

Internship report on IT Procurement & Supply Chain Management of ACI Limited Consumer Brands



الجامعة الإسلامية للتكنولوجيا
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ORGANISATION OF ISLAMIC COOPERATION



submitted to

Islamic University of Technology

in partial fulfillment of the requirements for the degree of

BBA in Business and Technology Management (BTM)

Submitted by:

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

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ACI Limited

***ADVANCING
POSSIBILITIES***

This internship report is submitted to the Department of Business and Technology Management (BTM) at the Islamic University of Technology (IUT) for the course BTM 4800.

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Letter of Transmittal

S.M. Rakibul Anwar

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

Subject: Submission of “Internship report on IT Procurement & Supply Chain Management of ACI Limited consumer brands”

Dear Sir,

I hereby submit the Internship report titled “Internship report on IT Procurement & Supply Chain Management of ACI Limited consumer brands” which is a part of the internship program. It was a great achievement on my part to work under your direct guidance.

While writing this report, I did my best to portray the state of the business and to think back on my own experiences working there. Working at ACI Limited has given me the chance to learn a lot about the corporate supply chain field and to develop personally. Working there and writing this report under your direction was a wonderful experience.

If you would kindly accept my report and offer me any kind of professional advice or feedback you may have, I would be forever obliged.

Sincerely yours,

Fairooz Raisa Nisa

ID: 180061122

Declaration

I, Fairouz Raisa Nisa, a student at the Islamic University of Technology's Department of Business and Technology Management, thus declare that I, with the help of my supervisor, Mr. S. M. Rakibul Anwar, Assistant Professor, BTM, completed this report on ACI Limited on my own. I didn't knowingly violate any copyright. As far as I can tell, the work is genuine. I hereby also declare that the report was not submitted to any other organization or person in order to get a certificate of any kind.

Student's Full Name & Signature:

Fairooz Raisa Nisa

ID: 180061122

Department of Business and Technology Management

Islamic University of Technology

Supervisor's Full Name & Signature:

S.M. Rakibul Anwar

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

Acknowledgement

The arduous work and assistance of numerous people led to the completion of this report. I owe them all a debt of gratitude for giving me the guidance and encouragement I needed to finish my report. First of all, I would like to thank Allah for giving me the capacity to do so, the patience, and the fortitude to carry out my duties as an intern at ACI Limited, the subject of this report.

Second, I want to thank Mr. S.M. Rakibul Anwar, an assistant professor in the department of business and technology management, for his constant support and guidance during my internship. Despite having an intense schedule, Sir managed to help me draft my report and was really patient with me. I also want to express my gratitude to the entire BTM department for their tireless efforts in making the internship program successful for myself and my fellow students. They were in charge of making sure that theoretical understanding and practical company experience could coexist.

Thirdly, I would like to express my gratitude to my company advisor, Mr. Foisal Ahamed, Deputy Manager, Commercial, for how he guided me and made me feel at ease throughout my internship at ACI Limited.

Finally, I want to express my gratitude to my family for helping me stay resilient and healthy throughout the entire time. I want to express my gratitude to my employees for their encouragement, advice, and useful recommendations. I must also highlight the warm and encouraging environment, which helped me get over many obstacles.

Executive Summary

This report is an essential component of the Internship 4800 course for the eighth semester. It shares the experiences of a three-month internship at ACI Limited, a multifaceted Bangladeshi conglomerate, in the Commercial department. The report examines and evaluates the operation of the supply chain in the company, as well as the company's procurement procedure. It also gives insight into the expertise and daily routines required for each position, as well as the opportunity to try out the tasks for themselves. ACI Ltd. is a pharmaceutical, consumer goods, and animal health care company with divisions such as Automobiles, Pure Flour, Retail Chain, Salt, Foods, Premiaflex Plastics, Animal Health, Consumer Brands, Crop Care & Public Health, Pharmaceuticals, and Health Care.

The internship report was written to gain a solid understanding of ACI Limited's supply chain process and how it helps the company achieve its goals. The report is a crucial component of BTM department students' knowledge development and provides a clear overview of the company, its commercial division, and the sector in which it competes. Limitations included the fact that the company's knowledge and understanding could not be fully realized in three months.

ACI provided me with essential experience, technical skills, interpersonal skills, and personal growth. I learned about the company culture, way of life, issues, etc., and gained confidence in my communication and negotiating skills.

Chapter One:

Introduction

1.Introduction

This report is an essential component of the Internship 4800 course for the eighth semester. This report's purpose is to share my experiences while working for the FMCG company Advanced Chemical Industries Limited. This 9-credit internship course is essential for Business and Technology Management Department students in their final semester. Therefore, it is crucial for me to complete my graduation successfully. I've already fulfilled this criterion by doing a three-month internship with ACI Limited, a multifaceted Bangladeshi conglomerate, in the Commercial department.

The value of internships as a means of enhancing our education and safeguarding our future work is growing. They give us valuable insight into what it's like to work for a living, into how our chosen industry operates and what it takes to succeed, and they can show a prospective employer that we are sincere in our desire to be a successful employee. My three-month internship at ACI Limited will remain with me forever.

I'll go through the objective of the study and the range of the work done during the internship time in this section. I'll be examining and evaluating the operation of the supply chain in my company. On the basis of the data I have acquired and that has been disclosed to me, the company's procurement procedure will also be discussed, to the extent that is practical.

I was exposed to the inner workings of the supply chain during this internship, specifically the IT procurement sector. They gave me a sense of the particular expertise and daily routines required for each position. I had the benefit of seeing skilled people perform tasks that I would have otherwise had to read about and I also had the chance to try out the tasks for myself.

My duties and obligations as an intern, the commercial department of the company I worked for, and an analysis of the lessons I acquired along the way will all be highlighted

in the report. The program helped me in a lot of ways. My introduction to the corporate world through the program laid the groundwork for my future learning and development. I think that this experience will always be a stepping stone for me in the business world. I think this will be a great chance for my department colleagues who will come after me to learn on the job and get ready for a career in business.

1.1 Background of the report

Pharmaceuticals, consumer goods, and products for animal health care are all made by ACI Ltd. This organization operates through several divisions, including Automobiles, Pure Flour, Retail Chain, Salt, Foods, Premiaflex Plastics, Animal Health, Consumer Brands, Crop Care & Public Health, Pharmaceuticals, and Health Care. Its Pharmaceuticals division is responsible for sourcing, manufacturing, distributing, and promoting pharmaceutical and healthcare products in both local and international markets. The veterinary and fishery items are included in the animal health section. The manufacturing, marketing, and sales of consumer goods are the primary objectives of the Consumer Brands segment. Items for crop protection are available in the Crop Care & Public Health sector. Agricultural equipment is included in the Motors section. The milling, processing, packing, and marketing of items made from wheat flour are all included in the Pure Flour category. The purpose of the Retail Chain section is to enable customers to shop in a self-service fashion today. Vacuum evaporated free flow iodized salt is the subject of the Salt section. Spices and snack foods are among the several food items in the Foods section. The category for Premiaflex Plastics is dedicated to plastic goods. Pharmaceutical products for regulated markets, particularly for the United States, are the main focus of the HealthCare division. The company's headquarters are in Dhaka, Bangladesh, and it was established on January 24, 1973. (ACI_Ltd, n.d.)

1.2 Origin of the report

The internship program at the Islamic University of Technology serves as an essential for Business and Technology Management undergraduate students to finish their degrees. The

main objective of this program is to acquaint the first group of BTM department graduates with the corporate world and the employment market. The objective of the BTM department is to introduce students to the real world of work. The internship program was created to give students the opportunity to apply their knowledge of business theory to real-world situations and obtain professional experience because they are already familiar with the theoretical principles of the business world. Applying theoretical knowledge to concepts and experiences from the real world is the real challenge here.

1.3 Main purpose of the internship program

The main goal of the internship program will be covered in this section. I list the primary goals below:

- Acquire experience in a real-world business environment.
- The employment market must be made accessible to students.
- Link experience and theory.
- Sort out the specifics of the job description.
- Fulfilling the criteria for the BBA program.

The three-month internship at ACI Limited produced the report, which was created in accordance with the demands of the University's Business and Technology Department. It includes details about the business, its goods, and the market that it serves.

1.4 Objective of the internship report

General Objectives: The major purpose of the three-month internship was to obtain a solid grasp of ACI Limited's supply chain process and how it helps the company to accomplish its goals. The course can be thought of as an introduction to business for undergraduate students. The activities I engaged in during my internship are detailed in this report. This report's goal is to show that I understand the work that was done and the experiences I had while participating in the internship program. In order to assess my learning yield within the organization, it compares my activities and learning.

Specific Objectives:

- Describe my obligations and tasks as an intern.
- To portray the business's general state and position in the domestic markets.
- Learning more about the E-commerce sector's general operational procedures.

1.5 Methodology Used & Data Source

Primary and secondary sources of information and perspective were used in the preparation of this internship report.

Primary Sources:

The study spends a significant amount of time explaining the information obtained through primary research. Face-to-face talks with the company's employees and workers provided the majority of the key insights and components highlighted.

Additional Sources:

- Official corporate workers,
- my internship diary, and the notes I took during that time are the information sources.

Secondary Sources:

Although primary research accounts for the majority of this report, secondary sources provided a sizable portion of the data that was presented in the report. Multiple sources were utilized in my report as supplemental sources of data.

Principal resources:

- the company website.
- Google is a search engine.
- Academic papers on the e-commerce sector.

1.6 Significance

This document offers a clear and informative overview of the company, ACI Limited's commercial division, and the sector in which it competes. It gives particular facts regarding the company's performance in the regional marketplaces and largely concentrates on the viewpoint of the employees. The supply chain and IT procurement activities of a varied company in Bangladesh are discussed in this study to inform readers. This report is a crucial component of the BTM department students' knowledge development. Understanding the possible benefits of industry experience will be made easier with its aid.

1.7 Limitations

Despite a few restrictions, I have tried to maximize this opportunity.

- Limitations include the fact that the company's knowledge and understanding could not be fully realized in three months.
- Due to an agreement, this internship report was unable to include a lot of business information.

