Streamlining Business with Automation: A comprehensive Analysis on Max Group



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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Date: 21 April 2023

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Subject: Submission of Internship Report.

Respected Sir,

I am submitting the internship report titled "Streamlining Business through Automation: A Comprehensive Analysis on Max Group" as part of the internship program. Working directly under your direction was a major personal achievement for me. The report that follows is my best attempt at capturing the present situation of our company and reflecting on what I have personally observed while working for the company. Being given the opportunity to work with Max Infrastructure Limited, a firm owned by the MAX group, has opened up a world of opportunities for both professional and personal growth. Working there and meeting the deadlines under your guidance was an honor. If more explanation is required, I will be prepared. If you would please accept my report and offer me any type of professional advice or feedback you may have, I would be eternally grateful. For me, this research would be a huge success if you found it to be in any way beneficial or helpful.

Sincerely Yours,

Joshua Arvine Aritro

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Declaration

To the best of my knowledge, I, Joshua Arvine Aritro, an intern at Max Group under the supervision of Md. Jahangir Alam, Lecturer in the Department of Business & Technology Management at the Islamic University of Technology, have prepared the report titled "Streamlining Business through Automation: A Comprehensive Analysis on Max Group." I have not violated anyone's copyrights on purpose. The art is authentic, as far as I can tell. I further confirm that no other parties were given access to the report in exchange for a seal or other certification.

Student's Full Name & Signature:

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ACKNOWLEDGEMENT

It is with great pleasure that I write this letter of appreciation to Jahangir Alam, Lecturer in the Department of Business and Technology Management at the Islamic University of Technology, whom I have had the privilege of working under as a faculty supervisor throughout my time there. The advantages, assistance, and knowledge he has occasionally given us will be very helpful to us on the life's journey I am going to pursue. I owe him a lot of gratitude for his keen interest in my research report and for guiding me through the process until I had finished my assignment by providing all the necessary data to set up a successful system.

My company manager Mushfique Salaheen (Deputy General Manager, MIS and Project Control), as well as Javed Tazbeed Choudhury (Deputy Manager, MIS), Sabbir Haider Tapash (Executive, Human resources), Mohammad Shariful Islam, Consultant (Governance and Strategy), and other Max Infrastructure officers, actively assisted me in putting the report together. I would like to express my sincere gratitude to them for their assistance, constant practical instruction, direction, and support during the course of my internship. They gave me information and resources at every stage throughout my internship program. Throughout my internship, Javed Tazbeed Choudhury served as my direct supervisor and helped me with all of my responsibilities. He has my sincere thanks for helping me prepare my report and for helping me understand about Max's culture, surroundings, and work schedule.

Additionally, I would like to express my gratitude to my coworkers from a variety of positions, especially Rashel Ashraf (ERP Support) and Imtiaz Haider (Assistant Manager, Branding and Promotion), who have helped me with all of my concerns and questions throughout my internship attachment, which has helped make my experience a success overall.

Executive Summary

The purpose of this report is to present a synopsis of the intern's professional and practical experience gained via participation in the internship program. My time spent interning in corporate finance at Max Group is detailed here.

The Max Group is Bangladesh's most prominent conglomerate, operating in a wide range of sectors including construction, real estate, manufacturing, and energy. The organization has earned a name for itself in the infrastructure industry because to its commitment to innovative and sustainable practices. The business has built energy-efficient megaprojects with little environmental effect using state-of-the-art materials and technology.

When it comes to the overall health and prosperity of Max Group BD, the Management Information System Department is indispensable. The ERP division, procurement, LC, banks, accounting and finance, human resources, etc. are all within the purview of this department. The division works in close conjunction with the other business units. As an intern at MIS, I got to see how everything worked behind the scenes.

For three months, I was immersed in the company's culture and gained valuable experience through this internship. This experience has helped me grow professionally and personally by expanding my understanding of how to succeed in an office setting. The implications of this for my career goals are, to say the least, profound.

At the start of my report, I gave an overview of the firm and a breakdown of the industry.

Then, I elaborated on what I do during my internship. Since then, I have analyzed things from the perspective of the firm, the market, and my profession. Finally, I have included my own observations and suggestions for enhancing Max Group where necessary.

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Chapter 1: Introduction

This report is required reading for the 8th semester Internship 4800 class. The purpose of this report is to disseminate the knowledge I have gained while employed at Kona Software Lab Ltd. This internship course is required for graduation from the Business and Technology Management Department and counts for 9 credits. This has a direct bearing on my ability to complete my degree. As part of this requirement, I interned for 3 months at MAX Infrastructure Limited, the commercial arm of MAX Group, a pioneer in the infrastructure development sector of the country.

The value of internships as a method to gain work experience and build connections while earning academic credit continues to grow. They help us understand what it's like to earn a living, how our chosen field operates, and what it takes to succeed, and they show prospective employers that we're committed to doing our best in the workplace. I learned so much throughout my three-month internship with MAX Infrastructure Limited.

Through this internship, I was able to gain insight into the infrastructure development and construction industry of Bangladesh. They let me peek behind the scenes to learn about the specialized information and regular procedures required for each job. I was able to observe skilled workers in action and test out some of the techniques I had previously only learned about in books.

This report will focus on my internship experience in the commercial department of the company I interned for, my responsibilities there, and the lessons I took away from the position. I benefited from the program in many respects. The curriculum gave me my first taste of the business world and laid the groundwork for future advancement in my career. I know that this opportunity will help me tremendously in my future career in business. I think this will be an amazing chance for my department colleagues who will come after me to gain real-world experience and prepare for a future in business.

Back ground of the report

Established in 1983, MAX Group has grown to become a leading Bangladeshi conglomerate with holdings in a wide range of industries. The company's history spans decades, and that time has been one of steady expansion and prosperity. The MAX Group started off as a little operation, and its first concentration was on the construction of railroad tracks. The firm eventually grew and branched out into other areas, including as manufacturing, real estate, and infrastructure development. MAX Group has been instrumental in some of Bangladesh's most recognizable construction endeavors, all with the goal of fostering the country's economic growth and development. The firm has built a solid reputation for meeting deadlines and surpassing customer expectations because to its knowledgeable staff and unwavering dedication to quality.

In addition, MAX Group has forged fruitful alliances with institutions both domestic and abroad, allowing it to use its network to increase its scope and quality of service. The company's market dominance has been bolstered by these partnerships, and it is now able to take on nationally significant projects of a massive magnitude. MAX Group's success and dedication to quality have made them an integral part of Bangladesh's expanding construction and infrastructure sector. It is still committed to becoming a pioneer in the industry, completing high-quality projects, and advancing the country's economy.

Origin of the report

Students majoring in Business and Technology Management at the undergraduate level are required to participate in the internship program at the Islamic University of Technology. This report is necessary to complete the internship program in the same division. The fundamental objective of this initiative is to familiarize the very first graduating class from the BTM department with the working world and business environment. The purpose of the program is to prepare students for the workforce. The internship program is intended to help students put their academic knowledge of business to work in the real world and obtain valuable practical experience. The true challenge here is making connections between abstract ideas and concrete events.

Majoring purpose of the program

- Gain experience in a real-world corporate setting.
- The employment market is something that students should be exposed to.
- Bringing together theory and practice.
- Gather and arrange data about the position's requirements.
- Attainment of a Bachelor of Business Administration.

This report was written as part of an internship requirement in the Business and Technology Department at the University. The internship lasted three months. Details on the business and its wares are included, along with background on the company's field of expertise.

Objective of the report

Generic Objective

The primary purpose of the internship was to learn how the company's MIS department functions and what kinds of things they do to attain their goals. One way to think of the curriculum is as a crash course in business for undergrads. My experiences throughout my internship are detailed in this report. This report serves as evidence that I have internalized the knowledge and skills I received throughout my internship. The purpose of this analysis is to assess the learning yield of my efforts inside the company.

Specific Objective

- Clarify my role as an intern and what is expected of me.
- To depict the company's overall condition and status in both domestic and international markets.
- Researching the infrastructure development and construction sectors as a whole to learn more about how they function.

Methodology

While working on this study, I consulted a variety of primary and secondary resources for data and analysis.

Primary research

A large portion of the report is devoted to describing the data gathered through primary research. The majority of the major components and insights reported were obtained through face-to-face conversations with the company's employees and workers.

Information Sources

• Employee of the company

Secondary Research

While this study is largely comprised on primary research, it does make extensive use of material gleaned from secondary sources. My paper makes use of secondary materials from a number of different sources.

Main Sources

- Website of MAX Group
- Research paper on construction industry
- News articles

Scope of the research

This study offers an insightful and short introduction to Kona Software Lab Ltd., its commercial division, and the industry in which it works. It is written from the perspective of the company's employees and includes detailed information regarding the firm's success on both domestic and international markets. Readers of this paper will have a better understanding of smart cards, digital banking solutions, and Bangladesh's potential in this space.

Limitations

All of the company's expertise and understanding could not have been attained in three months. Despite the constraints, I have made the most of my time here.

Chapter 2: Company Overview

2.1 Historical Background

Since 1983, MAX GROUP has been a standout example of consistent expansion and advancement in Bangladesh's industrial sector. MAX, which began as a little leaf spring manufacturer, has grown into one of Bangladesh's biggest conglomerates, making a substantial contribution to the nation's industrial, infrastructure, and development sectors.

Since more than 35 years ago, MAX has been a trustworthy and dependable partner of the Government of Bangladesh in the development of infrastructure in important industries like the railroad, power generation, nuclear power plants, power transmission, flyovers, elevated expressways, bridges, water control and supply structures, overhead water reservoirs, embankments and shore protection, dredging, high-rise residential and commercial buildings, etc. MAX is the largest EPC Company in the nation, with a division dedicated to cutting-edge equipment and more than 1200 pieces of contemporary construction machinery. MAX is the only Bangladeshi company currently producing the majority of railway track fittings (aside from the rail itself) in its own factory to meet the demand of its rail projects. MAX is the most knowledgeable and dependable local turnkey solution provider in the railway track construction industry. The first and second largest single contracts in Bangladesh Railway history are now being carried out by MAX, which has already finished a number of important and substantial railway projects.

