnings

1. I learned workplace ethics, etiquette and manners, and professional communication.
2. I learned to use time efficiently, do proper teamwork, be cooperative with others and learn from them.
3. I learned to make an SRS which should be based on the user requirements and data availability. User requirements and data collection are very sensitive and important things that should be noted and done carefully as the whole project depends on these.
4. I learned it is important to take approval from the user about everything, even if an extra innovation is added from my side because ultimately the system will be used by them and so the system must be user-friendly to them.
5. I learned how to keep up with the user's expectations and professionally communicate with them on every point.
6. Apart from the main duties I also took a session on ChatGPT that had a huge audience at Aarong and the session was very successful.

4.5. Training and Field Visit

Apart from the assigned tasks and responsibilities, Aarong also provided 3 different training to me with certification.

1. Business Communication and Professionalism at Workplace
2. CV Writing and Interview Preparation
3. Microsoft Excel: Beginner to professional

Additionally, Aarong took the interns on a field trip to the Ayesha Abed Foundation in Manikgonj, where I learned about the entire back-end procedure of making a piece of cloth of Aarong from sample design approval to embroidery, block print etc.



CHAPTER: 5

ANALYSIS

5. Analysis

This section will assist us in comprehending the connection between the internship activities and the theoretical BTM courses. The reader will receive a summary of the entire experience and an understanding of the abilities needed to succeed in the competitive environment after thorough corporate, market, and professional level analysis.

5.1 Company Level Analysis

The shelves of Aarong, Bangladesh's top lifestyle brand, are lined with vibrant colours, sophisticated designs, and a variety of textures. However, the tale of how indigenous crafts, modern design, inventive marketing, and societal compliance norms came together to create this brand into what it now lies behind these handcrafted and attractive products. During my internship period, I have seen the ways to make Aarong the leading retail brand. Key features Aarong had been following all these years for an efficient output are mentioned below -

1. **Engagement:** All levels of staff within the organization must actively participate in the process. By including the employees, new ideas are generated and their commitment to the final strategy is strengthened. It is essential that employees take part in creating the organization's strategy and direction. The workforce's contribution guarantees their "buy-in" to help carry out the goals and provides a perception of obstacles, concerns as well as chances that might not have been fully appreciated or comprehended.
2. **Communication:** An organization's procedures are successful when top-down and bottom-up communication tactics are implemented. Through meetings, focus groups, questionnaires, etc., Employees at Aarong will offer comments on the method of strategic planning, including suggestions for the organization's future course. Senior management at Aarong would convey the strategic plan to employees in a top-down manner. They explain to every employee how their involvement will help these strategies get implemented successfully.
3. **Innovation:** The creation of new products and services, along with the reorganization of organizational structures, are all supported by Aarong. Women's maternity apparel is a new product that Aarong recently added to their section. They also begin offering cutting-edge services for internet buying. Aarong also introduced the sub-brands Taaga, Taaga Man, and HerStory, each of which combines a traditional element with elements of Western society. Their other subsidiary brand, Aarong Earth, also offers herbal skin care items from a conventional standpoint.

4. **Work Culture:** They have a very low employee turnover rate and happy employees because of the welcoming workplace environment. Everybody in Aarong has a particular and distinctive culture. If the workforce thinks that each modification must be aggressively implemented "from above," adjustment is hardly accepted. But, if a company's staff believes that modification is important and it's a duty, then adjustment and growth tends to happen very quickly. These characteristics sum up the ethos of Aarong, a company that consistently excels in its industry.

5.2 Market level analysis

During my 3 months internship period I observed their processes and strategies at a market level and understood why Aarong is known as the leading retail brand. Not only in Bangladesh, Aarong is also famous worldwide which represents the tradition of our Bangalee culture internationally. A few points to describe their strategies at a market level are mentioned below-

1. **Emphasis on empowering underprivileged countryside women:** Since its founding, BRAC has emphasised mostly on poor countryside women, offering them small amount of loans for businesses that generate money and enable them to take charge of their life while improving the quality of it for the people around them. Over 98% of BRAC's borrower population is now made up of women.
2. **Making a difference:** BRAC stands out from other development organisations due to the countrywide scope and impact of its antipoverty activities.
3. **Non-profit organizations and long-term economic viability:** BRAC oversee commercially run, businesses favourable to the poor that are effectively related to its enhancement in addition to its major objectives. These companies build the vital supply and demand connections required to boost labour and asset efficiency and reduce the risk for the disadvantaged. Along with fashion through Aarong, BRAC manages a wide range of companies. Additionally, the enterprises help the organization become more self-sufficient.
4. **Aarong's competitive business strategy:** Competition analysing integrates all pertinent sources of competitor data into a cohesive structure to assist efficient and effective strategy creation, execution, tracking, and correction. Aarong enjoys a competitive advantage over its competitors on almost all fronts. Few businesses have the funds to pursue an advantage like Aarong, similar to the traits, virtues, and inventiveness of Anjan's goods, Kay-Kraft, and the colour of Rang, Anjan's supplier.
5. **E-commerce Launching:** Aarong's most recent endeavour to give underprivileged Producers in remote regions is the inauguration of e-commerce. Aarong is a brand-new network of shops