Although primary research makes up the majority of this report, secondary sources also contributed significantly to the information that was presented. For my report, a number of sources were considered as secondary sources of data.

Chapter Two:

Company

Overview

2. Company Overview

In this chapter I have discussed the company history, mission, vision, goals, values, organizational structure, operating sectors, customer segment, SWOT analysis, Porter's five forces analysis and PESTLE analysis of ACI Limited.

2.1 Brief history of the company:

ACI was founded in East Pakistan in 1968 as a subsidiary of Imperial Chemical Industries (ICI). Following Bangladesh's independence, the firm was founded as a public limited company on January 24, 1973, and its shares were initially traded on the Dhaka Stock Exchange in December 1976. ICI became Advanced Chemical Industries Limited in 1992 when local management purchased 70% of the company's shares. ACI made its debut on the Chittagong Stock Exchange in October 1995 as well. ACI Limited is a significant and diverse company with listings on the Chittagong Stock Exchange (CSE: ACI) and the Dhaka Stock Exchange (DSE: ACI). It is based in Bangladesh. The company was established in 1968 as ICI India Ltd. by Imperial Chemical Industries (ICI) Plc, a British multinational corporation. In 1975, upon Bangladesh's independence, the company changed its name to ICI Bangladesh Manufacturers Limited. In 1992, ICI Plc sold 70% of its interests in ICI Bangladesh Manufacturers Ltd. to local investors, changing the company's name to Advanced Chemical Industries (ACI) Limited. The business has maintained operations in the region ever since. (ISLAM, 2022)

The official website of ACI Limited is <https://www.aci-bd.com/>

2.2 Mission & Vision of ACI Limited:

The mission statement and vision of ACI Limited are as follows-

2.2.1 Mission:

The mission of ACI is to improve people's quality of life via ethical use of knowledge, technology, and abilities. For the ultimate pleasure of its clients, ACI is dedicated to providing top-quality products, cutting-edge techniques, and worker empowerment. (ACI_Ltd, n.d.)

2.2.2 Vision:

To realize the Mission, ACI will:

- be the market leader in each of our business sectors by offering clients high-caliber, cost-effective goods and services.
- We'll increase the size of our staff by recognizing creativity and empowering employees.
- Encourage a culture of learning and development. high levels of production across all of our endeavors through efficient resource management and technological advancement.
- To encourage equal growth, encourage efficiency among our distributors and suppliers.
- Leverage our core competencies to ensure superior return on investment through smart use of resources and efficient operations. (ACI_Ltd, n.d.)

2.2.3 Goal:

To be an ethical business that adds value for all of its stakeholders, including clients, staff, shareholders, and the community at large. The business seeks to be a leader in its industries and contribute to the social and economic growth of Bangladesh. It is dedicated to sustainable business methods, social responsibility, and ethical behavior. (ACI_Ltd, n.d.)

2.3 Values of ACI Limited:

ACI Limited is a multifaceted conglomerate with headquarters in Bangladesh. Its mission is to be a top supplier of high-quality goods and services to its clients and to support Bangladesh's economic growth. ACI Limited has a diverse range of commercial ventures, including those in retail, consumer products, agricultural, and medicines.

ACI Limited, a diverse Bangladeshi conglomerate, bases its decisions and actions on a set of guiding principles. These values consist of:

- **Quality:** ACI Limited is dedicated to providing its clients with top-notch goods and services. To ensure that its goods meet the highest standards, the company has included quality control methods into every aspect of its operations.
- **Customer focus:** ACI Limited places a strong emphasis on its clients' demands and interests. The company often conducts surveys and research to better understand consumer needs and expectations so that it can produce goods and services that meet those needs.
- **Fairness:** In all of its contacts with stakeholders, ACI Limited actively promotes the principles of justice and fairness. The organization has put rules and procedures in place to make sure that its partners, suppliers, customers, and employees are treated fairly.
- **Transparency:** Transparency and openness are hallmarks of ACI Limited's business practices. The business informs stakeholders in a timely and effective manner about its policies and choices, and it does so in a clear and accurate manner.
- **Innovation:** To stay ahead of the curve and satisfy changing consumer expectations, ACI Limited promotes a culture of innovation and creativity. The business makes investments in R&D and encourages staff to come up with fresh concepts and solutions.
- **Continuous Improvement:** ACI Limited is dedicated to constant development and works to raise standards of performance across all facets of its business. The business routinely evaluates its systems, practices, and processes and makes adjustments as needed to maximize effectiveness and efficiency. (ACI_Ltd, n.d.)

These six basic principles form the foundation of ACI Limited's business practices and aid in building a solid corporate culture that places a high emphasis on moral conduct, client satisfaction, and sustainable growth.

2.4 Organizational Structure:

Advanced Chemical Industries (ACI) Limited is a renowned corporation in Bangladesh that has a track record of collaborating with other nations. Two key divisions make up the organization. Those are- Business Functions and Support Functions.

Business Functions: Business functions consist of three different departments. They are- Sales department, Marketing department and Distribution Unit. The sales, marketing, and

distribution divisions at ACI Limited collaborate to create income, market the company's goods, and provide customers with them. To ensure that the company's products are effectively advertised, sales goals are met, and consumers are happy with the goods and services they receive, the divisions work closely together.

1. Sales: ACI Limited's sales division is in charge of making money by bringing in clients for the business's goods. Sales agents are employed by the department and are in charge of cultivating client relationships, spotting sales possibilities, and closing deals. In order to build sales strategies and plans that are consistent with the overall aims and objectives of the business, the sales team collaborates closely with the marketing division.

2. Marketing: At ACI Limited, the marketing division is in charge of getting people to buy the company's products. Marketing experts are employed by the department, and they are in charge of coming up with marketing plans, making advertisements, and maintaining the company's reputation. To create sales strategies and plans that are in accordance with the overall aims and objectives of the business, the marketing team collaborates closely with the sales department.

3. Distribution: Delivering the goods to customers is the responsibility of ACI Limited's distribution division. The division is in charge of overseeing a network of merchants and distributors that distribute the firm's goods to final consumers. The distribution team is in charge of controlling inventory, organizing logistics, and guaranteeing prompt product delivery to clients.

Support Functions: In order for ACI Limited to operate effectively and efficiently, the support functions are essential. They make sure that the company's finances are handled correctly, that its technical infrastructure is secure and reliable, that it conforms with legal and regulatory standards, and that both its internal and external communications are managed efficiently. They also make sure that the company's staff is effectively managed. There are five supporting functions in ACI Limited, these are-

1. HR: In order to create business excellence through enthusiastic and dedicated people, ACI HR works toward a vision of encouraging innovation, productivity, and creativity at work. Our opinion is that the company's human capital is its most important

resource. We determine the training requirements and provide the necessary training in order to enhance the knowledge and abilities of our human resources. Meetings are routinely organized to foster teamwork and thought leadership. We provide a welcoming workplace where individuals can realize their full potential and performance-based career growth. Upholding each person's dignity is of the utmost significance in our value-based culture. We believe in empowerment and delegation. In an effort to promote stronger comradery among the workers, we regularly conduct social events like Family Day, cricket contests, badminton competitions, etc. For succession planning, manpower planning, and recruitment & selection, we apply modern HR policies and methods. We mix qualitative criteria with the Balanced Scorecard to evaluate performance. We have attractive insurance for car loans, gratuities, provident funds, and hospitalization. At various times during the year, we offer a workers' profit participation fund, festival bonus, leave fare help, performance bonus, and festival bonus. ACI is a place where one may grow, learn, and do their part to improve people's quality of life.

2. Finance & Planning: ACI Finance and Planning is the company's brain. ACI Finance and Planning is the hub of all financial and accounting services because of its organizational structure. oversees all accounting and financial activities for ACI Limited and all of its subsidiaries in order to further the goals and objectives of the Group. Company expansion, general accounting, taxation, risk and insurance management, cost accounting, credit management, and outstanding account management are some of the main areas of attention. ACI Finance is the first to introduce and practice modern financial technologies, including e-banking, integrated accounting systems, and improved foreign exchange management such as hedging and derivatives. The corporate brains are in the ACI Finance and Planning Department. The organizational structure makes ACI Finance and Planning the core of all finance and accounting services. Manages all financial and accounting functions of ACI Limited as well as all of its subsidiaries in support of the group's mission and vision. Major areas of focus include business growth, general accounting, tax, risk and insurance management, costing, credit management, and revenue management. Modern financial technologies including electronic finance, integrated accounting systems, derivative products, and bettering foreign exchange management through hedging are being introduced and used for the first time by ACI Finance.

3. Commercial Department: ACI's Commercial Division is one of the organization's most important functional units and is responsible for supply chain operations. To keep everything running smoothly, the department's dedicated and hardworking staff maintains effective liaison with clients at national and global levels. The Commercial Department constantly negotiates the lowest pricing for the goods we buy, resulting in significant cost savings for the business. It provides unrivaled professionalism and knowledge across all of ACI's commercial endeavors.

4. MIS: The ACI MIS department is responsible for the company's comprehensive IT assistance. This division oversees the efficient running of business databases relating to sales and inventory, hardware troubleshooting, and software. Software developers and knowledgeable programmers make up the MIS section. To aid in making wise decisions, MIS offers management specialized reports and data analysis.

5. Training: The main goal of ACI's training activities is to increase the workforce's bandwidth while also enhancing its human capital. We can succeed by identifying the knowledge and skill sets needed to overcome current and future obstacles and leveraging creativity, agility, flexibility, skill diversity and IT skills to succeed. We build a variety of programs to learn naturally. We conduct competency management programs, survey the external environment of equivalent industry standards, and benchmark best practices to provide first-class service to our valued customers. The strategic aim of developing excellence in the delivery of personalized services that satisfy the constantly shifting requirements of talent development is being attained through an extensive and haphazardly organized coordinated effort. In order to make us proud members of a learning organization, we develop a strategic learning roadmap that includes specialized learning initiatives for each of our employee clusters inside the business divisions. To optimize returns on investments in human development, we employ the finest technology-based modules, practices, infrastructure, internal faculty/trainers, and external faculty/trainers. The company's Training Department designs, produces, and delivers activities that are integrated with ACI's corporate values. (ACI_Ltd, n.d.)