In addition to railroad construction, MAX is well known in Bangladesh's flyover and bridge building industries. MAX has built the largest flyover in Chattagram, a port city. Additionally, MAX is building the largest Elevated Expressway in the same city, running from Sha-Amanat Airport to Lalkhan Bazar. Additionally, MAX has finished numerous bridge projects across the nation. Among them are: Dhaleswari Bridges 1 and 2 have a combined length of 923 meters, as do the PC Girder Bridges spanning the Bhairab and Madhumati rivers near Jessore (696.75 and 600.70 meters, respectively).

MAX is establishing itself as a major player in the electricity sector by owning and operating two power plants: a 163 MW combined cycle power plant in Fenchuganj, Sylhet, and a 78.5 MW gasfired power plant in Ghorashal, Narshingdi. The business itself handled the EPC (Engineering, Procurement, and Construction) work for these power plants. As a specialized subcontractor of the Russian Joint-Stock Company "Atomstroyexport," MAX has joined the nation's only continuing 2400 MW nuclear power plant construction project at Rooppur. As of now, MAX has received six lots from this massive project, which also includes the construction of the cooling tower, the main turbine hall buildings, and shore protection works. A 400 kV double circuit transmission line project at the Aminbazar - Gopalganj Section, a 400 kV double circuit transmission line project at the Anowara - Ananda Bazar Section, and a further 15010% MW HFO-based Power Plant Project at Sreepur are also being built by MAX.

MAX also produces a variety of premium-quality stainless steel products, such as premium-quality pipes and dinnerware. For the domestic market, the business combines various grades of automotive and industrial lubricants. In its own factory, the company also manufactures leaf springs of export standard. MAX plays a significant influence in the country's infrastructure and industrial sector in addition to the fashion industry through the formation of the exclusive fashion brand "SCICCOSO," which is a favorite among Bangladesh's fashion-conscious population. On a side note, MAX is the sole distributor for the three well-known manufacturers of construction equipment in the world—SDLG, ICARO, and FASSI—in Bangladesh.

It is important to note that MAX has a team of more than 400 graduate engineers who are dedicated to their various projects and sectors. These extremely skilled experts are fully equipped to complete projects of any size and complexity safely and on schedule. MAX has been able to advance consistently in line with the significant commercial advancements over the past 35+ years thanks to its experience, diversity, and global partnerships with the largest international corporations in the USA, Russia, Europe, China, and India. Strong moral principles, a steadfast dedication to compliance, and quality in execution have made MAX one of the most sought-after business partners for both international and domestic businesses. MAX is continually working to enhance performance, promote industrialization, open up new markets, and maintain growth and value for all of its stakeholders. With its commitment to efficiency and excellence, MAX guarantees quality, safety, and dependability to both current and potential clients and business partners.

2.2 Corporate Profile:

Name of the Company:	MAX Infrastructure limited
Year of Establishment:	1983
Status of the Company:	Private Limited Company
Country of Registration:	Registered under Registrar of Joint Stock Companies, Dhaka, Bangladesh
Number of Employees:	10,000
Corporate Head Quarters:	RAOWA Complex, Level 11, VIP Road, Mohakhali, Dhaka – 1206, Bangladesh
Telephone:	+88 02 55058345-6, +88 096 14999333
E-mail:	info@maxgroup-bd.com
Website:	https://www.maxgroup-bd.com/

Table 1: Corporate Profile of MAX Infrastructure Limited

2.3 Business Concerns of MAX Group: Max Infrastructure Limited:

The top contractor for Bangladesh Railway is MAX Infrastructure Ltd, a business that provides a complete engineering solution for railroad lines. Founded in Bangladesh in 1983, MAX has grown over the years and diversified into a number of industries, including power generating, infrastructure development, railway building, track fitting production, and consumer goods manufacturing and commerce. MAX is devoted to improving performance, acting as a significant local partner, advancing industrialization, generating possibilities and sustainable growth, and providing value to all stakeholders while guaranteeing the high standards of quality, safety, and on-time project completion. The MAX Group has established itself as the most respectable, reliable, and fast expanding organization in Bangladesh.

A REWARDING JOURNEY OF:

- 26 Years of Experience
- 262 Qualified Engineers
- 437 Modern Equipment
- 4375 Skilled Employees

MAX Power Limited

Max Power Limited (MPL) is a significant producer of rental power in Bangladesh's private sector, affiliated with the Max Group. The company was founded and registered under the Companies Act of 1994 in September 2010, with a focus on ensuring timely commercial operation. Working in conjunction with GE Rental Asset Holding, Inc., MPL's staff has worked around the clock to build a natural gas-based power plant in Ghorashal, Palash, Narshingdi, with the goal of providing uninterrupted power supply to the national grid at the lowest possible cost. MPL's affordable electricity selling rate to BPDB has earned it a top spot among all rental power plants. The company aims to expand its power generation capacity to meet the increasing electricity demands of Bangladesh. MPL has an authorized capital of Tk. 1,000 million and signed a Power Purchase Agreement with the Bangladesh Power Development Board (BPDB) for the rental supply of 78.5 MW electricity for three years, which was extended for an additional five years after a successful first phase of operation. The plant operates on gas-fired simple cycle steam generation technology.

Kushiara Power Limited:

Project Name: Engineering, Procurement and Construction Works of 163 MW Combined Cycle

Power Plant at Fenchuganj Substation, Fenchuganj, Sylhet

Executing Authority: Kushiara Power Company Limited under BPDB

Funding Authority: GOB

Brief Description: In the Fenchuganj upazila of Sylhet, district in Bangladesh, Kushiara Power Company Limited established a power plant that runs on natural gas and has a capacity of 163 megawatts. The plant, which covers a ten-acre plot near the Kushiara River, operates under a twenty-two-year power purchase agreement with the Bangladesh Power Development Board. Under a gas supply agreement with Jalalabad Gas Transmission and Distribution System Limited, the necessary gas is supplied for the entire lifespan of the project. On April 28, 2018, the plant began combined cycle operation, generating electricity with a full contracted net capacity of 163 megawatts. The electricity is transmitted to the National Grid through a 230-kilovolt Fenchuganj grid substation of the Power Grid Company of Bangladesh via a 4.5-kilometer-long transmission line. Max Infrastructure Limited was the local EPC contractor responsible for constructing the first-ever turbine-based combined-cycle power plant in Bangladesh.

Max Pre Stressed Limited:

Factory Name: Max Pre-Stress Limited

Location: Ghatiapara, Banglabandha, Tetulia, Panchagarh.

Specialized Product: Pre-stressed Concrete Sleepers

Brief Description: Max Pre-Stress Limited is the largest supplier of concrete sleepers to the Bangladesh Railway, and the first ISO 9001:2008 certified concrete sleeper manufacturing unit in the country. The design of concrete sleepers has been constantly evolving to meet the changing requirements in conjunction with the R&D of Bangladesh Railways. The company began manufacturing pre-stressed concrete (PSC) sleepers in its factory, which covers 9.47 acres of land, and has since expanded to 11.11 acres. Thousands of employees work there and the company has a total installed capacity of 200,000 sleepers per annum. Additionally, the company plans to use special strand wire with higher ultimate tensile strength, which will reduce the overall weight of steel per sleeper by 25%.

Max Industries Limited:

Factory Name: Max Industries Limited

Location: Jagir, Manikganj.

Specialized Product: Stainless Steel Crockery Products, Kitchen Utensils and SS Pipes

Brief Description: Max Industries Limited, a division of the MAX GROUP, is an industry frontrunner and a fast-growing powerhouse in the production of stainless-steel tableware and pipes. The plant's convenient location in Manikganj and cutting-edge manufacturing and quality assurance methods mean that even the largest orders can be processed quickly and efficiently. Since 2008, the firm has grown to prominence in Bangladesh's stainless-steel sector by prioritizing quality and meeting or exceeding all applicable international requirements. Starting with the sourcing of raw materials, the organization employs stringent quality control processes that are only relaxed when the items have been sent. The firm has its own in-house production facilities, employs competent designers, engineers, skilled workers, and specialists, and uses cutting-edge technology and procedures to create goods with enduring appeal and functionality. Max Industries Ltd. has become the most trusted brand when it comes to manufacturing and exporting stainless steel items and kitchen utensils because to its dedication to quality control and constant innovation.

INOX Industries Limited:

Factory Name: Inox Industries Limited

Location: Mongla, Bagerhat.

Specialized Product: Export Quality Stainless Steel Crockery Products, Kitchen Utensils and SS

Pipes.

Brief Description: Inox Industries Limited is a subsidiary of the MAX GROUP, established in 2016 in Mongla EPZ, Bagerhat, Bangladesh. The factory was created with the aim of exporting high-quality stainless-steel pipes, crockery, and cutlery to foreign markets. With a total area of 74,354.00 sq. ft, the factory is equipped with modern technology and machinery, and has received ISO 9001:2015 certification, ensuring compliance with international standards for quality, safety, and timely delivery. Inox Industries Ltd is recognized in the international market for its wide range of stainless-steel products and exceptional quality.

Max Building Technologies:

MAX Building Technologies Limited seems to have a diverse portfolio of projects ranging from high-end residential buildings to commercial buildings and even hotels. It's great to see a company with a team of dedicated and skilled professionals working towards creating better living spaces for people. The collaboration with Swiss International for a Four-Star Hotel in Cox's Bazar, Bangladesh also shows the company's ambition and commitment towards the development of the hospitality industry in the country.

AFA Steel Industries Limited:

That is impressive to hear that AFA Steel Industries Limited, a concern of MAX Group, is the leading and best manufacturer of leaf spring in Bangladesh. It is great to know that the company is dedicated to supplying top-quality springs at competitive prices and has appointed dealers throughout the country, serving a wide range of customers in both heavy and light vehicle segments. It is also impressive to hear that MAX Spring has brought the ROBOTIC TECHNOLOGY to Improvise the Quality of Leaf Spring in the Bangladeshi market, a first in Bangladesh. Maintaining quality and commitment as per international standards for all types of vehicles has made MAX Spring one of the distinguished players and market leaders in the Leaf Spring Industries of Bangladesh and international territory. It is great to hear that MAX SPRING is now being exported to the international market, meeting the demand of the country.

Lub House Industries Limited:

Factory Name: Lub House Industries Limited

Location: Narshingdi, Bangladesh.