in Bangladesh that now allows people to shop online. Customers will be able to examine every product and make immediate purchases every day of the week, 24 hours a day. Credit cards, Payment on delivery, and MFS (bkash) are included in payment options. Through courier services, the products will be delivered straight to any location inside the country and will shortly be available worldwide. Customers also have the option to swap or exchange the item to the closest store if they are unsatisfied. Developing an online shopping strategy gives Aarong a competitive edge over its rivals.

6. **Quality Control:** Aarong customers experience top-notch quality products for which although products are high in price, Aarong has its own loyal customers.

5.3 Professional level analysis

My professional life has been significantly impacted by this internship at Aarong. With every new environment at every organisation, I became more adaptable. My personal growth was also aided by this internship because I was exposed to the actual application of business functions that I had just read about.

5.3.1. Affecting my future career choices

The internship program's obvious goals are career advancement and skill and knowledge development. In addition to helping me achieve my goals, this internship has given me new insights into potential career possibilities.

1. I could learn the formal and professional collaborative approaches and communication and know about the organisational behaviour which affected my behaviour approaches.
2. I could have the idea of a work process that will help me to choose my career path.
3. My critical thinking has evolved as a result of the practical experience, as has the way I approach problem-solving.

5.3.2. Connection to academic understanding

I was able to connect my university knowledge throughout my internship with all of the activities and managerial jobs. I have seen the practical application of my knowledge and abilities when working with Aarong and Business Function Analysis, where I had to use my problem-solving, analytical, and critical thinking skills to address a specific issue. Here, I'll list a few things that were helpful to me in understanding work environments, cultures, and process management.

1. Business communication assisted in maintaining official channels of contact with the management of the company and supervisors, as well as the methods and procedures for conducting professional discussions of hypothetical situations and the business environment.
2. I was able to use the principles I learned about organisational behaviour to better understand how to interact with my co-workers at work, how to best align my lifestyle with organisational goals, and how to be adaptable in a new context.
3. The outcomes from Business Ethics and Leadership were very beneficial for managing the team effectively and taking part in a collaborative task.
4. The principles of project management have been useful to me in organising, planning, and putting into practice the techniques to improve project outcomes.
5. The fundamental understanding of System Analysis, Structured Query Language, Enterprise Resource Planning and Technology Management helped me become familiar with technology concepts, software systems, and improved user communication so that I could keep up with the advanced technology, my tasks, and the workplace.

CHAPTER: 6

**CONCLUSION &
RECOMMENDATIONS**

6. Conclusion and Recommendations

6.1 Conclusion

As a result of employing excellent marketing techniques, Aarong has become a well-known brand in Bangladesh. The organization combines both conventional and digital advertising efforts to connect with more consumers and increase awareness of their brand. Following an examination of the Aarong environment, the overall business environment, a description of the tasks I undertook during my internship, and the results, it is reasonable to draw the conclusion that Aarong has established market leadership through methodical process management and a productive organisational culture.

While I was working in Aarong's Information Technology Department, I had the chance to observe the internal workings of each department because it is connected to and dependent upon the other departments. This research has provided us with a framework for understanding both the procedures used by all of Aarong's departments and the demands and goals of its users.

In order to maintain its position in this industry, be able to operate efficiently over the long term, and be able to overcome any difficulties that may arise, Aarong must continue to develop its IT department as all other departments rely on the work process of this department at work.

6.2 Recommendations

1. Aarong needs to cut product prices to satisfy more customers.
2. Product design should incorporate more innovation at Aarong.
3. They should ensure the participation of all project-related staff.
4. Everyone working in a collaborative environment can solve problems more quickly and creatively. So, a collaborative environment should be encouraged.
5. Besides a welcoming and friendly workplace, Aarong needs to be more careful about providing employees with incentives like pay increases and increased prospects for promotion.
6. Aarong needs to use more automated processes at work to save time and pay more attention to technological innovation.

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