2.4.1 Operating Sectors:

ACI Ltd. has consistently expanded its product range and diversified its business since its establishment. The company has regularly introduced new products and ventured into new markets, especially after the divestment in 1992. At present, ACI Ltd. operates in four key strategic business units (SBUs). The SBUs are described below:

1. ACI Pharmaceuticals: Over the past thirty years, ACI Pharma has achieved considerable success in Bangladesh, becoming one of the leading pharmaceutical companies in the country and providing employment opportunities for over 5,000 individuals throughout the nation. The company is committed to enhancing the health and wellbeing of the Bangladeshi population by introducing a range of innovative and dependable pharmaceutical products.
2. ACI Consumer Brands: ACI entered this particular business segment in 1995 with just two brands - ACI Aerosol and Savlon. These brands quickly gained a strong foothold in the market. ACI continued to expand its product offerings in this segment by importing products from overseas and producing goods locally. Today, ACI is involved in a wide range of businesses, including toiletries, home care, hygiene, electronics, electricals, mobile phones, salt, flour, food products, rice, tea, edible oil, paints, and more, catering to the everyday needs of consumers.
3. ACI Agribusinesses: ACI Agribusiness was established in 1992 with a clear goal of promoting agricultural development in Bangladesh and fostering prosperity. Today, it is the largest agriculture integrator in the country, offering services that encompass livestock, farm mechanization, fisheries, infrastructure development, and motorcycles.
4. ACI Retail Chain: ACI Logistics Limited is the company that owns "Shwapno," the biggest retail chain in the nation. For the purpose of achieving its "Seed to Shelf" objective of establishing a direct relationship between farmers and customers, the firm joined the retail chain industry with Shwapno in 2008. Shwapno currently rules the market with 130 stores across the nation. (Wilton, 2022)

2.4.2 Products and Services produced

Subsidiary and other companies of ACI Ltd.:

- ACI Formulations Ltd.: ACI Formulations Ltd. was established as a private limited company on October 29, 1995. It became a public limited company on May 4, 2005, and on October 30, 2008, it was listed on the Chittagong Stock Exchange (CSE) and the Dhaka Stock Exchange (DSE). The company's top focuses are the production and commercialization of various agrochemicals and consumer goods. The majority of the products sold by the company are produced by ACI Formulations Ltd., with the exception of the Pharmaceutical Division.
- ACI Salt Limited: On June 13, 2004, the company was established as a privately held corporation under the Companies Act of 1994. The primary function of the business is the production and sale of branded edible salt.
- ACI Pure Flour Limited: On August 29, 2006, the company was set up as a company that was privately owned under the Companies Act of 1994. The company's primary objectives are to manufacture, process, pack, and market goods derived from lentils and wheat flour.
- ACI Agrolink Limited: The business was incorporated as a sole proprietorship under the provisions of the Companies Act of 1994 on July 4, 2006. Production, formulation, and packaging of insecticides, fertilizers, plant nutrients, animal feed, and other dietary supplements are the company's main objectives. Additionally, the business processes shrimp for export.
- ACI Motors Limited: On the eleventh of November 2007, the company was established as a company that is privately owned under the provisions of the Companies Act of 1994. The primary objectives of the business are to purchase, market, import, and construct automobiles for both used for agriculture and non-agricultural purposes, as well as different agricultural machinery. The company also provides spare parts and maintenance services for many vehicles and equipment. The company is authorized to advertise and sell bicycles and components under the Yamaha brand in Bangladesh thanks to a sales agreement with Yamaha Motors Private Limited in India. The company has a

manufacturing plant and an assembly plant for Yamaha motorcycles in Rajabari, Gazipur, both of which are starting operations. May 2019.

- ACI Foods Limited: The business was incorporated as a privately owned corporation under the Companies Act of 1994 on September 14, 2006. The manufacturing, processing, and sale of numerous food items, including the milling and processing of rice, spices, and other types of snacks, are the main objectives of the company.
- Creative Communication Limited: was incorporated on September 2, 2007, as a sole proprietorship corporation, in accordance with the provisions of the Companies Act of 1994. One of the company's key functions is to provide a variety of clients with media solutions along with associated services. In order to provide these services, television commercial production and other relevant advertising and marketing tasks are required.
- Premiaflex Plastics Limited: The business was incorporated as a sole proprietorship under the provisions of the Companies Act of 1994 on June 11, 2007. The production and sale of plastic items, flexible printing, and other services connected to plastic and flexible printing are among the main objectives of the company. On December 1, 2008, the company started producing in a commercial capacity. The business is dedicated to providing its clients with high-quality plastic items, and it has a Consumer Plastics production facility that makes plastic household goods.
- ACI Logistics Limited: On the nineteenth of April 2008, the company was set up as a privately held corporation under the legislation known as the Companies Act of 1994. To increase marketing efficacy and provide clients with a modern self-service shopping experience, the company's major objective is to open retail sites across the country.
- ACI Edible Oils Limited: According to the Companies Act of 1994, the firm was incorporated as a limited liability company on December 13, 2010. Producing and distributing different edible oils, including unrefined and refined varieties, edible fats, food-grade chemicals, cleaning products, preservatives, and other analogous dietary supplements are the company's main goals.
- Infolytx Bangladesh Limited: ACI Limited, which controls 60% of the business, founded the privately owned Infolytx Bangladesh Limited on July 23, 2015. The business was established in Bangladesh, and its registered address is 245, Tejgaon I/A, Dhaka. Its

main objective is to provide a wide variety of software goods and services while leveraging cutting-edge technology to build computer software.

- ACI HealthCare Limited: In compliance with the legislation known as the Companies Act of 1994, the business became a publicly traded firm on February 18, 2013. Producing and marketing pharmaceutical products that abide by legal standards in different markets is its main priority.
- ACI Chemicals Limited: In accordance with the laws of the Corporations Act of 1994, the business was incorporated as a private limited liability company on November 26, 2013. Its main objective is to represent both foreign and local principals and to promote and advertise their goods and services. The business also provides indenting services on behalf of all of these principals.
- ACI Biotech Limited: According to the Companies Act of 1994, the firm was established on December 13, 2010, as a limited liability company. Manufacturing and distributing various edible oils, including refined and unrefined varieties, edible fats, food-grade chemicals, cleaning solutions, preservatives, and similar dietary supplements are the company's primary objectives.
- ACI Marine and Riverine Technologies Limited: Privately held ACI Marine and Riverine Technologies Limited was established on December 19, 2019, as a division of ACI Limited. 77% of the firm is owned by ACI Limited. The company is incorporated in Bangladesh and has its registered office located at 245, Tejgaon I/A, Dhaka. Its primary objective is to engage in various businesses related to shipping, ship engineering, and other associated areas. (Wilton, 2022)
- Joint Venture and Associate Companies of ACI:
 - Asian Consumer Care Pvt. Ltd. (Assoc.)
 - Tetley ACI (Bangladesh) Ltd.
 - ACI CO-RO Bangladesh Ltd.
 - ACI Godrej Agrovat Pvt. Ltd
 - Stochastic Logic Ltd. (Assoc.) (Wilton, 2022)

2.5 Customers (manufacturers, end-users, retailers etc.)

ACI Limited Bangladesh has a diverse portfolio of industries it operates in, such as pharmaceuticals, consumer goods, and agriculture. Its customer base is composed of end-users, retailers, wholesalers, and distributors. ACI serves healthcare providers, hospitals, clinics, pharmacies, and patients in the pharmaceutical industry. In the consumer goods industry, the company's customers include supermarkets, hypermarkets, convenience stores, and online retailers. ACI's customers in the agriculture industry include farmers, dealers, and distributors. (Haque, 2019)

Pharmaceuticals	Consumer Brands	Agribusiness	Retail
Patients, hospitals, clinics, Healthcare providers	Consumers, households, businesses	Farmers & agribusinesses	Consumers & households
ACI Pharmaceuticals	ACI Consumer Brands	ACI Agribusiness	ACI Consumer Brands and other third part manufacturers
Patients	Consumers, households, businesses	Farmers	Consumers & households
Pharmacies, drugstores	Supermarkets, grocery stores & other retail outlets	Agricultural supply stores & cooperatives	Shwapno Retail Chain

Table 2.1: Customers, manufacturers, end-users and retailers of ACI Limited

2.6 Business beyond the border

ACI Limited Bangladesh's main operations are based in Bangladesh. Nevertheless, the company has also expanded its operations in select countries across Asia and Africa, such as Sri Lanka, Myanmar, Vietnam, Indonesia, Kenya, Tanzania, and Uganda.

2.7 An organization chart of the company, along with information on the number of employees

British multinational Imperial Chemical Industries established a branch in what was then East Pakistan, which was later transformed into ICI Bangladesh Manufacturers Limited, a corporation, following freedom. In 1992, Advanced Chemical Industries (ACI) Limited was established after ICI sold its investment in Bangladesh to the management. One of the biggest corporations in Bangladesh with a history of doing business abroad, Advanced Chemical Industries (ACI) Limited, operates through four diverse key business units all over the country. ACI Pharmaceuticals is committed to enhancing the health of Bangladeshi citizens by introducing cutting-edge and dependable pharmaceutical goods.

ACI Limited Bangladesh follows a hierarchical organizational structure. The Board of Directors sits at the top, with the CEO and the Executive Committee following closely. The company's operations are divided into five business divisions, namely Pharmaceuticals, Consumer Brands, Agribusiness, Animal Health, and Retail Chain. Each division is led by a General Manager who reports to the CEO. ACI Limited Bangladesh has an estimated workforce of 15,000 employees as of December 2021.