Specialized Product: Automobile Lubricants

Brief Description: That sounds like a very impressive company! Lub House Industries Limited appears to be a certified company that specializes in lubricating oil blending and marketing of various grades of lubricants under the brand name "NATIONAL LUB". They adhere to the specifications of API/ISO/MIL and have a well-equipped modern blending unit and state-of-theart quality control laboratory to ensure proper quality. It's good to know that they are committed to providing high-quality lubricants for their customers.

Heavy Equipment & Motors Limited

Having a diverse range of businesses is always beneficial for a company's growth and stability. It's also great that Max Group is the exclusive distributor of some renowned international brands in the equipment and motor sectors. Providing rental services for different types of equipment is also a smart move as it allows customers to access equipment without committing to a large investment.

SCICCOSO

It sounds like SCICCOSO is a fashion brand that focuses on creating unique designs for people who appreciate sophistication and glamour. They aim to provide a premium experience that reflects an urban lifestyle. The brand's product lines are carefully designed and showcased in their luxury stores.

MAXCRETE Limited

Project Name: Maxcrete Limited

Location: Jagir, Manikganj, Bangladesh

Specialized Product: AAC Blocks

Brief Description: The use of AAC blocks is indeed a sustainable and eco-friendly choice for building construction. The lightweight nature of the blocks makes them easier to transport and handle, resulting in reduced transportation costs and quicker construction time. Additionally, AAC blocks have excellent thermal insulation properties, which can lead to significant energy savings in the end. It is great to see that Maxcrete Limited is contributing to the growth of sustainable building practices in Bangladesh.

2.4 Mission

MAX aims to be the top choice for EPC services in the country by excelling as a leader in quality Mega-Project Delivery through innovative strategic project management methodologies. The company plans to develop in-house EPCM capability by 2021 and create 15,000 direct employment opportunities by 2025.

2.5 Vision

MAX is a company that values its employees as stakeholders and intends to give them ownership in addition to the owners. The company plans to achieve its goals by implementing necessary strategies through the establishment of a group strategic project management office (SPMO) that will promote a culture of safety and deliver safe projects. The SPMO will oversee project development processes, planning procedures, and governance and control. MAX GROUP will strengthen its Power and Energy sector EPC experience and manufacturing wing growth to enhance the strategic supply chain of mega-projects, and will engage in R&D, added market penetration, and business development of engineering products for both domestic and export markets. The company will list in the DSE by October 2020 and engage in a road show to float an IPO to share corporate profit with the public and underwriters. MAX will maintain its reputation as a sincere paymaster with the banking communities and international development agencies. As a socially responsible company, MAX will focus on achieving its strategic vision by fulfilling its sociotechnical obligations, including enhancing skills and knowledge at the national level, adhering to sustainable development goals, and supporting the Government of Bangladesh's vision to become a Developed Country by 2041.

2.6 Organizational Chart:

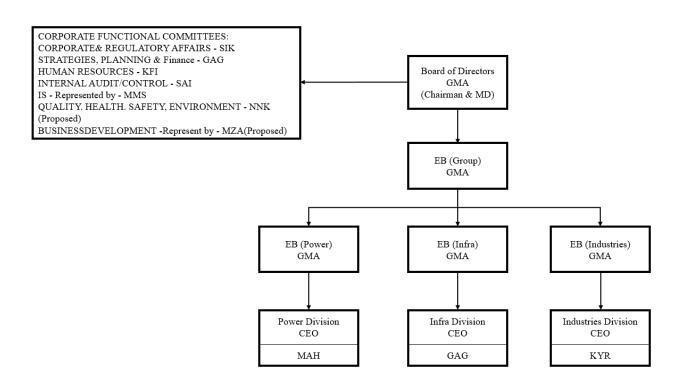


Table 2: Organogram of MAX Group

2.7 Clients of MAX group:

































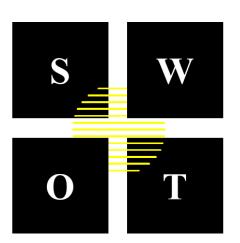


Figure 1: Clients and Partners of MAX Infrastructure Limited

- 1. Bangladesh Railway
- 2. Chattogram Development Authority
- 3. Local Government Engineering Department
- 4. Bangladesh Nuclear Energy Commission
- 5. Bangladesh Water Development Board
- 6. Bangladesh Power Development Board
- 7. Power Grid Company of Bangladesh
- 8. Bangladesh Rural Electrification Board
- 9. Dhaka Electric Supply Company Limited
- 10. Dhaka Power Distribution Company Limited
- 11. B-R Powergen
- 12. Khulna Water Supply and Sewerage Authority
- 13. Public Works Department
- 14. Roads and Highways Department
- 15. Bangladesh Army
- 16. ASE Rosatom

2.8 SWOT Analysis

- Working with government affiliation
- Diversified Business
- Oppurtunity of working outside national boundary



- Dependent on Government contract
- Political Instability
- Potential Competitors in the market

Strengths:

- Working with government affiliation: MAX Group's partnership with the government provides a level of stability and security for the company, and can lead to exclusive access to certain projects and opportunities.
- Diversified business: The group's business portfolio spans across multiple industries, which reduces its vulnerability to market fluctuations and provides a degree of stability.

Weaknesses:

- Dependent on Government: While the group's relationship with the government is a strength, it can also be a weakness as any political changes or shifts in government priorities could affect the company's operations.
- Not enough experienced: The Company's lack of experience in certain areas could lead to mistakes, missed opportunities, and lost revenue.

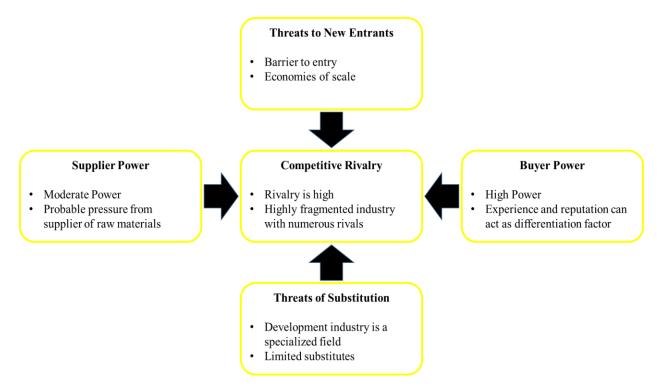
Opportunities:

- Opportunity of working outside national boundary: MAX Group can explore opportunities beyond its home country, potentially increasing revenue and diversifying its portfolio even further.
- Working with International organizations on different projects of the country: Collaborating with international organizations could help the group gain experience, access to new technologies and processes, and improve its reputation.

Threats:

- Political instability of the country: Political unrest and instability could negatively impact
 the group's operations and revenue, particularly if its relationship with the government
 becomes strained.
- Potential competitors in the market: As MAX Group expands and diversifies, it may face increased competition from established players and new entrants in the market, potentially affecting revenue and market share.

2.9 Porter's five Forces:



- 1. Threat of New Entrants: Construction and infrastructure development in Bangladesh face a medium level of competition from new entrants. A very little initial investment is needed to enter this market, but substantial knowledge, experience, and connections with government agencies are essential to succeed. New competitors may find it difficult to break into the MAX Group market because of the company's long history in the industry and its wide range of business activities.
- **2. Bargaining Power of Suppliers:** MAX Group's suppliers hold a fair amount of negotiating influence. The business might feel some pressure from its suppliers of cement, steel, and other building supplies, but this could be alleviated by the establishment of long-term contracts and the use of several suppliers.
- **3. Bargaining Power of Buyers:** Customers have a lot of advantage in negotiations with MAX Group. Government agencies and private businesses, who make up the bulk of customers, have considerable advantage in price and conditions negotiations. A differentiating aspect that might provide MAX Group an edge in negotiations is the company's experience and stellar reputation.
- **4. Threat of Substitutes:** MAX Group faces less competition from equivalent businesses. There are few viable alternatives to the services provided in the building and infrastructure development sector. However, the emergence of novel technologies and materials may pose a threat to the status quo.

5. Rivalry among Existing Competitors: Existing players in the market face stiff competition. There are a lot of different companies all trying to get a piece of the pie. Larger enterprises like TOMA Group and Abdul Monem Limited, as well as more localized operations, pose a threat to MAX Group's market share. MAX Group, on the other hand, has a leg up on the competition because to its varied commercial activities and established contacts with the government.

2.10 PESTLE











1. Political

- Because of its government contracting business, MAX Group is vulnerable to regulatory shifts and other policy-related issues.
- MAX Group's activities and income may be impacted by political instability in the country.

2. Economic

- Market fluctuations: Since MAX Group is involved in a number of different businesses, the company's revenue and profitability are vulnerable to the ups and downs of the economy.
- Exchange rates: Due to its international scope, MAX Group may be vulnerable to fluctuations in the value of the currency.

3. Sociocultural

- Social trends: Social changes, such as the growing interest in eco-friendly products and shifting customer tastes, may have an impact on MAX Group's business and financial results.
- Demographics: Revenue and productivity may be impacted by demographic shifts like population increase or aging.

4. Technological

- Advancements in technology: Changes in technology can have both good and negative consequences on MAX Group's operations and income due to the wide variety of sectors in which it works.
- Dependence on technology: Dependence on technology and the possibility of technological breakdowns might have an impact on MAX Group's operations and income.

5. Legal

- Compliance: Since MAX Group serves a wide variety of markets, it is subject to a wide variety of laws and regulations.
- Intellectual property: The company's bottom line and revenue would suffer if its intellectual property is stolen or violated.

6. Environmental

- Sustainability: The rising need for sustainable and eco-friendly products and services may have an impact on MAX Group's operations and income.
- Environmental regulations: Any infringement of environmental standards by the group's operations might lead to penalties or perhaps legal action.

Chapter 3: Industry Analysis

Rapid urbanization, population expansion, and government measures to enhance infrastructure have all contributed to a decade of consistent growth in Bangladesh's construction and infrastructure development business. Residential and commercial building construction, as well as the building of roads, bridges, ports, and airports, are all included in this broad category of work.

The government of Bangladesh has prioritized infrastructure development, including the Padma Bridge, the Dhaka Metro Rail expansion, and the development of the deep-sea port at Payra, all of which have contributed to the growth of the construction and infrastructure development industry in Bangladesh.

However, the sector also faces difficulties, such as a lack of skilled workers and inadequate infrastructure (such as roads and power supply). Construction projects may have setbacks and cost overruns as a result of these obstacles.

The government of Bangladesh is dedicated to long-term infrastructure investment, which bodes well for the construction and infrastructure development industry in Bangladesh.

Bangladesh's building and infrastructure development business is propelled by a number of causes:

- 1. **Government initiatives:** New roads, bridges, ports, airports, and other modes of transportation are receiving massive funding from the Bangladeshi government. Planned government initiatives that are expected to benefit the industry include the "Delta Plan 2100" and the "Vision 2021" programs.
- 2. **Rapid urbanization:** More and more people in Bangladesh are relocating to major cities in pursuit of better economic opportunities. This increases the demand for more places to live, places to shop, and modes of transportation.
- 3. **Economic growth:** Per capita income and the size of Bangladesh's middle class have both increased considerably in recent years. For this reason, it is now more important than ever to have attractive and functional public areas and cozy homes.
- 4. **Foreign investment:** The infrastructure and property development sectors in Bangladesh have seen considerable foreign investment in recent years. It has allowed for huge infrastructural improvements like the Payra deep-sea port and the Dhaka Metro Rail, to name just two.
- 5. **Technological advancements:** Examples of this trend toward digitization in the building industry include Building Information Modeling (BIM) and 3D printing. These advancements may increase output, cut costs, and enhance structure quality.
- 6. **Sustainability:** Eco-friendly construction methods and infrastructure renovations are starting to gain traction in Bangladesh. Using renewable energy and eco-friendly materials in building projects is becoming increasingly common.

3.1 Industry Size

Slowly but surely, the people of Bangladesh are beginning to grasp the significance of eco-friendly building practices and upgraded infrastructure. Renewable energy and eco-friendly building materials have seen a surge in popularity in recent years. For some perspective, consider the following rough calculations:

- The Bangladesh Association of Construction sector (BACI) estimates that the construction sector in Bangladesh is valued around BDT 1.5 trillion (about USD 18 billion) in the year 2020.
- In 2017, the construction sector in Bangladesh was worth around USD 12.3 billion, according to estimates by the World Bank.
- According to a research by ResearchAndMarkets.com, the construction market in Bangladesh is expected to develop from 2020 to 2025 at a CAGR of 8.2%, from an estimated USD 31.8 billion in 2020.

As a whole, Bangladesh's building and infrastructure development sector is a rising economic driver for the country. Government spending on infrastructure, rising populations in metropolitan areas, and a more active private sector are all factors that should contribute to the industry's continued expansion in the years ahead.

3.2 Yearly Maturity and growth trend of the industry

Summary of the yearly maturity and growth trend of the construction and infrastructure development industry in Bangladesh over the past few years, based on data from the Bangladesh Bureau of Statistics (BBS) and other sources:

- In the fiscal year 2017-18, the construction sector contributed 8.36% to Bangladesh's GDP, up from 7.74% in the previous fiscal year.
- In the fiscal year 2018-19, the construction sector's contribution to GDP increased to 9.18%.
- According to the Bangladesh Bank, the total value of construction projects in Bangladesh increased from BDT 1.39 trillion in 2016 to BDT 1.92 trillion in 2019.
- The annual growth rate of the construction industry in Bangladesh was 7.6% in the fiscal year 2018-19, up from 7.05% in the previous fiscal year, according to the Bangladesh Bureau of Statistics.
- In the fiscal year 2019-20, the construction sector's contribution to GDP was 9.3%, according to the Bangladesh Economic Review 2020.
- The World Bank has projected that Bangladesh's construction industry will continue to grow at an annual rate of around 8% in the coming years, driven by government investment in infrastructure and increasing private sector participation.

Over the past few years, the construction and infrastructure development industry in Bangladesh has grown substantially, contributing significantly to the country's GDP. Public and private investments in infrastructure and urbanization are expected to drive further growth in the industry in the coming years.

3.3 External economic factor and their effect on the industry

The building and infrastructure sector in Bangladesh is vulnerable to external economic influences. Here are some of the key factors and their potential effects:

- 1. **Foreign Direct Investment (FDI):** The economic climate of Bangladesh might be affected by foreign direct investment (FDI). Large-scale infrastructure projects can gain from more FDI, while a decrease in FDI could slow the industry's growth.
- 2. **Exchange Rates:** Changes in the exchange rate can affect the price of imported materials, equipment, and technology. If the Bangladeshi Taka loses value relative to other currencies, the cost of importing these supplies might go up.
- 3. **Interest Rates:** Loans for construction projects may be more or less easily obtained, depending on the current interest rate. Developers' ability to borrow money might be hampered by rising interest rates, which could lead to less money being invested in the building industry overall.
- 4. **Inflation:** If inflation were to spike, the cost of materials and labor for construction projects may go up. The impact of inflation on consumers' purchasing power might lead to a decline in demand for housing and other construction types.
- 5. **Global economic conditions:** Bangladesh's economy is vulnerable to shocks in the global economy because of the sensitivity of demand for the country's exports to such trends. If the global economy were to slump, demand for Bangladeshi exports like construction projects may decrease.
- 6. **Government policies:** Bangladesh's construction and infrastructure development industry is particularly sensitive to directives from the government. Policies and tax breaks that inspire more spending on physical infrastructure might be good for the economy. However, the industry's development potential might be hindered by regulations that limit investment.

Construction and infrastructure development in Bangladesh are very susceptible to fluctuations in international economic conditions. Industry participants need a deep familiarity with these factors and their potential effect in order to make well-informed business decisions.

3.4 Seasonality

According to data collected and analyzed by the Bangladesh Bureau of Statistics, the country's construction industry is expected to increase at a CAGR of 8.12% between 2015 and 2019. This indicates that there have been no significant changes in the industry's activity level due to the changing seasons.

Weather circumstances, especially during the monsoon season, can generate severe pauses in the construction and infrastructure-building industry in Bangladesh, however there is no evidence to suggest that there are significant seasonal swings.

Many Bangladeshi construction companies prepare for the monsoon season by installing temporary drainage systems, using water-resistant materials, and scheduling their projects for times when there is less chance of precipitation. However, there is no assurance that these measures will always be sufficient to prevent delays and interruptions due to weather.

Although weather can have an effect on the construction and infrastructure development sector in Bangladesh, there is insufficient evidence to suggest significant seasonal changes.

3.5 Technological factors in the industry

The building and infrastructure development industries in Bangladesh have benefited greatly from technological advancements. Some ways in which technology is changing the business world include the following:

- 1. **Building Information Modeling (BIM):** Building information modeling (BIM) is a digital technology that facilitates the generation of a 3D model of a building, which improves the precision and effectiveness of the design and construction phases.
- 2. **3D Printing:** Prototypes, molds, and other items are being made using 3D printing in the building industry. It might drastically alter the building process, making it quicker and more cost-effective.
- 3. **Internet of Things (IoT):** Construction sites are increasingly utilizing IoT devices to track and manage things like temperature, lighting, and security.
- 4. **Drones:** Drones are being utilized in the building industry for surveying, data collection, and progress checks. They are also useful for doing pre-repair inspections of structures and infrastructure.
- 5. **Mobile Apps:** During the building process, mobile apps are being used to facilitate better interaction between all parties involved. They may also be used to monitor the status of a project, control its timeline, and get entry to relevant information.

3.6 Regulatory, Political and legal concerns that effects this industry

- 1. **Regulatory Concerns:** Bangladesh Investment Development Authority, Bangladesh Standards and Testing Institution, and Bangladesh Fire Service and Civil Defense are just a few of the government entities that have rules pertaining to the business. Failure to comply with these standards can result in penalties or legal action, and compliance can be difficult and time-consuming.
- 2. **Political Concerns:** The sector in Bangladesh is vulnerable to political instability and shifts in government policy and regulation. Project profitability may be influenced by factors such as alterations in tax laws and the release of new building permits.
- 3. **Legal Concerns:** Various legal issues, such as land ownership disputes, contract disputes, and labor disputes, plague the industry. Companies need to take precautions to avoid falling foul of anti-corruption legislation and regulations since corruption is a real threat in this sector.
- 4. **Environmental Concerns:** Companies in this sector are required by law to lessen their negative effects on the environment. Soil erosion and water pollution are two problems that may be avoided if building sites are handled appropriately.
- 5. **Safety Concerns:** There are laws in place to protect both the employees and the general public in this field. In order to avoid liability for accidents and injuries, businesses must adhere to safety standards and laws.

Regulatory, political, and legal issues all contribute to an already difficult environment for Bangladesh's building and infrastructure development sector. Businesses need to be alert to these issues so they can take precautions to ensure regulatory compliance and risk management.

3.7 Competitive Environment and Changes in the Competitive Environment of this industry

There is a great deal of competition in Bangladesh's building and infrastructure development business. A significant number of small and medium-sized organizations and a limited number of giant corporations that control the majority of the market characterize the business sector.

Raw material prices, such as those for steel and cement, are susceptible to shifts in the global economy. The competitiveness of businesses and the profitability of building projects are both susceptible to these shifts.

- 1. **Competitive Environment:** There are many different enterprises in this sector all vying for the same customers' dollars. There are, however, a few major players in the industry. These include MAX Infrastructure Limited, TOMA Group, and Abdul Monem Limited.
- 2. Changes in the Competitive Environment: Changes in technology, consumer tastes, and government laws are all having a profound impact on the business world. As an illustration, businesses that focus on sustainable construction have an edge over their conventional counterparts as the demand for green building technology grows. Competition is shifting

- because of the government's emphasis on infrastructure development, as businesses race to secure contracts to construct roads, bridges, and other such projects.
- 3. **Market Share:** The top five construction firms in Bangladesh controlled over 23% of the market in 2016, per a survey by the Bangladesh Institute of Development Studies. However, this sector is extremely fluid, as new players enter and existing ones disappear regularly.
- 4. **International Competition:** International companies, especially those based in China and India, are becoming a greater threat to domestic businesses. Businesses in the area are forced to improve their operations in order to remain competitive because of foreign competitors offering lower pricing due to economies of scale and reduced labor costs.