Key figures:

Chairman: Anis Ud Dowla

Managing Director: Arif Dowla

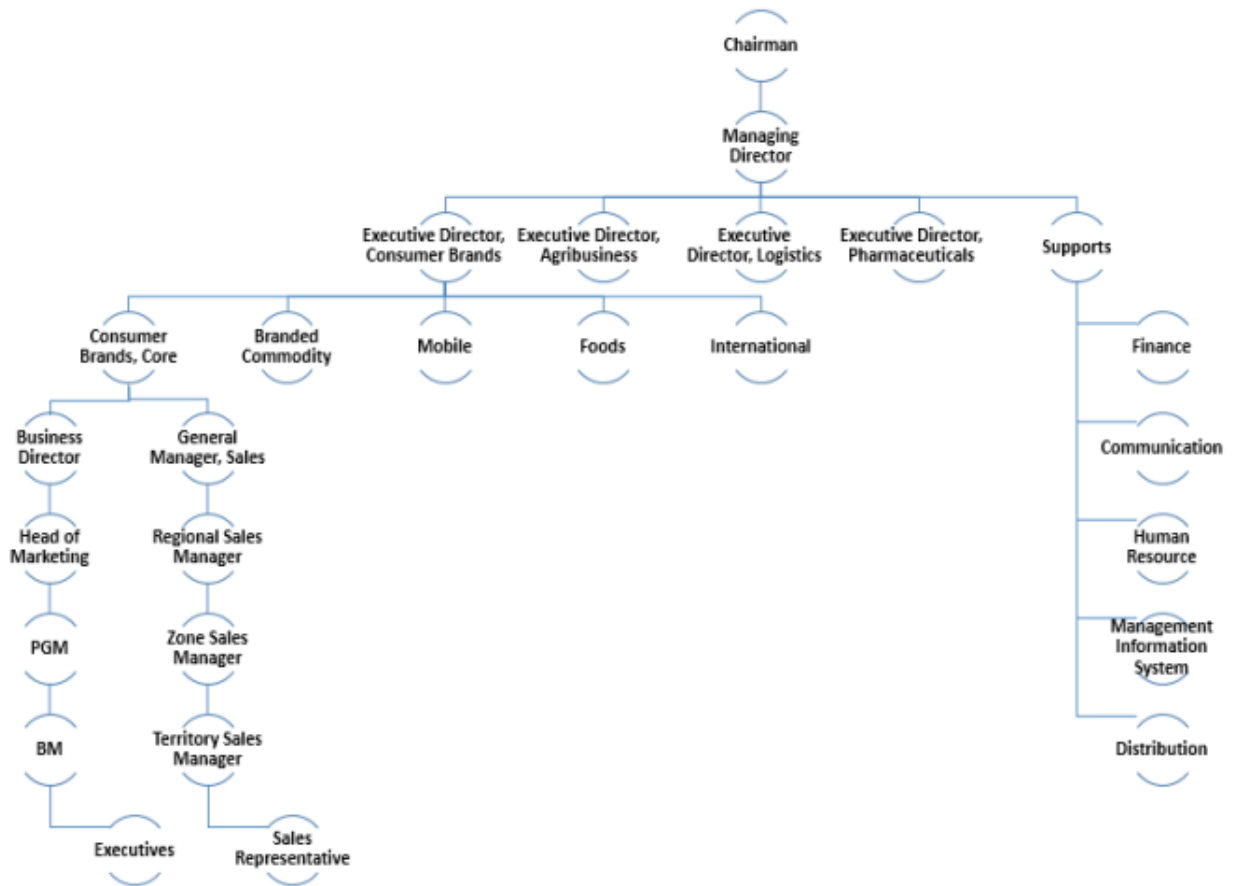


Figure 2.1: An organogram of ACI Limited

2.8 SWOT Analysis

In Bangladesh, a prominent conglomerate called ACI Limited works in a variety of industries, including pharmaceuticals, consumer goods, agriculture, and real estate development. Here is the SWOT analysis for ACI Limited:

1. Strengths:

- **Business Portfolio Diversification:** ACI Limited has a stable, diverse business portfolio that helps to reduce the risk exposure of the company. The company has reduced the volatility of their portfolio over time by selling shares and some other measures.
- **Strong Brand Reputation:** ACI has successfully established its name and its brand in Bangladesh. From the capital city to the urban undeveloped villages everyone knows the organization and its products. When people think of buying salt, ACI Pure Salt is the name

that come to their minds first. Similarly, Yamaha Motors has become a synonym for motorbikes and similar services.

- **Wide Distribution Network:** The company's nationwide, extensive distribution network allows it to reach a sizable customer base. ACI Limited has a support division named Distribution unit, that works for the betterment of their supply chain and operational processes.
- **Innovation-focused company:** ACI Limited is renowned for its emphasis on innovation and has a sizable research and development unit to support its numerous businesses. Their research and development unit works hard to analyze their business strategies, markets, suppliers, customers and rivals.
- **Stable Financial Position:** The ability to invest in growth opportunities and weather slumps in the economy is made possible by ACI Limited's solid financial position.

2. Weaknesses:

- **Minimal Global Presence:** ACI low's growth potential is constrained by its low exposure to international markets. Its products are only accessible to a few Asian countries.
- **Dependence on Local Market:** Since Bangladesh is the primary market for ACI Limited's operations, the political and economic environment of that country may have an impact on the company. Although, they purchase raw materials for quite a few businesses from some different foreign vendors, the supplier market is still very limited and congested
- **Concentration of Revenue:** The company depends heavily on a small number of economic sectors, making it susceptible to fluctuations in those markets. Most of their revenues are generated from market leaders like ACI Pure Salt, ACI Formulations and ACI Motors, which can be alarming for their business in times of economic unrests or recessions.

3. Opportunities:

- **Domestic Market Expansion:** By boosting up operations and concentrating on new customer categories, ACI Limited can benefit from the Bangladeshi domestic market's growth.

- **International Market Expansion:** In order to diversify its revenue streams, ACI Limited may increase its global footprint and look into new markets outside of Bangladesh.
- **Mergers and acquisitions:** In order to expand its operations and strengthen its position in the market, ACI Limited may consider mergers and acquisitions.
- **R&D Investment:** ACI Limited can expand its R&D spending to boost production and enhance its present product line.

4. Threats:

- **Competition:** Both domestic and foreign enterprises pose a serious threat to ACI Limited's multiple business divisions. For instance, ACI Female Hygiene products are market follower of their sector and they continuously have to work hard to find their ways to level up in their business or sometimes just to stay in the same position.
- **Economic Uncertainty:** The company is vulnerable to financial instability, which could affect consumer spending and product demand. The recent cost of living crisis, tightening financial conditions, Russia's invasion of Ukraine, and the lingering Covid-19 pandemic all have heavily affected the company's economic outlook.
- **Changes in rules and government policies** could have a big influence on ACI Limited's operations as a corporation and profitability.
- **Increased Costs:** ACI Limited may experience an increase in labor, supply, and manufacturing costs, which might affect its profit margins. (Tuba, 2016)

2.9 Porter's Five Forces Analysis:

Porter's Five Forces analysis provides a framework for assessing an industry's competitive environment. Following is how ACI Limited was analyzed using Porter's Five Forces:

- **Threat of new entrants: LOW**

There is no threat from new rivals because the markets where ACI Limited competes have substantial entry barriers. For instance, the pharmaceutical industry must make significant investments in R&D, compliance with regulations, and production capability, which may deter new competitors.

- Bargaining power of supplier: MEDIUM

ACI Limited operates in a number of industries and relies on suppliers as its main source for inputs such as raw materials. The bargaining strength of suppliers is moderate since ACI Limited could only have a limited number of possibilities for specific inputs. However, ACI Limited has the choice of vertically integrating its supply chain or buying from a variety of suppliers.

- Bargaining power of buyer: HIGH

In the markets where ACI Limited conducts business, buyers possess considerable negotiating power. Customers have several options for similar products in the consumer goods industry, for instance, and they may swiftly switch to competitors if they are dissatisfied with ACI Limited's selection.

- Threats of substitute: HIGH

For ACI Limited, especially in the consumer goods sector, the threat of replacements is significant. Customers can readily switch to alternative goods or brands that have comparable features or are less expensive.

- Competitive rivalry: HIGH

In the markets in which it competes, ACI Limited encounters fierce competition. For instance, it competes with both domestic and foreign businesses in the pharmaceutical industry. It faces competition from national and international brands in the consumer goods sector. High levels of competition put pressure on ACI Limited to distinguish its goods and services. (Tuba, 2016)



Figure 2.2: Porter's 5 forces model analysis on ACI Limited

2.10 PESTLE Analysis

The external macro-environmental elements that can have an impact on a firm can be analyzed using the PESTLE framework. A PESTLE study of ACI Limited is provided below:

1. **Political Factors:** Bangladesh's political stability has improved recently, but issues with corruption and the rule of law remain. Various laws and rules, including those governing labor, intellectual property, and taxation, apply to ACI Limited. ACI's business operations and financial performance may be affected by government laws and regulations pertaining to the industries in which it operates.
2. **Economic Factors:** The recent rapid growth of Bangladesh's economy offers prospects for ACI to grow its operations. However, the nation continues to suffer issues with infrastructure, inequality, and poverty. ACI is also susceptible to risks associated with currency exchange rates and economic turbulence.
3. **Socio-cultural Factors:** Bangladesh's populace is sizable and expanding, which gives prospects for ACI to grow its clientele. The demands and tastes of the local community, which can vary by location and socioeconomic position, must be catered to by

ACI's products and services. Additionally, ACI needs to be cognizant of social and cultural aspects that could affect its operations, such as gender norms and religious beliefs.

4. Technological Factors: The fast adoption of technology in Bangladesh offers ACI both benefits and challenges. By integrating digital marketing and supply chain management tools, for example, ACI can use technology to enhance its operations. ACI also needs to be aware of the dangers posed by technology, such as potential cybersecurity problems and data privacy issues.

5. Legal Factors: Laws and rules pertaining to labor, intellectual property, and taxation, among others, are all applicable to ACI. Bangladesh's judicial system can be tricky to navigate and calls for caution. In order to prevent threats to its legal status and reputation, ACI must make sure that all of its operations adhere to all applicable rules and regulations.

6. Environmental Factors: Bangladesh is becoming more and more concerned with environmental issues, especially in sectors like manufacturing and agriculture. The environmental effects of ACI's operations must be considered, and the company must take action to reduce its carbon footprint and advance sustainable practices. Environmental compliance-related hazards to ACI's reputation and regulatory exposure also exist. (Ahmed, 2012)

Chapter Three:

Industry Analysis

3. Industry Analysis

ACI Limited is a diversified conglomerate company based in Bangladesh, with operations in various industries, including pharmaceuticals, consumer goods, agribusiness, and retail.

3.1 Industry Size and Growth Trends:

Here are some insights into the industry size and growth trends and maturity of the “Consumer Goods” division of ACI Limited:

3.1.1 ACI Limited Consumer Brands & Commodity Products

One of Bangladesh's industries with the quickest growth is the consumer products sector. It contributes significantly to the economy of the nation, making up about 23% of its GDP. The industry has been expanding steadily over the past ten years, and it is anticipated to do so at a significant rate in the next few years.

- ACI offers products in 39 different categories within its four business segments: healthcare, consumer goods and electronics, agriculture, and retail.
- The conglomerate has 12 production facilities, 14 subsidiaries, 4 joint venture and associate firms, and a market value of Tk 1500 crore. It also generates Tk 6300 crore in annual income. (WSJ, n.d.)

In 1995, ACI Consumer Products began operations with the launch of the well-known ACI Aerosol and Savlon products. These two commodities, which rank among the most prestigious on the market, command the greatest prices. The department started supporting new businesses in their domestic and international trade. During this time, ACI Consumer Brands launched a variety of new products, strengthened its joint venture partnerships with "Dabur India" and "Tetley UK," and formed contacts with renowned businesses abroad. With market-influencing brands including ACI Aerosol, Savlon, Freedom, ACI Mosquito Coil, and ACI Pure Spices and Flour, the Consumer Brands Division boasts of having undisputed proximity in customers' hearts.

For keeping your house clean and eliminating bacteria, ACI aerosols and Savlon both hold near to 80% of the market share in their respective categories. ACI Mosquito Coils has established itself as a powerful rival to both mosquitoes and their rivals by giving Bangladesh's conscientious citizens a viable and useful option. (Bhattacharjee, 2023)

As the proverb says, “a sound character stays in a sound body,” a sound body and active mind are essential for our young generation to lead this country in the future. After making this oath, ACI entered the general-purpose food field with the ‘ACI Pure’ brand. ACI has invested heavily in state-of-the-art production facilities for standard kitchen essentials such as vacuum evaporated table salt, spices and wheat flour, with the goal of providing Bangladeshi customers with premium food at affordable prices. The goods are provided to please clients with natural, healthy components that are competitive with any items sold internationally.

ACI customer Brands is effectively satisfying customer demand for global brands in home and personal care with the incredibly well-known product lines of Colgate, Nivea, and Dabur.

Tetley, the top-selling tea brand in the world, is now available to Bangladeshi consumers thanks to ACI Consumer Brands' strategic distribution and marketing. (Sarwar, 2023)

The ACI Consumer Brands, a successful company, is focused on achieving the consistent growth needed to move forward with the achievement and make ACI a much stronger organization.

The consumer goods industry in Bangladesh is also growing rapidly, driven by increasing consumer spending and changing lifestyle patterns. ACI Limited has a significant presence in this industry with its consumer brands, and the industry is expected to continue growing due to the increasing population and rising disposable incomes. The ACI Consumer Brands, a successful firm, is concentrated on achieving the steady growth necessary to maintain success and make ACI an even stronger organization. The Consumer Brands

consider this to be the greatest strategy for maximizing gains for ACI's shareholders, consumers, and other stakeholders. (Bhattacharjee, 2023)



Figure 3.1: Some of the renowned ACI Consumer Brand Products

3.1.2 Female Hygiene:

In this report, I will particularly focus on the “Female Hygiene” brand among all the consumer brands of ACI Limited.

One of Bangladesh's most reputable and well-known female hygiene companies, **Freedom** has been in business for more than ten years. Freedom Sanitary Napkins is committed to offering the most effective absorbency solution for ladies during their period at the most affordable price. We mostly employ Super Absorbent Polymer, pulp, PE film, air-laid paper, PPF, and other materials to make our napkins. Our facility uses the newest technology to make ingredients that are sourced from the best places in the world, guaranteeing that our napkins will meet international standards. (ACI_Ltd, n.d.)



Figure 3.2: ACI Female Hygiene Product Line

3.2 Maturity of the Female Hygiene (Freedom) Industry

One of Bangladesh's most reputable and well-known female hygiene companies, Freedom has been in business for more than ten years. Freedom Sanitary Napkins is committed to offering the most effective absorbency solution for ladies during their period at the most affordable price. Freedom has also released an antibacterial wash made specifically for women's intimate areas that contains lactic acid and herbal liquid thyme. By reducing the smell of intimate areas and providing an immediate sense of relaxation, it helps to increase self-confidence. (Leena, 2016)

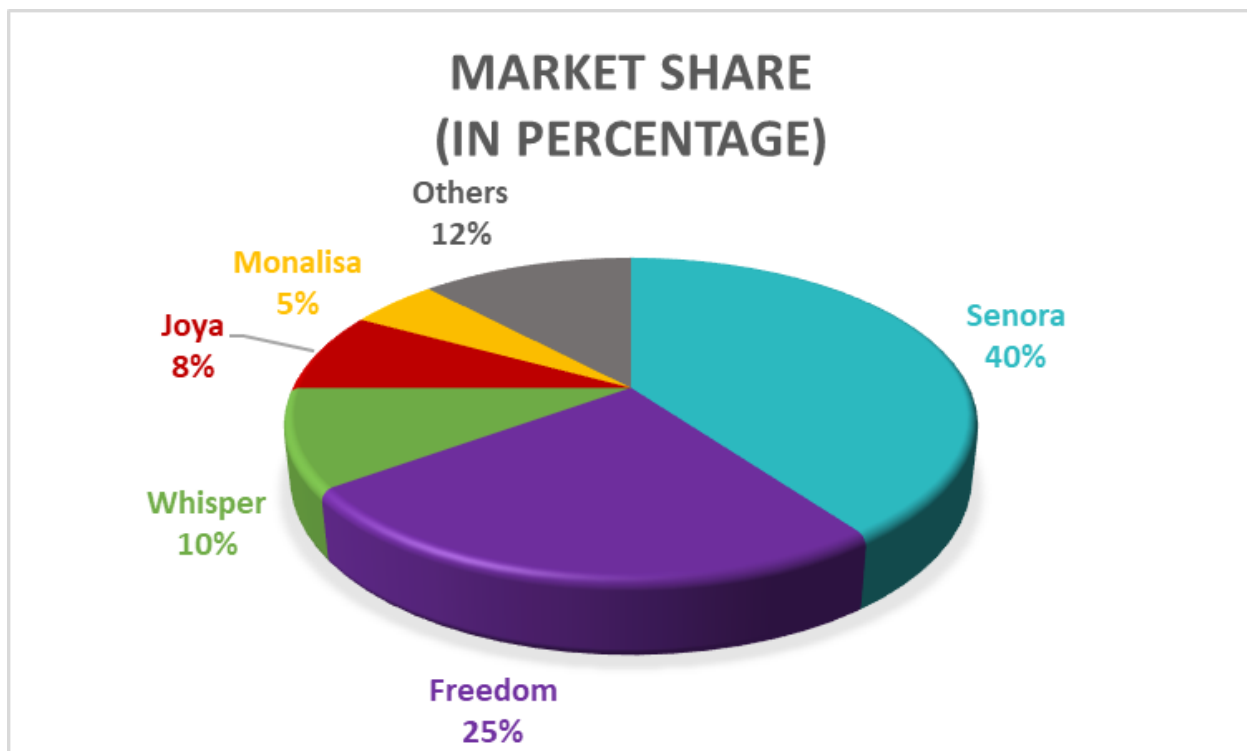


Figure 3.3: Sanitary Napkins' market share in Bangladesh

3.3 External Economic Factors and their Effect on the Industry

The sales and profitability of the ACI Female Hygiene brands could be impacted by a variety of external factors due to the intense competition they face in the market. The following are a few external factors that could affect ACI Female Hygiene Brands:

- **Consumer behavior:** Shifts in customer behavior, preferences, and attitudes toward feminine hygiene products may have an impact on ACI's sales and profitability. The market for traditional feminine hygiene products, for instance, may be impacted by the growing desire toward environmentally friendly and sustainable alternatives.
- **Economic factors:** Factors including inflation, consumer buying patterns, and currency exchange rates can have an impact on the sales and profitability of ACI Female hygiene brands. In a terrible economy, consumer spending may decrease on non-essential items like feminine hygiene products.

- **Technological advancements:** Changes in the market for feminine hygiene products may have an impact on ACI's sales and profitability. For example, the introduction of new products with cutting-edge features like reusable packaging and biodegradable materials may attract consumers to forego traditional goods.
- **Cultural Factors:** Changes in gender roles and attitudes on female hygiene are just two examples of societal and cultural influences that may have an impact on the market for ACI's products. For instance, increasing demand may result from wider acceptability of feminine hygiene products.
- **Regulatory environment:** Manufacturers of feminine hygiene products are governed by a number of laws and guidelines, including those pertaining to labeling and safety. Changes to current regulations or the introduction of new restrictions may affect the corporation's capacity to produce and market its goods.
- **Competition:** Conflict with ACI Female hygiene brands compete with domestic and international businesses that cater to women's needs. Market share and profitability may be impacted by changes in the competitive environment, such as the entrance of new competitors or the departure of existing ones. Rivalry with ACI Female hygiene brands compete with domestic and international businesses that cater to women's needs. Market share and profitability may be impacted by changes in the competitive environment, such as the entrance of new competitors or the departure of existing ones.

To continue to be successful and competitive in the market, ACI Limited must continuously analyze these external economic conditions and modify its business plans.