Chapter 4: Description of Main Duties

This section focuses on the main duties and obligations I undertook during my internship at MAX Infrastructure Limited. This will mention the overall contribution I have made to the company.

Designation: Intern – Management Information System

4.1 Work Environment and Tasks

On February 1, 2023, I started working as an intern at MAX Infrastructure Limited since it was a requirement for my undergraduate program. I was hired there in the department of Management Information System. I was originally tasked in assisting with Enterprise Resource Planning software of the organization. Max Infrastructure Limited has their own in house built ERP system. In the beginning of the internship period, I received an in depth training on their ERP software. Throughout the training session, I learned and experienced how MAX uses their ERP system through out every steps of their business across every industry with the goal of automating their business. My training included the following modules

- Procurement
- Inventory
- Sales
- Accounting
- Finance
- Fixed Assets
- Banks
- LC
- Portal
- Dashboard
- Master
- Equipment Management Division (EMD)

4.2 Key Responsibilities

Using the ERP software, I was assigned with some key responsibilities on which I had to give a weekly report to my supervisor.

My responsibilities were:

- ➤ To generate reports such as stock available summary, a current inventory report, consumption report after they were updated in the ERP software from respective stores.
- > To create purchase orders.
- ➤ To update supplier details, LC details.
- ➤ The Material Received Entry (MRE), which is formed each time a material is supplied to the factory, is created using the distinct PO number and the LC number. I was assigned the

- responsibility to update these actions on the ERP system to guarantee smooth operation and transparency regarding the status of the material stock.
- > Sometimes I was given the responsibility of arrange the documents of LC according to the annex.

4.3 ERP Modules

As an intern, I was given access to specific modules of the ERP software of MAX Infrastructure Limited. Those modules included the regular business activities of MAX. The modules included procurement, sales, LC, EMD, Dashboard, Banks, fixed assets etc.

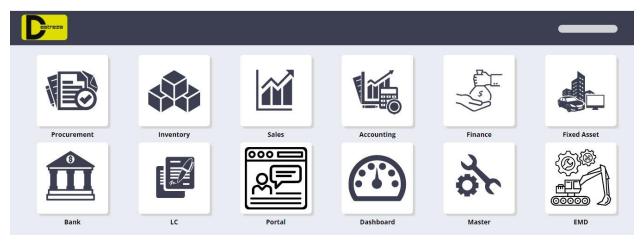


Figure 2: ERP Modules

Modules I did not have access was HRM, HRIS, Payroll and Employee Management. As these modules had data of the employees of the organization, so as an intern I also did not receive any training in these.

4.4 Procurement Module

In this module, requisitions for materials and funds are created from the requisition section. The requisitions are given as a requester. Then the approvers approve the requisition. After it is approved, service orders are created. After this purchase, orders are created from the P.O. section. I was given training on how requisitions are given as a requester and approved as an approver. In addition, I received training on creating purchase order.

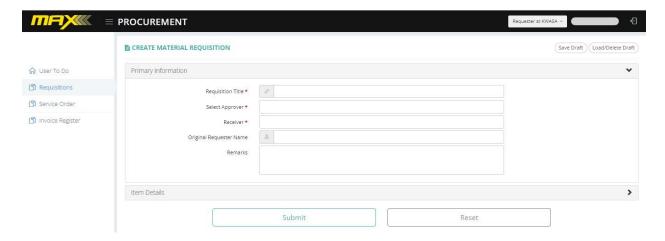


Figure 3: Procurement Module

Also from procurement module, fund requisition can be raised. Requesters of different projects raise these requests. In addition, they are approved either by central approvers from corporate office or by local approvers from the project. The same process is followed for material requisition.

The service order section is used to raise service request of any servicing required for any equipment in any project or the corporate office. Only requesters can create service orders.

Invoices are also created from this module. In this case, also, requesters create invoices and approvers approve them.

- * Requisition Title:
- Select Approver: Name of the approver who will approve this requisition
- * Receiver: Name of the person who will physically receive the delivery
- * Original requester Name: Details of the requester who raised the requisition
- * Remarks: This section was given to provide any extra information by the requester

4.5 Inventory Module

This module was a virtual representation of all the warehouses of MAX Infrastructure Limited. It contained all the information on available raw materials in different warehouses, newly received materials, newly disbursed materials and information in damaged materials.

The module had a MRR sections. MRR stands for Material Received Report, which was the section where information on received materials were found. This information include type of the material, vendor, receiver and project name. In addition, number of damaged materials are also available here.

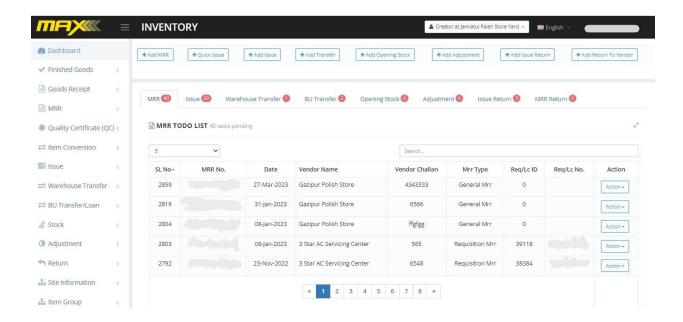


Figure 4: Inventory Module

Then the QC section contained report on quality of the materials. The quality certificates were issues by the QC department. Item conversion contained the date in the materials those were converted into other products or materials.

As MAX has many warehouses in different places, often materials need to be transferred from one warehouse to another. This is why, Warehouse Transfer section is added.

MAX has more than one projects running at the same time. Business Unit Transfer/Loan is sued to keep data in materials that are transferred lend as loan to another business units.

I used to generate reports taking informations from the above mentioned sections and present to my supervisor.

4.6 Sales Module

The industry unit of MAX Group uses the sales module. However, sales information from the warehouses of the infrastructure division are also available in the ERP.

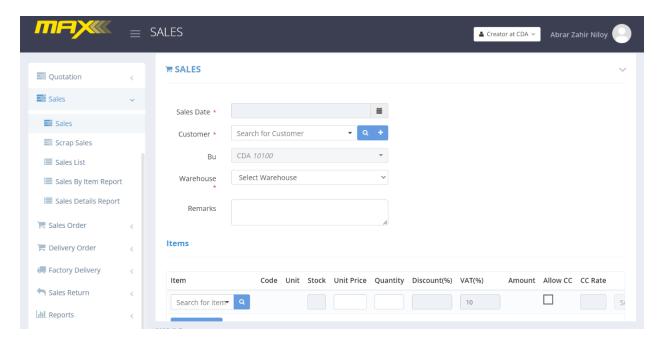


Figure 5: Sales Module

Only creator from different business units can input sales data in this module. Scrap sales sections contains data about the scraps that are sold in the market. Here also only creators can input data. Sales item section has the list of all the items sold. After creator inputs the data, they are approved either by local approver or by approver from corporate office. Sales order, delivery order contain details of items that are either sold or delivered respectively.

I used to gather data from the report sections and create reports on the sales, scrap sales, sales order and delivery order and present them to my supervisor. My reports usually focused on the total sales on weekly and monthly basis.

4.7 Bank Module

The ERP system for MAX Group manages financial transactions associated with banking activity through a bank module. Businesses of MAX group can use it to handle all of their banking operations, including bank account administration, transaction monitoring, and bank statement reconciliation, from a single, centralized platform. Businesses can track bank activities, compare bank statements, and better manage cash flow thanks to the bank module. To give a complete picture of the company's financial activities and to facilitate efficient decision-making, it can also interface with other modules like finance and procurement. The MAX Group can improve their financial administration, guarantee compliance with banking laws, and make wise financial decisions by utilizing a bank module in the ERP system.

The MAX ERP system now includes a bank module for managing checks and payments for invoices from suppliers, internal bills, internal bank transfers, and other things. The management of all bank payments is the key focus.

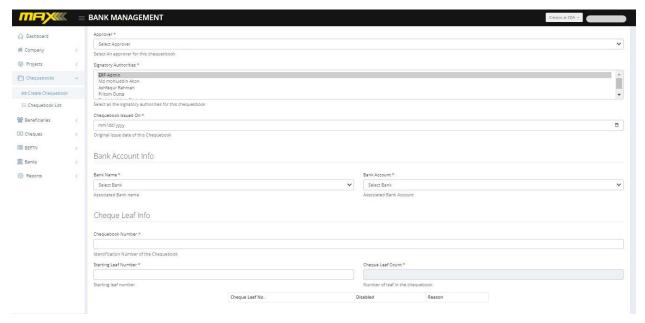


Figure 6: Bank Management Module

In the bank module, there are five steps for making a payment. Which are:

- Creation of a Bank Name
- Creating a Checkbook
- Open a Bank Account
- Beneficiary Development
- Printing of Cheques

The three users are charge of managing bank payment processes.

- ❖ Creator Who will make checks, bank accounts, etc.? Submitted to an auditor for review.
- ❖ Auditor An auditor will check how payments are made. Is going to be delivered to an approver.
- ❖ Approver The approver will ultimately approve.

A payment or any other type of transaction at the business can be carried out using a cash-in-hand operation or the bank module. The bank module uses two distinct types of transaction methods, including:

- Check the problem.
- **❖** BEFTN

The check's maker must first upload a new checkbook containing basic information, bank account information, and a check leaf to the ERP system before issuing a check. Reviewing the check and

approving the cheque are the next steps. The ERP system can be used to search through every previous check that has been made. To make informed judgments, management can produce reports using the module's report option.

4.8 Finance Module

The financial operations and transactions of MAX Group are managed via a finance module in the ERP system. It has functions including fixed assets, cash management, general ledger, accounts payable and receivable, and financial reporting.