3.4 Seasonality

The demand for consumer goods can vary depending on the season. While the seasonality of ACI Limited's operations may vary depending on the industry, the company's diversified portfolio helps to balance out any seasonality effects. Additionally, the company may employ strategies such as product promotions and discounts to manage any fluctuations in demand due to seasonality.

Products from ACI Female Hygiene, like ACI Feminine Wash and ACI Sanitary Napkins, may exhibit some seasonality. For instance, demand for ACI Sanitary Napkins may increase in the summer when individuals tend to perspire more and in the winter when people are more susceptible to colds and the flu, which can cause irregular menstruation. Additionally, because people tend to be more active and spend more time outdoors in the summer, there might be a greater need for ACI Feminine Wash then.

3.5 Technological Factors

Technology advancements could have a major impact on ACI's female hygiene brand. The following technological aspects might affect ACI's feminine hygiene brand:

- **Innovation in product design:** Technology advancements have allowed ACI to design new feminine hygiene products that are more user-friendly, effective, and useful. For instance, using cutting-edge components and manufacturing techniques may lead to the creation of new goods with enhanced usability.
- **Digitalization:** Digitalization will enable ACI to better understand client needs and preferences and create new distribution channels for its feminine hygiene products. For instance, social media and e-commerce platforms can help the company draw in new customers and maintain relationships with existing ones.
- **Manufacturing process:** Modern manufacturing techniques can improve the quality and efficacy of ACI's feminine hygiene products. Robotics and automated systems, for instance, can improve the consistency and dependability of the production process while requiring less physical labor.
- **Biodegradable material:** ACI may be able to create environmentally friendly feminine hygiene products to meet the growing demand for durable and environmentally friendly products thanks to scientific advancements in the development of biodegradable materials.
- **Smart technology:** ACI can develop new feminine hygiene products that are more customized and responsive to user needs by utilizing smart technology. In order to track

menstrual cycles and provide specific product usage suggestions, sensors and other technology can be employed.

3.6 Regulatory, Political, and Legal concerns

The female hygiene brands that ACI owns may be impacted by a number of legal, political, and regulatory challenges. Here are several examples:

- **Regulations on labelling & advertising:** ACI is expected to ensure that its goods comply with the labeling and advertising regulations that apply to female hygiene products. For instance, the company must ensure that the labels for each product accurately reflect its components and intended use.
- **Environmental legislation:** The environmental laws that ACI sells feminine hygiene products may be subject to, particularly those that address pollution and waste management. The business must certify that every material used in production complies with all applicable laws and is safe for the environment.
- **Political factors:** Political turmoil or modifications to legislation may have an effect on ACI's feminine hygiene products. Changes in trade laws or tariffs, for example, may have an effect on a company's supply chain and production methods, while changes in healthcare legislation may have an effect on consumer demand for specific products.
- **Legal factors:** Legal complications could arise if ACI's feminine hygiene products are found to be hazardous or if the company violates any laws. In these circumstances, the company can face legal action or fines, which could be detrimental to its reputation and financial position.
- **Intellectual property issues:** The feminine hygiene products sold by ACI can be subject to laws controlling intellectual property, such as patents and trademarks. The company must defend its own intellectual property and ensure that none of the intellectual property rights of others are infringed upon by its products.

3.7 Competitive Environment and Changes in the Competitive Environment

Women are now more dependent on sanitary napkins, a vital hygienic item that has done much to combat a lingering societal stigma. For years, they relied on homemade cotton clothing to deal with their menstrual troubles. Therefore, the use of sanitary napkins is no longer just for women in towns and cities; it has also attracted the interest of women in villages. The expansion of the pad market in the nation has been fueled by the unavoidable requirement to address the reproductive cycle as well as the improvement of women's purchasing power. According to the Bangladesh Bureau of Statistics (BBS), the country had a 36 percent increase in sanitary napkin use in 2018 compared to just 11 percent in 2014.

According to BBS statistics released in December of last year, 29% of adults and 43% of adolescents used disposable pads when they were menstruating.

According to a 2014 Bangladesh National Hygiene study, 10% of adolescent schoolgirls, 11% of adolescents living at home, and 12% of adult women used sanitary towels. The market for sanitary napkins is currently worth close to Tk 500 crore and is growing by 25% annually.

There are almost 13 goods in the market, eight of which are manufactured locally and the rest abroad. 85 percent of the demand is satisfied by local businesses, and the remaining 15 percent is provided by international businesses. Senora, Joya, Freedom, and Monalisa are some of the leading local brands that offer goods at competitive prices. Key regional brands include Senora, Joya, Freedom, and Monalisa. However, popular foreign brands like Whisper, Sofy, Stay Safe, Always, and Body Form are also on the market. Square Toiletries Ltd. produces Senora, while Social Marketing Company (SMC), Bashundhara Group, and ACI Limited produce Joya, Monalisa, and Freedom.

We have been able to see significant growth over the past few years. Only in the most recent fiscal year did we experience growth of 65%. The market leader Square Toiletries Limited has experienced growth of 20% to 25% over the previous five years. ACI Limited

has a 25% market share, which makes them the market follower. However, the Covid-19 epidemic has had a significant impact on the market. (Ahmed T. , 2019)

3.7.1 Main Competitors of ACI Female Hygiene:

- Square Toiletries: Square is a well-known Bangladeshi manufacturer of a variety of home and personal care goods, including feminine hygiene items. 'Senora' is the name of their female hygiene line.
- SMC Group: Under the brand name "Joya," SMC Group produces the most reasonably priced sanitary product on the market. It is the country of Bangladesh's first scented sanitary product.
- Procter & Gamble (P&G): P&G is a global company that manufactures consumer goods. Under the trademarks Always, Tampax, and Whisper, it produces a variety of feminine hygiene products.
- Bashundhara Group: Based in Bangladesh, the Bashundhara Group is a multifaceted conglomerate that manufactures a range of goods, including feminine hygiene items sold under the name 'Monalisa'.
- Others: Another large global company, Johnson & Johnson, makes feminine hygiene products under the Carefree and Stayfree names. With its brand "Sofi," Fakir Apparels, a well-known producer and exporter of ready-made clothing from Bangladesh, has lately entered the market for feminine hygiene products. Another well-known Bangladeshi company is ACME Laboratories, which makes a variety of healthcare items, including feminine hygiene items under the trademark "Cherish." (Hashem & Tajmim, 2022)

ACI Limited must keep spending money on supply chain management, marketing, and R&D to stay competitive in this industry. The business must also concentrate on creating cutting-edge goods and brands that satisfy consumer preferences and demands while setting itself apart from rivals. Additionally, ACI Limited needs to keep expanding its distribution network in order to reach customers in far-flung regions of the nation.

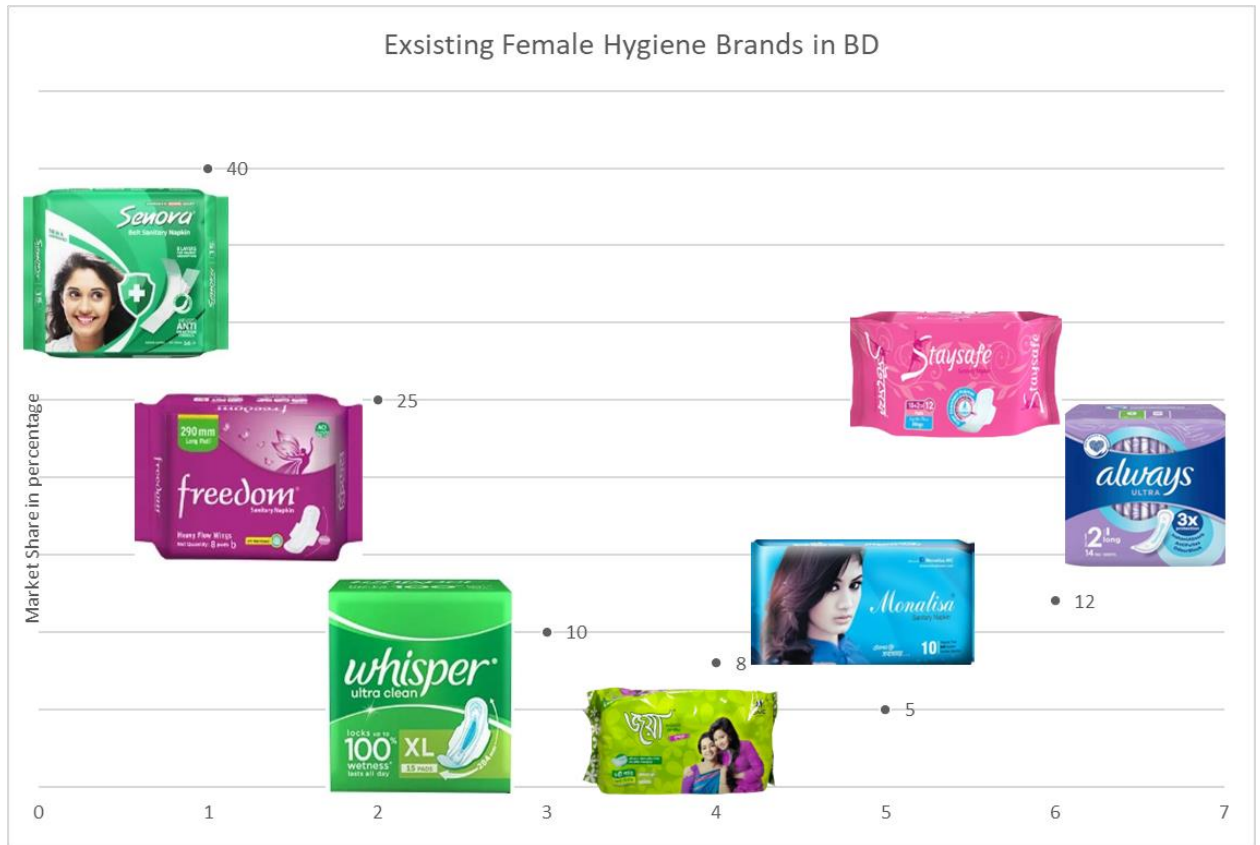


Figure 3.4: A matrix showing existing Female Hygiene Brands in BD

Chapter Four:

Description of main duties

4. Description of main duties

This chapter is mostly concerned with pertinent data regarding my internship at Advanced Chemical Industries Limited. In this section, I've tried to emphasize the period of time, business, departmental particulars, interactions with employees, and job titles and duties assigned.