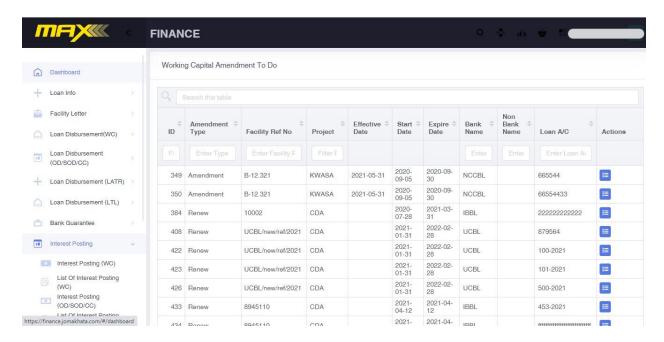


Figure 7: Finance Module

The organization may handle financial processes more effectively by automating tasks like invoicing, payment processing, and financial reporting thanks to the finance module. It also helps to maintain compliance with accounting standards and regulations while giving real-time insights into the company's financial status. In general, this module assists MAX's concerned enterprises in better managing their financial resources and making wise financial judgments. Through this module, the staff can manage the loan procedures and bank data.

4.9 Accounting Module

An accounting module manages the financial accounting operations for MAX in an ERP system. It has functions including general ledger, bank reconciliation, accounts payable and receivable, and financial reporting. The module enables the company's companies to keep track of financial activities, produce financial statements, and adhere to rules and standards for accounting. It offers a centralized platform for controlling accounting procedures, boosts precision and effectiveness, and lowers the possibility of mistakes or fraud. Additionally, a module for accounting in the ERP system enables companies to automate accounting duties like billing, payment processing, and financial reporting, streamlining their accounting operations and enhancing overall financial management.

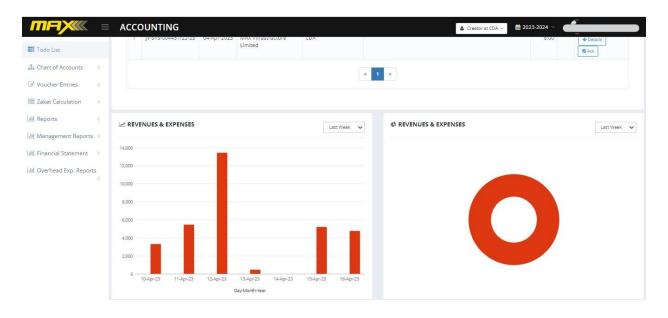


Figure 8: Accounting Module

Accounting Methodology

Four different user types are required for the accounting process. The initial is the creator.

- **❖** Approver.
- Auditor.
- ❖ Admin.
- ❖ Accounts Chart (COA)

In the Chart of Accounts (COA), there are numerous options. The following:

- Manage COA
- Choosing COA
- COA permission
- Export and Import at COA
- ❖ A table of accounts
- Cost Center Approval.

4.10 LC Module

The automation of LC processes and the generation of orders for goods and services are both made possible by the LC management module, which is a crucial part of the MAX's business operations. The module also tracks the implementation of the budget for imported commodities and goods. It also makes currency translation easier while precisely calculating and allocating expenditures associated to LC products. The module also has a facility for producing export LC and pertinent documentation, which increases its entire functionality. It keeps track of every step taken to create an LC, from beginning to end. This module is built with a few connected, sequential steps for LC facilitation. These are following-

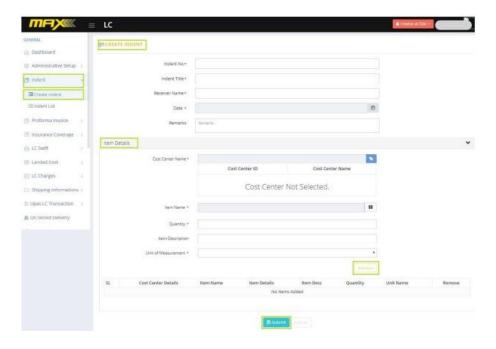


Figure 9: LC Module

- ❖ Making Indents: This is a request for the items that are required, and a list of those products will be sent from the websites to construct an indent.
- ❖ **Proforma Invoice** (**PI**): The following information is necessary for PI creation: Exporter/Buyer Info,
 - Notify Buyer
 - Second Notify
 - Exporter Information
 - Exporter Name
 - Address Phone
 - Beneficiary Bank
 - Bank Account
 - Bank Swift
 - Basic Information
 - PI No
 - PI Date
 - System Generated PI No
 - PI Currency
 - Remarks.
- ❖ Swift: The LC Swift will be changed as the initial modification. In LC Swift, there are three different types of information. There are three distinct swift types.
- **❖ Landed Price:** The following facts should be kept in mind while calculating landed costs. These include:
 - ➤ Choose an LC type from the dropdown menu. One is known as Single LC, while the other is Split LC. LC for a single project is referred to as a single LC. SPLIT LC denotes the division of items into numerous projects when they are brought into an LC.

- To generate a landing cost, specify a load percentage.
- > To go forward, pick a cost center.
- In order to establish a landed cost, click submit last.
- ➤ We will now build an Insurance Coverage after creating the Landed Cost.
- ❖ Insurance Protection: By entering corporate information and calculating insurance premiums, this organization will be finished.
- Packing list
- Shipping information
- Transportation costs and other costs
- Business Invoice
- ❖ Bill of Entry Modification
- **❖** LC Closing Flow

4.11 Work Interaction, communication mode and frequency

During my internship at MAX Infrastructure Limited, I interacted with many different departments and employees, including the Deputy General Manager (DGM) of Project Control and MIS, the General Manager (GM) of MIS, the Executive of Human Resources, the Deputy General Manager (DGM) of Sales and Marketing for the Industry unit, and the Assistant Manager (ASM) of Branding and Promotion.

I had to rely on email, social media (including WhatsApp), and in-person meetings to keep in touch with my superiors and coworkers at work. Regular meetings are held so that everyone on the team may stay abreast of developments, discuss new strategies, and generate new ideas.

4.12 Working Tools

Throughout my internship, I mostly used

- Google Sheets
- Microsoft Excel
- Microsoft Word.
- Google Docs
- MAX Group's custom-built ERP

Chapter 5: Analysis

This section is an analysis of my internship's performance over the course of three months. The examination will focus on the company, the market, and the professional settings. In this chapter, I will analyze these three facets, with an emphasis on contrasting what I studied in college with what I saw in an internship setting.

5.1 Company Level Analysis Updated ERP

ERP software used in this instance is highly automated. It results in increased organizational adaptability, productivity, and efficiency. It has the potential to improve productivity in the workplace by decreasing the need for manual tasks. When leaders have access to timely and reliable data, they can better assess market conditions and adjust strategies accordingly. Supply chain management, inventory control, and procurement may all benefit from MAX's ERP system, leading to operations that are more efficient and less waste. Improved management of the project's time, money, and resources can also achieve improved project results. Financial performance insights are also provided by the ERP system, allowing the organization to pinpoint problem areas and prioritize where to allocate resources. MAX Group is able to streamline operations, cut expenses, and maintain competitiveness thanks to the ERP system's features.

Employees with Low Technical Abilities

Despite MAX Group's use of cutting-edge ERP software, its staff lacks the necessary expertise to fully take use of the system's capabilities. It turns out that most of the crucial projects' employees aren't making the most of the ERP. They have not been given the proper orientation to the ERP system. Some of them refuse to even admit that this technology is crucial. Management is doing their best to roll out the ERP system across the organization, but staff at the project level are hesitant. While some staff members do make use of the ERP, their inexperience often leads to mistakes. Errors and inefficiencies may drive up expenses, which can cut into profits. In addition, it might cause delays in project completion, which in turn can annoy customers and hurt the business's image. It also lowers morale and productivity since other workers will have to make up for the faults of their coworkers. Finally, it prevents the company from making full use of the ERP system, which can lead to lost optimization and expansion opportunities.

5.2 Market Level Analysis

Financial Results

MAX Group's growth in terms of revenue has remained consistent throughout time. The company's financial filings show that its revenue in FY2020 was BDT 15.78 billion, up 25.9% from FY2019. In the same period, the firm saw a 44.9% increase in net profit after taxes to BDT 1.78 billion. These numbers point to strong financial health and rapid expansion at MAX Group.

Market Share

When it comes to the Bangladeshi building and infrastructure business, MAX Group is a major player. The organization has successfully finished a wide variety of countrywide infrastructure projects, including as power plants, highways, and railways. MAX Group's subsidiary, MAX Infrastructure Limited, is actively engaged in the construction industry. The company's portfolio includes a mix of commercial and residential developments in some of the country's most desirable areas. Because of these qualities, MAX Group is very successful in Bangladesh.

Growth Potential

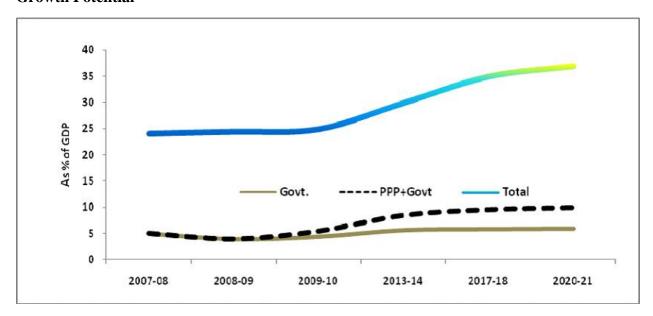


Figure 10: Growth Rate Graph

MAX Group is optimistic about the company's long-term growth prospects. Rising government spending in the sector bodes well for Bangladesh's building and infrastructure market in the years ahead. The tremendous urbanization-taking place in the country is also fueling demand for new construction. As a market leader with deep industry knowledge, MAX Group is ideally positioned to capitalize on these openings.

Railway Construction

MAX Group has a substantial footprint in the rail industry. MAX Group has participated in a number of significant railway projects in Bangladesh, which is growing and updating its railway system. The Padma Bridge train Link Project, for instance, requires the construction of a new railway line to link the Padma Bridge with the rest of the country's train network, and the business has been hard at work on this. In addition, MAX Group has begun working on a new railway bridge over the Jamuna River, which, when finished, would be the longest railway bridge in Bangladesh.

Construction Industry

Over the past few years, Bangladesh's construction sector has expanded greatly. As a method of luring in foreign investment and boosting the economy, the government has made infrastructure improvement a top priority. As a result, there is a greater requirement for construction and engineering firms like MAX Group, which has opened doors for growth and increased market share.