4.1 Types of recurring tasks completed during the internship

I've been given a position as an intern in the commercial department of ACI Limited. Since I've started working there, I've been given a few months, each with its own set of duties. I was responsible for preparing different manual files, mostly comparative statements, but that was not the whole of my experience. I gained knowledge about other projects in my field, the importance of each of these duties, and potential alternate courses of action in the event of challenges.

I have the following responsibilities for the Claims project:

- Preparing draft CS (comparative statements) using Microsoft Excel; in a comparative study, two or more quotations are compared and contrasted in order to highlight their commonalities and contrasts. I gathered information from suppliers who offered the same products with different price ranges, specifications and other facilities. The goal was to determine the most significant parallels and divergences between the items with the intention of making inferences from the results. I prepared more than a hundred CS during my time there.
- I have prepared multiple foreign cs too, where the suppliers were different renowned Asian, European and North American companies. These were quite difficult comparing the basic cs because foreign cs involves different 'incoterms' which sometimes can be hard to calculate
- I worked on a full-length thesis work, as per Head of Supply Chain, Raihan Albarune Sir's guidance. The thesis is titled, "Developing a category wise procurement process for engineering spare parts in the supply chain of ACI Limited"

- I have attended a session named, “Business Review January’23: Commercial Department”; where the Head of Supply Chain, Material Controller and many other employees delivered their valuable speeches, presented PowerPoint presentations on the previous strategies that helped the department in cost saving and on what future strategies the Commercial department may follow in 2023 in order to advance more.
- I also prepared some booklets containing the vendor details of different commercial concerns like- “Printing & Packaging Machines”, “Boiler, Compressor & other ancillary machineries”
- I have also communicated with some suppliers and negotiated for final offer price via phone call, which is basically the core duty of the employees of commercial department

In order to fulfill these tasks, I had to use some tools and software. Those are mentioned below;

- Pivot table, Pivot chart and many other functions of MS Excel
- SQL, R basics for data analysis
- Canva and MS PowerPoint for presentations
- MatPlan

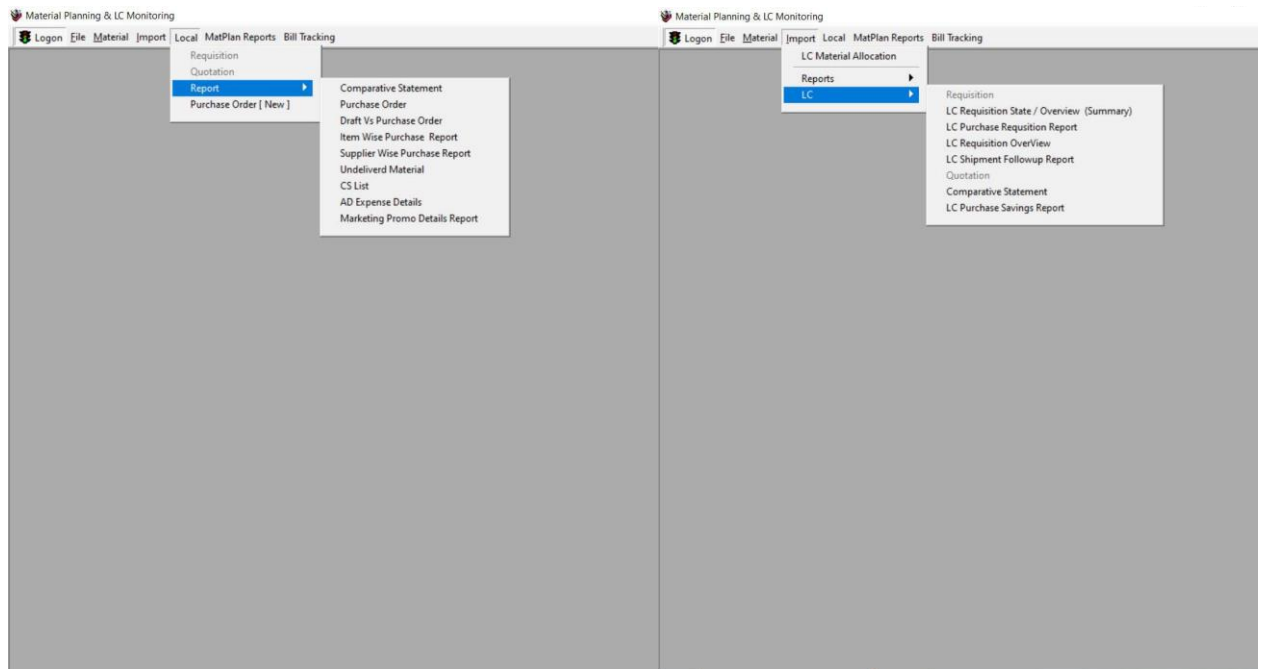


Figure 4.1: Internal Material Planning & LC Controlling Software

4.2 Working Conditions and Functions:

Advanced Chemical Industries (ACI) Limited offered the chance to do my internship there. ACI Limited is a large-scale business with activities in a number of sectors, including retail, agribusiness, consumer goods, and medicines and is based in Bangladesh.

My internship had a three-month duration and began on February 05, 2023, and it ended on May 04, 2023. The internship site was in the ACI Centre, the Headquarter of ACI Limited. It is situated at 245, Tejgaon Industrial Area in Dhaka.

- My working day went on for nine and a half hours, from 08:30 in the morning to 06:00 in the evening with a lunch and prayer break of 1 hour.
- I worked 5 days a week and, Fridays and Saturdays were off days.
- My working days at ACI Limited were on-site as the company doesn't have any Work from Home or remote work option.
- During my internship period, I neither had to go on any field trips nor work overtime.

4.3 Difficulties and Challenges

At times I ran into problems throughout this internship because of the unfamiliar environment, the nature of the work, and other factors. Following is a list of some of them:

- As I was the only intern in the Commercial Department at that time, I had to do most of my stuff alone. However, my supervisor and colleagues went beyond their extent to make me feel comfortable at the workspace.
- In the commercial department, employees were consistently occupied with an abundance of tasks. So, it was challenging for them to instruct me on new things or correct me when I made mistakes.
- ACI Limited has somewhat longer working hours than other corporations and firmly enforces them. As a result, it would become quite difficult for me to maintain my focus towards the end of the day.

- Given that the Commercial department is quite substantial and encompasses so many different areas of knowledge, I sometimes found it challenging to comprehend the duties that were entrusted to me.

4.4 Experiences that I have gained throughout my internship period

I've attempted to list the most significant learnings I had while interning at ACI below. Which are:

- As an intern at ACI, I gained some essential experience that will be a priceless asset in my future career in corporate.
- I learned some technical skills, interpersonal skills, and personal growth through ACI. Many technical skills are required in order to work in the Commercial Department. For instance, I had to utilize the internal ERP software MatPlan, MS Office, SQL, and MS Excel throughout my internship, which exposed me to many different types of data analyzing tools.
- I also had to talk to different vendors over the phone and negotiate for the final offer price. This experience made me confident about myself, my communication and negotiating skills.
- ACI provided me with the most significant development of my life, taking me from having zero personal experience in corporate life to a fantastic MNC experience. Here, I learned about the company culture, way of life, issues, etc.

3.5 Work interactions with company employees

Interacting with the other employees is a very important part of any job role. For my job as an intern, it was even more vital because I had to learn each and every detail from my colleagues and other senior employees. Here's my interaction details with the other employees of ACI Commercial department-

- My internship was in the Commercial & Supply Chain Department. So, I time to time had to communicate with the Head of Supply Chain, Mr. Raihan Albarune. He would occasionally give me guidance of what to work with and ask for feedbacks of the previously assigned tasks.
- My internship is under the supervision of Mr. Faisal Ahamed, Deputy Manager, Commercial, ACI Limited. His role is focused more in guiding the engineering team with the purpose of purchasing the best indirect materials for the factories and executing innovative productivity and cost-cutting measures, as well as to create business cases to support strategic and operational choices.
- However, I was assigned most of my tasks by Mr. Auveraj Paul, Assistant Manager, Commercial, ACI Limited. His role is to purchase ancillary machinery items for Premiaflex Plastics Limited and ACI Seeds Limited. He introduced me to different supply chain and IT procurement terms by giving me challenging tasks at times.
- I was also assigned under another Senior Executive's supervision for 1 week, named Jacob Bawm. He taught me about the IT Procurement procedures of different electrical machineries and materials.
- My two supervisors were who I spoke to the most. Additionally, I had three coworkers who actively helped me during my internship.
- Along with these teams, I also spend time with the Quality Management (QM) team and the Raw Material & Packaging Material team.
- Our primary method of communication was face-to-face engagement, but we also used social media.

Chapter Five:

Analysis duties

on the

internship site

5. Analysis duties on the internship site.

Here I will be analyzing ACI Limited on company level, market level and professional level:

5.1 Company level analysis:

During my internship, I observed a few internal procedures that were both incredibly effective and ineffective. I go into great detail about it below:

5.1.1 Efficient Processes:

Bangladeshi conglomerate ACI Limited has a wide range of businesses. The commercial division of ACI Limited is in charge of overseeing the firm's sales and marketing initiatives. The following are a few of the procedures that the commercial division of ACI Limited considers to be effective:

1. **Market Research:** ACI Limited's commercial division considers market research to be a crucial procedure. To determine client needs, preferences, and trends, the department conducts research. This assists the department in creating goods and services that satisfy consumer demand. Surveys, focus groups, data analysis, and other techniques for gathering market data may be used in the research. The department uses this information to generate plans for pricing, marketing, and new product development.
2. **Product Development:** At ACI Limited, the company's commercial segment and the R&D team work together to develop new products. Together with the R&D team, the commercial division creates novel, customer-focused products. The department works with the R&D team to develop products that are unique and meet client needs by contributing ideas and industry knowledge.
3. **Sales Forecasting:** Sales forecasting is a critical process for ACI Limited's commercial division. The section makes use of data analytics and market research to forecast sales and demand for products. This helps the company manage its inventory and plan its output. The department may use market trends, historical data, and other factors to develop accurate sales predictions.

4. Pricing Strategy: The commercial division creates pricing plans that are both lucrative and competitive. Analyzing production costs, rivalry, and customer demand are required for this. The department may decide to set the price of the product using a variety of pricing models, including value-based pricing, cost-plus pricing, and skimming pricing. The department keeps an eye on the marketplace to make sure that prices are competitive and in line with what customers are expecting.

5. Marketing and advertising: The commercial branch of ACI Limited develops marketing and advertising strategies targeted at specific consumer demographics. This requires determining the best paths to take in order to successfully reach the target market. The department may use a range of platforms to promote the goods, including TV, radio, digital, print, and events. The division also works with agencies to produce unique content that appeals to the target audience.

6. Distribution and Logistics: To ensure prompt delivery to clients, the commercial department oversees the logistics and distribution of goods. Controlling warehouses, supply chain partners and transportation is necessary. To ensure that goods are delivered on time, the department uses various logistical technologies, including GPS, real-time tracking, and management systems for inventory. Additionally, the division collaborates with logistical partners to streamline the delivery procedure and reduce delays.

7. Client service: To promote customer satisfaction and retention, the commercial department offers great customer service. This entails offering support both during and after the transaction, attending to client concerns, and swiftly resolving problems. The department may connect with customers using a variety of customer care channels, including phone, email, chat, and social media. In order to enhance client satisfaction and experience, the department also keeps track of consumer comments.

Overall, ACI Limited's commercial division is committed to providing clients with high-quality goods and services that satisfy their demands while increasing revenue for the business. To guarantee a flawless experience for the clients, the department closely collaborates with other departments like R&D, logistics, and customer support.

5.1.2 Inefficient Processes:

Based on my internship experience in ACI Limited, these are some of the inefficiencies that caught my attention are hindering the growth of the department and the organization as a whole-

1. Poor data management is a procedure that might be deemed ineffective in a business department. The Commercial Department, ACI Limited uses MatPlan in-house ERP solution, which probably isn't the best possible option for data management. Inaccurate sales forecasting, pricing decisions, and marketing efforts that can result from improper data collection, management, and analysis. A lack of data-driven decision-making can also result in missed opportunities and subpar performance.
2. Outdated technology: An inefficient commercial department can result from outdated technology. The department may have lengthy processing delays, oversights and restricted data visibility if it is still using antiquated systems. Furthermore, the department may miss opportunities and perform poorly if modern technology, such as automation, AI, and data analytics, is not being used.
3. Inadequate training: Last but not least, insufficient training can also result in inefficiencies in a commercial department. Employees may make mistakes, cause delays, and perform poorly if they are not trained on the most recent procedures, technology, and best practices. Additionally, if staff members are not given the freedom to make decisions or take responsibility for their work, it may result in a lack of accountability and subpar results.

ACI Limited commercial department may experience inefficiencies due to a number of issues, including poor data management, outdated equipment, and insufficient training. A lack of coordination, ineffective communication is also to be considered as minor issues. To improve the performance of the commercial department, it is critical for businesses to recognize these problems and take corrective action.

5.2 Market level analysis:

ACI Limited competes with both domestic and foreign businesses in its many business sectors in a highly competitive environment. ACI Limited needs to stand out in this cutthroat industry by providing high-quality goods and services, building solid brands, and using smart marketing tactics. Since the outset of my internship, I have been tasked with conducting some competitive analysis that focuses on the behavioral perspectives of customers based on the assertions they make regarding their purchases. Here, I looked into other close rivals in the market, Square Industries Limited, Unilever Bangladesh Limited and Pran Group to learn their key insights. I elaborately address the market level analysis from a market level perspective:

1. **Strong R&D capabilities:** ACI Limited makes significant investments in R&D to create cutting-edge products and solutions. This enables the business to maintain its competitiveness and provide its customers with new and improved products.
2. **Robust Distribution Network:** With a variety of distribution channels, ACI Limited has a robust distribution network in Bangladesh. This makes it possible for the business to reach its clients quickly and effectively, providing prompt delivery of goods and services.
3. **Diversified Portfolio:** As a conglomerate ACI Limited has a well diverse portfolio including pharmaceuticals, consumer brands, agribusiness, and retail. The company can better manage risks and grasp opportunities across several industries by diversifying.
4. **Outstanding Brand awareness:** ACI Limited enjoys a strong brand recognition in Bangladesh as a result of its aggressive marketing campaigns and high-quality products. The various honors and distinctions the business has acquired for its products and services have improved its reputation.
5. **Digital Transformation:** ACI Limited has the ability to leverage digital technology to enhance customer satisfaction, optimize business operations, and boost overall performance. This can help the company keep up its competitive edge and strengthen its market position.

6. Expansion into export market: ACI Consumer Goods and Pharmaceuticals are now earning trusts beyond the border. This international recognition will be proved beneficial for the organization's advancement.
7. Growing Pharmaceutical Market: From the time of Covid pandemic we witnessed how crucial pharma sector can be for us. ACI Pharmaceuticals now, after fulfilling country's demand expanding its way and earning trusts of foreign retailers.
8. Growing Agribusiness Sector: ACI Limited has a sizable market share and revenue in this sector, which is advantageous to the company. A growing consumer demand for food and agricultural products is driving rapid growth in Bangladesh's agribusiness sector.
9. Blooming market segment of ACI Limited: With its selection of motorbikes, agricultural equipment, and construction equipment, ACI Motors, a division of ACI Limited, is thriving in Bangladesh. The business has built a solid reputation for its excellent after-sales support and high-quality products, which has increased client retention. In addition, ACI Motors has made significant investments in digital transformation, which have streamlined company processes, enhanced the customer experience, and improved its performance in general. The business has a robust distribution network that reaches both urban and rural parts of Bangladesh, allowing it to reach a wider spectrum of clients. Finally, ACI Motors has kept up its research and development spending, which has enabled it to enhance its product line and stay one step ahead of rival companies.

5.3 Professional level analysis:

From a professional standpoint, my internship experience has improved the way I envision my career. I go into details about it below:

- I think I should pursue a career as an IT procurement officer after gaining first-hand experience working with a variety of tools and honing my technical and data analytical skills.
- I've dealt with Excel, pivot tables, charts, and ERP software. I've also engaged with the supplier and assisted ACI in reducing the enormous workload associated with comparison statements. This encounter has improved my knowledge of the industry and undoubtedly helped me plan my future.

- Additionally, I think the courses I've taken from the BTM department have made it easier for me to pick up these new technical skills during my internship. Logistics and Supply Chain Management, Enterprise Resource Planning, Operations Management, Negotiation and Conflict Management and some other academic courses were proved extremely beneficial for my internship experience in ACI Commercial. Therefore, I believe that all of this academic knowledge was very closely related to my internship activities and greatly benefited me.
- In the ACI limited Commercial Department, we had to do a lot of work manually. There was a lot of paperwork and research work; also, communicating with vendors and suppliers in person. These experiences made me humble and I truly gained some necessary real-life experience through these.

Chapter Six: Conclusion & Recommendation

6.Recommendations

As the closing remarks of my internship report, I have tried to draw a conclusion on my internship experience and have given some recommendation based on what I thought might help Commercial Department and ACI Consumer Brands advance even more in the future.

6.1 Recommendations

Based on my experience of working as an intern at the commercial department of ACI Limited, I would like to suggest the following recommendations for betterment of the department and organization as a whole;

- ACI Limited can leverage the advanced technologies of today's world for the betterment of their business. As much larger of a company ACI is, they are still lacking behind considering the usage of technologies, which might lead them to fall behind in the market. Using technology effectively can help the Commercial department operate more quickly and effectively. Implementing tools for data analysis, project management, and communication that support team members' more efficient and effective work together could be one way to achieve this.
- ACI Limited's consumer brands could profit from conducting market research to better understand customer needs and preferences. In order to develop understanding of consumer behavior, attitudes, and preferences, this may entail obtaining feedback from customers through surveys, focus groups, and other techniques.
- Today, it's all about what we see when we switch on our phone and scroll up and down through different social media sites. Compared to its other competitors, ACI Limited can improve themselves in the field of digital marketing on a larger scale. To reach a larger audience and engage with customers, ACI Limited's consumer brands could benefit from utilizing digital marketing channels. This can entail creating a solid online presence using email marketing, social media, and other digital methods.
- The Commercial department could profit from the culture of employee development that ACI Limited is known for. This can entail giving team members with training opportunities to assist them advance their abilities, delivering mentoring and

coaching, fostering a culture of continual learning and honoring the employees for their immense contribution to the supply chain management of this massive conglomerate.

- The employees of the commercial department constantly have to communicate with different suppliers and vendors for procurement purposes via email and telephone. In my opinion, they need a better approach for this communication to be more effective and efficient.

6.2 Conclusion

As a result of my internship experience at ACI Limited, I have learned a lot about how one of the biggest corporations in Bangladesh operates. Pharmaceuticals, agriculture, consumer goods, and information technology are just a few of the sectors where ACI Limited is well-established. I had the chance to work on a variety of initiatives that gave me the chance to comprehend the business model, strategy, and culture of the organization.

ACI Limited is dedicated to excellence, innovation, and social responsibility, as I saw throughout my internship. The business continually makes investments in R&D to produce new items and enhance old ones. ACI Limited also actively supports community-enhancing social programs in the areas of healthcare, education, and environmental sustainability.

Overall, my internship at ACI Limited has been a worthwhile educational opportunity that has provided me firsthand insight to Bangladeshi business. Project management, communication, and teamwork are abilities I have learned that will be helpful in my future profession. I am appreciative of the chance to work with a vibrant, diverse team of experts who have motivated and inspired me with their commitment to excellence. (ACI_Ltd, n.d.)

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