Power Generation

MAX Group is also involved in the generation of electricity. To keep up with the rising demand for energy, Bangladesh has been making investments to expand its power producing capacity. MAX Group is currently building a 450 MW combined cycle power station in Bhola, one of numerous large-scale power plant projects in the country. Among the many renewable energy projects in which MAX Group has invested are wind and solar farms. The development of thermal power plants is another area in which the corporation is active, and one in which it intends to increase its future investments.

Growing public and private sector investment will propel Bangladesh's infrastructure, power generation, and real estate markets forward in the next years. This opens up several doors for MAX Group to develop new services and capture a larger portion of the market.

Although there are opportunities in this market, there are also risks associated with it, such as legal and regulatory hurdles, political unpredictability, and competition from both domestic and foreign firms. In order to stay ahead of the competition, MAX Group will need to constantly innovate and adjust its tactics to meet the changing needs of the market.

5.3 Industry Level Analysis

In terms of both workload and interactions with my supervisor, the internship ended up being less challenging than I had anticipated. Human Resources and Administration were understanding of my schoolwork and worked with me to ensure regulatory compliance. Even during temporary internships, it is crucial to establish meaningful connections with coworkers. I like how our professors arranged the course's schedule so that we could obtain real-world business experience while still in school; this will give us a leg up when applying for jobs after graduation. I'd want to thank everyone at my university for giving me the chance to gain practical experience in the commercial world through internships. I learned a lot about my future field and myself throughout my internship, which lasted three months.

Connection to Membership in Groups and Businesses

MAX Group's partnerships with other businesses and organizations are crucial to its day-to-day operations. Since MAX is a government contractor, it must form partnerships with groups on both the national and international levels. My time at MAX Group has exposed me to a wide variety of office stakeholders. MAX Group handles them very well. For starters, it's a great way to boost the company's standing in the market. MAX Group's brand image and market awareness benefit from its partnerships with other established businesses and organizations. As a result, the company's customer base expands, along with its revenue and expansion opportunities.

Additionally, by joining forces with other businesses, MAX Group gains access to untapped markets and additional business opportunities. The organization may now broaden its services and product offerings as a result of this. When a small company like MAX Group joins up with a major international conglomerate, both parties benefit from access to markets and consumers they otherwise couldn't enter.

Additionally, MAX Group gains access to invaluable resources through its affiliations, including knowledge, expertise, and funding. MAX Group gains access to its partners' knowledge and experience as well as their financial resources through partnerships.

Finally, MAX Group's membership in various organizations and partnerships with other businesses aids the firm in keeping abreast of developments in the market. This can assist the organization keep up with the ever-evolving business landscape and maintain its competitive edge.

Professional Communication

At MAX Group, we put a premium on maintaining an air of professionalism in all of our interactions. When dealing with internal and external stakeholders, the company stresses the importance of open and honest communication. As an intern, I was pushed to have open lines of communication with my boss and coworkers. Our progress and any problems that developed were discussed at our frequent meetings. I also participated in workshops focused on improving my communication abilities.

MAX Group places a premium on its connections with its clients, partners, and other stakeholders, as well as on its favorable public image. The corporation has a whole department devoted to public relations, which handles everything from media relations to stakeholder involvement. Some of these communication activities, like writing press releases and making presentations for clients, were open to me to observe and participate in.

Net Working

Networking was quite helpful to my development as an intern at MAX Group. By getting to know my coworkers and superiors, I was able to learn more about the company's values, procedures, and initiatives.

Networking allowed me to get insight and contacts I never would have had the chance to meet otherwise. New projects and objectives were made known to me, and I picked up tips on how to get things done efficiently and make the most of my time by talking to my coworkers. Because of this, I was able to get more done in less time without sacrificing quality.

My professional competence and knowledge both grew as a result of my networking activities. I was able to expand my knowledge of the business and of my field as a whole by establishing connections with more seasoned professionals. In addition, I was able to get constructive criticism of my work and learn where I might make improvements by connecting with other professionals.

Finally, yet importantly, networking helped me make connections that would be useful in the end. Through cultivating meaningful relationships with my coworkers and superiors, I have a solid foundation from which to seek guidance, encouragement, and even future employment opportunities.

Reporting and Observation

I learned a lot about reporting and observational skills during my internship at MAX Group. Being able to report and observe successfully helped me accomplish the many duties and obligations given to me throughout my internship.

My internship required me to write reports regularly. My stay at MAX Group was punctuated by regular reports, presentations, and presentations to my boss and other upper-level team members. I was able to monitor my development and obtain constructive criticism thanks to these reports. The comments helped me see where I was succeeding and where I needed work.

During my internship, I learned to become a better observer. I was continuously taking mental notes on everything I saw in the office, from the procedures to the employees. I learned about the company's beliefs and ethics via my exposure to MAX Group's work environment. As a result, I was able to better conform my actions and attitudes to those valued by the organization.

In addition to interviews, I relied on my own eyes to learn how MAX Group operated. I learned how departments and teams communicated and worked together to accomplish their tasks via observation. As a result, I have a deeper appreciation for the organization as a whole and for the role that my work has played in its success.

Chapter 6: Recommendations and Conclusion

6.1. Recommendations

Women Empowerment

Here at MAX Group. Almost no females work in upper management. The upper management team consists of a select few. There is essentially no one serving in a middle or lower managerial position. Nonetheless, there are some truly incredible women working on these sites.

MAX Group can do more to advance women in the workplace by boosting the percentage of women in intermediate and entry-level management roles at the company's headquarters. Creating a welcoming and encouraging workplace environment for women to further their careers is one way to achieve this goal. Women in the workplace can benefit from training and development programs created with them in mind. In addition, MAX Group can engage in events and activities that promote gender diversity and inclusion by partnering with other groups that have a focus on empowering women. By doing so, MAX Group can foster a more gender-neutral and tolerant work environment that encourages the development of all workers.

MAX Group may take initiatives to develop an inclusive and diverse corporate culture in addition to enacting policies and programs for women's empowerment. To achieve this goal, it is important to provide all employees, not just management, with training and seminars on topics such as unconscious bias, gender sensitivity, and diversity and inclusion. Women's and other underrepresented employee resource groups provide a forum for workers to network, share experiences, and advocate for change inside the firm. MAX Group's economic prospects may improve if the company adopts a policy of encouraging a diverse and inclusive workforce.

ERP Training

MAX Group may increase its productivity and efficiency as a whole by adopting the suggestions made in this report and ensuring that its staff receive enough training on the ERP system.

- 1. MAX Group should create an all-encompassing ERP training curriculum covering both the theoretical and practical facets of the system. Finance, procurement, inventory management, and human resource management are only some of the ERP system's core functions that should be addressed by the training program.
- **2.** During the training period, have participants actually use the ERP software. This will aid workers in learning the ERP system's features and putting them to use in their daily tasks.
- **3.** The training curriculum needs to be tailored to the specific duties and obligations of each employee. The training program for financial staff should emphasize financial modules, while the training program for human resources staff should emphasize human resources modules.
- **4.** ERP training is not a one-and-done deal; instead, it requires ongoing refresher sessions to keep personnel abreast of the system's evolving features and functionality.
- **5.** The success of the training may be tracked and assessed by keeping tabs on trainees as they progress through the program. With this information, we can fix the training program's flaws and make it more effective.

Employee Satisfaction

The performance and productivity of a company are strongly tied to the level of happiness felt by its employees. Several suggestions have been made that, if implemented, would significantly boost employee happiness at MAX Group. Here are some suggestions on how MAX Group might improve the morale of its staff:

- 1. Create a welcoming, supportive, and collaborative atmosphere by encouraging open communication between all team members at MAX Group. One way to do this is by encouraging an environment that values honesty and openness as well as variety.
- 2. Providing employees with training, workshops, and mentoring programs are all great ways to help them improve professionally and flourish in their roles. Workers may end up caring about their jobs more as a result.
- **3.** MAX Group should institute a program to honor and commend those who go beyond the call of duty. Incentives might be anything from a monetary bonus to a promotion.
- **4.** The best way to increase trust and collaboration among employees is to increase communication. To make sure everyone at MAX Group feels heard and appreciated, the company should hold frequent meetings and feedback sessions.
- **5.** Employee happiness rises when there is a good balance between work and personal life. MAX Group has to institute rules and programs that encourage a healthy work-life balance, such as telecommuting and wellness initiatives.
- **6.** Benefits packages, including as medical insurance, retirement plans, and time off policies, might use some improvement at MAX Group. This might show how much the firm appreciates its employees, which can be a big draw for them.

6.2 Conclusion:

Max Group has been there for a while now, but it took them a while to break into the market. The company has grown to become a major player in the construction and infrastructure development sectors. As a result, they contribute greatly to the expansion of our nation's economy. The fact that they have a diverse team, work closely with the administration, and have a collection of dedicated minds helping them operate their operation efficiently is what sets them apart. It was an once-ina-lifetime opportunity to work for such a prestigious company. I never believed I would get the chance to see MAX genuinely take their position in the business and in our thinking, but I did. In addition, I acquired skills in digitally managing duties related to procurement, LC, accounting, and finance, and in automating each company process with my team. As my profession develops, I know I can draw on all of these experiences to my advantage.

With any luck, MAX Group will be able to implement my suggestions for these areas and further improve its operations and work environment so that it remains a market leader. In sum, I am very appreciative to have had the chance to work for MAX Group, a firm that places a premium on its employees' professional growth and development.

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Annexure

Student Name: Joshua Arvine Aritro

Student ID. 180061152

Week: 1st week

Date: From 29th January to 2nd February 2023

List of activities with brief description:

1. Introduction to the company culture and knowledge about the company.

2. Attended few meetings with the HR department and the Governance and Strategy Consultant about placement.

- 3. Meeting with the organization Chairman about internship prospects and opportunities in the company.
- 4. Corporate office visit and got to know about the departments in the company.
- 5. Training session with Deputy General Manager of MIS department on 'Agile'.
- 6. Discussion with the supervisor about agile mindset and implementation on work environment.
- 7. Task given by the supervisor on the lubricant industry of the company.

8. Market analysis on the domestic and international lubricant industry.

Company Supervisor

Mushfique Salaheen

DGM, Project Control and MIS

Max Infrastructure Limited

Academic Supervisor

Jahangir Alam

Lecturer

Management Information System

Islamic University of Technology

Student Name: Joshua Arvine Aritro

Student ID. 180061152

Week: 2nd week

Date: From 4th February to 9th February 2023

List of activities with brief description:

I conducted a competitor analysis of LubHouse to better understand the market and identify
potential opportunities.

- Created a report that outlines the competitor analysis of LubHouse and the market share of its competitors. This report includes information on each competitor's strengths and weaknesses, as well as the overall market trends.
- 3. I had a follow-up meeting with the Deputy General Manager of MIS department to discuss the competitor analysis report and seek feedback. During the meeting, we discussed the results of the analysis and how they can be used to inform future strategic decisions for LubHouse.
- 4. Obtained an overview of the internal audit on the Laksham Akhaura Railway Project of Max Group. This provided valuable insight into the project's operations and financial performance.
- 5. Finally, I prepared an integrated internal audit report that covers the Sreepur Power Plant, Rooppur Nuclear Power Plant, and Laksham Akhaura Railway Project. This report provides a comprehensive overview of the internal audit activities and results, and will be submitted to the management team for review.

Conducted a market visit to gather relevant information on the prices, availability, and market demand of the competitors of LubHouse.

The solution

Company Supervisor

Mushfique Salaheen

DGM, Project Control and MIS

Max Infrastructure Limited

Academic Supervisor

Jahangir Alam

Lecturer

Management Information System

Islamic University of Technology

Student Name: Joshua Arvine Aritro

Student ID. 180061152

Week: 3rd week

Date: From 11th February to 16th February 2023

List of activities with brief description:

- In a follow-up meeting, the integrated internal audit report covering the Sreepur Power Plant, Rooppur Nuclear Power Plant, and Laksham Akhaura Railway Project was discussed with the Deputy General Manager of the MIS department.
- 2. The report was reviewed and feedback was provided by the supervisor.
- 3. A detailed survey was conducted to compile a price list of lubricants that are available nationwide.
- 4. Information on the various grades and categories of lubricants for both automobile and industrial purposes was obtained.
- 5. A comparative analysis report was prepared that includes information on the prices and variations of different lubricant grades of LubHouse's competitor products.

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Company Supervisor

Mushfique Salaheen

DGM, Project Control and MIS

Max Infrastructure Limited

Academic Supervisor

Jahangir Alam

Lecturer

Management Information System

Islamic University of Technology

Student Name: Joshua Arvine Aritro

Student ID. 180061152

Week: 4th week

Date: From 18th February to 23rd February 2023

List of activities with brief description:

- 1. A brief session on agile project management was conducted, which covered the fundamental principles and values of agile methodology.
- 2. A meeting was held with Deputy Manager, MIS, where insights were gathered about the supply chain management of projects.
- Second market survey was conducted this week in Mohakhali, which helped in collecting information about automotive engine oil.
- 4. A meeting was held with Asst. Manager, Branding, and Promotion to discuss insights on lubricant markets and competitor products.
- 5. A market visit was conducted in Bangla Bazar, Sayedabad, Tikatuli, which helped in gathering information about industrial lubricant oil. The visit covered various aspects such as product features, prices, and customer preferences.
- 6. A meeting was held with Deputy Manager, MIS, where all the information gathered was updated.

Company Supervisor

Academic Supervisor

Javed Tazbeed Choudhury

Jahangir Alam

Deputy Manager, MIS (Accountant)

Lecturer

Max Infrastructure Limited

Management Information System
Islamic University of Technology

Student Name: Joshua Arvine Aritro

Student ID. 180061152

Week: 5th week

Date: From 25th February to 2nd March 2023

List of activities with brief description:

 Visited the office of National Lub to collect the prices of various lubricant products of the company available in the market.

- 2. Made an analysis report on the prices of the available lubricant products from the data that I have collected in the previous weeks. This report highlights my attention to detail and analytical skills.
- Attended a meeting with the DGM of Project Control and MIS, Deputy Manager of MIS
 (Accountant), Asst. Manager (Branding and Promotion), and the Deputy Manager of Sales and
 Marketing.
- 4. Arranged LC documents of two different shipments of the Sreepur Power Plant Project. This was done to give us a hands-on experience, skills and attention to details in managing the documentations required for shipments.

5. Filled up LC documents and gained hands-on knowledge about the documents required in LC

Company Supervisor

Academic Supervisor

Javed Tazbeed Choudhury

Jahangir Alam

Deputy Manager, MIS (Accountant)

Lecturer

Max Infrastructure Limited

Student Name: Joshua Arvine Aritro

Student ID. 180061152

Week: 6th week

Date: From 4th February to 9th February 2023

List of activities with brief description:

- Got transferred to MAX Group's software office to receive training on their in-house ERP software
- 2. Received an introduction to the company's ERP system and its various modules.
- Attended a comprehensive training on the procurement module of the ERP system and also applied the learning practically.
- 4. Was granted access to the company's ERP system on a trial basis for practice purposes.
- 5. Throughout the training, gained knowledge about the workflow of various modules such as Bank, Subcon, Inventory, Sales, Accounting, and Master modules.
- 6. Learned how to create cash receipts, bank receipts, cash payments, and bank payments using the Accounting module of the ERP system.

Company Supervisor

Academic Supervisor

Javed Tazbeed Choudhury

Dr. Md. Abul Kalam

Deputy Manager, MIS (Accountant)

Professor and Head of the Department

Max Infrastructure Limited

Name: Joshua Arvine Aritro Student ID: 180061152

Week: 7th week Date: From 11th March 2023 to 16th March 2023

List of activities with brief description:

- 1. I gained knowledge about the process flow of the LC module and acquired practical experience in generating an indent, proforma invoice, LC swift, and landed cost for LC.
- I also learned about the various related documents that are necessary for the successful implementation of a LC, such as insurance coverage, shipping information, bill of entry, transportation costs, and other expenses.
- 3. Received instruction on how to utilize the company's ERP system to terminate or annul a LC.
- 4. I gained an understanding of the EMD module, which involves the upkeep and management of equipment for the various companies operating under the MAX Group.
- 5. I received a general introduction to the Sales and Fixed Asset module of the company and learned how to capitalize assets using the ERP system.
- 6. I was granted access to the HRM modules of the ERP system, including the payroll module and portal module, in the practice software. The payroll module is operated by the management to manage payroll, while the portal module is managed by employees to keep track of their essential information.

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Company Supervisor

Academic Supervisor

Javed Tazbeed Choudhury

Jahangir Alam

Deputy Manager, MIS

Lecturer

Max Infrastructure Limited

Name: Joshua Arvine Aritro Student ID: 180061152

Week: 8th week Date: From 18th March 2023 to 23rd March 2023

List of activities with brief description:

- Got shifted to the corporate office of MAX after the successful ERP training at the software office.
- 2. Was given the task to make a report of the training session.
- Started writing a report in the standard procedure of the modules in the ERP of Max Group.
- 4. A classification chart was created for the procurement module, which includes Requisition and Service Order. The Requisition task is further divided into two types: Material Requisition and Fund Requisition.

Company Supervisor

Academic Supervisor

Javed Tazbeed Choudhury

Jahangir Alam

Deputy Manager, MIS

Lecturer

Max Infrastructure Limited

Dept. of Business and Technology Management

Name: Joshua Arvine Aritro

Student ID: 180061152

Week: 9th week

Date: From 25th March 2023 to 30th March 2023

List of activities with brief description:

- 1. The work on the report about the ERP training from the previous week was continued.
- The individuals involved in the procurement process for a successful requisition were listed down, which include requester, approver, SCM, store for MRR, approver, accountant and auditor.
- A work flow chart of the Material Requisition process was created, which includes 12 steps from requisition raise to the final bill payment.
- 4. A workflow chart was created for the Fund Requisition process, which involves 7 steps.
- 5. Also created a work flow chart of the service order process consisting of 9 steps.

Company Supervisor

Academic Supervisor

Javed Tazbeed Choudhury

Jahangir Alam

Deputy Manager, MIS

Lecturer

Max Infrastructure Limited

Dept. of Business and Technology Management

Student Name: Joshua Arvine Aritro

Student ID. 180061152

Week: 10th week

Date: From 1st April to 6th April 2023

List of activities with brief description:

1. I was given the responsibility to create a Comparative Statement for a MS PIPE Machine Manufacturer, with the purpose of establishing a new MS PIPE factory in Manikganj.

- 2. I reviewed Comparative Statements that had been obtained earlier for Sub-Station, Lift-Escalator, and Diesel Generator as part of the task.
- 3. I obtained and examined quotations, machine details, and company profiles from various suppliers.
- 4. I scrutinized the documents to determine which supplier would be the most suitable option for the company based on the proposed price and machine specifications.
- 5. I developed both the Commercial Comparative Statement and Technical Comparative Statement (CS) based on the quotation that was provided.

Company Supervisor

Academic Supervisor

Javed Tazbeed Choudhury

Jahangir Alam

Deputy Manager, MIS

Lecturer

Max Infrastructure Limited

Name: Joshua Arvine Aritro

Student ID: 180061152

Week: 11th week

Date: From 8th April 2023 to 13th April 2023

List of activities with brief description:

 Attended a meeting with the Deputy Manager of the MIS department to discuss supply chain responsibilities.

- Gathered documents related to the Sreepur Power Plant Project, which were completed by B-R Powergen LTD and MAX Infrastructure Limited, in order to fulfill a task.
- 3. I examined a sample receiving cum Damage Report (RCDR) that pertained to permanent equipment and materials for the task.
- 4. I studied the documents to identify information regarding consignment details and product specifications.

Company Supervisor

Academic Supervisor

Javed Tazbeed Choudhury

Jahangir Alam

Deputy Manager, MIS

Lecturer

Max Infrastructure Limited

Name: Joshua Arvine Aritro

Student ID: 180061152

Week: 12th week

Date: From 15th April 2023 to 18th April 2023

List of activities with brief description:

1. Reviewed the commercial invoices for Lot 4C of the Sreepur Power Plant.

- 2. Prepared a Receiving cum Damage Report (RCDR) for the permanent equipment and materials related to a task assigned to me the previous week.
- 3. I had the report reviewed by the Deputy Manager of the MIS department.

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Company Supervisor

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Max Infrastructure Limited



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