

Internship Report
On
Integrated Work System at
“British American Tobacco Bangladesh”



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

I am aware that the BBA in Business and Technology Management program at the Islamic University of Technology will keep my final report as part of its collection. I hereby consent to the distribution of my final report to any reader upon request.

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Internship on Integrated Work System at BAT Bangladesh



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

Letter Of Transmittal

1st May, 2023

Farjana Nasrin,
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Boardbazar, Gazipur

Subject: Submission of internship report
on Integrated Working System

Dear Maam,

It gives me great joy to finally submit my internship report on "Integrated Work System of BAT Bangladesh" that you instructed me to present as part of my final semester. I have finished my internship period at British American Tobacco Bangladesh. I consulted the internet, books, lectures in class, and other pertinent materials when writing this report. Despite my best efforts, there might be some unintended mistakes in it. I sincerely hope that this report meets your expectations. Any inquiries about this report are welcome, and if more information is required, I will be happy to offer it.

Yours faithfully,

.....

Maisha Maliha Mim

ID: 180061143

Business and Technology Management Department
Islamic University of Technology

Acknowledgement

This report was the result of many people's tireless efforts and support. I am grateful to each and every one of them for providing me with the support and direction that helped me to complete this report.

Firstly, I'd like to express my gratitude to Allah for providing me with the ability to do so, patience, and resilience to carry out my responsibilities as an intern at BAT Bangladesh which is the focus of this report. After that, I'd want to express my gratitude to my honored Advisor, Farjana Nasrin maam , Assistant Professor, for her unwavering support and advice throughout the process. I owe Rubaina Rahman apu, my line manager at BAT Bangladesh, a debt of gratitude for her unwavering support and advice throughout my internship. It would have been impossible to produce this report without their assistance.

I am grateful to the entire BTM department for working tirelessly to make the internship program a success for myself and my classmates. They were the ones who ensured that theoretical knowledge and first-hand corporate experience could be combined.

Lastly, I'd like to thank my family for assisting me in remaining strong and healthy throughout the entire period. I'd also like to thank my coworkers for guiding me with helpful recommendations and guidance, as well as for motivating me. I must add emphasize the welcoming and supportive environment, which assisted me in overcoming numerous challenges.

Executive Summary

In this report, I made an effort to provide a summary of the three-month internship program, which was designed to give me real-world professional experience. The paper describes my internship at BAT Bangladesh's Operations Department of British American Tobacco. British American Tobacco Bangladesh, often known as BAT Bangladesh, is a division of British American Tobacco, a multinational company with activities in about 180 countries across the world. BAT is one of the top international corporations in the cigarette sectors. BAT Bangladesh has always been active in bringing innovative world-class products to satisfy customers. For compliance and governance, they have set a benchmark for others, and they are known for creating leaders who lead both domestic & global organizations.

IWS which denotes Integrated Work System is an very important and crucial part of Operations department at BAT Bangladesh aimed to build the operations more efficient by ensuring effective use of resources through automation. As an intern of Operations, I got the opportunity to closely monitor how the other parts department runs. Though I was under the supervision of IWS officer, Rubaina Rahman apu, I got the opportunity to work for all the other departments like DBS and every cell, lines working in production both in Dhaka and Savar factory. I was able to contribute in some projects undertaken by the department.

Through this internship, I was able to learn about and integrate myself into the company culture for three months. It expanded my knowledge of what it was like to work in a corporate setting, fostering both my professional and personal development. My professional aspirations have undoubtedly been significantly impacted by this. It demonstrated to me my areas of growth, learning, and contribution. I have included information on the firm overview, company analysis, industry analysis, etc. at the beginning of the report. I then went on to discuss my duties and functions as an intern. Finally, I provided an analysis at several levels, including firm, market, professional, etc. Finally, I've provided my suggestions for areas that both BAT B and our BTM courses need to improve.

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Chapter 1

Introduction

Introduction

This report is an integral part of the course – Internship 4800 for the 8th semester. It has been written with an aim of sharing the experiences that I have gathered while working as an intern for 3 months at BAT Bangladesh. Internship plays a very important role for students as it helps them to apply practically the theoretical knowledge they have gained through their courses. This internship helped me to explore the corporate culture, apply my theoretical knowledge and understand my areas of improvement. During the three-month internship, the main goal was to gain an understanding of the operations of the company's Digital Business Solutions department and how they work to achieve their objectives. Thus, this report provides an overview of the organization specially the Operations Department of BAT Bangladesh. This part will contain the origin of the report, scope, objective, methodology I have used and finally the limitations I faced while compiling the report.

1. Origin of the report:

The purpose of this report to meet the requirement of the internship program for students of the department of Business and Technology Management of Islamic University of Technology to complete their undergraduate degree. The primary goal of this program is to introduce the first batch of Business and Technology Management department graduates to the job market and the corporate world. As the students are already familiar with the theoretical concepts of the business world, the internship program was designed to allow them to apply the theory to the reality of the world and gain professional experience. This report is the outcome of my 3 months' internship program at the department of Operations at British American Tobacco Bangladesh. It contains information about the company and its products, as well as information about the industry in which the company operates.

2. Objective of the Report

During the three-month internship, the main goal was to gain an understanding of the operations of the company's IWS Process and Avenir project under operations department and how they work to achieve their objectives. The purpose of this report is to demonstrate my comprehension of the work completed as well as the experience gained during the internship program.

- To give an overview of 3 months' experience as an intern at BAT Bangladesh
- To outline my duties and responsibilities as an intern.
- To depict the company's overall condition and status in both domestic and international markets.
- To relate academic learning with practical experience.

3. Methodology:

I gathered information and insights from both primary and secondary sources while preparing this report. The primary and secondary sources of information are mentioned below.

Primary Source:

The majority of the report is written with insights collected from primary research. The primary sources of information have been:

- Employees of the company.
- The Diary and notes I maintained throughout the internship period.

Secondary Source:

While primary research constitutes the majority of this report, a significant amount of the information presented in the report was gathered from secondary sources. Secondary sources of information include:

- Company Website.
- Annual reports of the company
- Research papers
- Previous internship reports
- Google search engine
- Project plan

4. Scope of the research:

This report provides an overview of the organization specially the Operations Department of BAT Bangladesh. A reader will be able to know the overall function of the organization, working condition and contribution in both local and international market. Moreover, it contains insight about the entire tobacco industry. Finally, it will give an idea about my entire internship period, learnings and recommendations.

5. Limitations:

The following limitations have been faced during the course of preparing this report.

- **Confidentiality:**

The main challenge faced while preparing this report is collection of information and maintaining confidentiality of the collected information. As this industry is very confidential so collecting information has been difficult.

- **Time constraint:**

Three months was comparatively short for achieving all of the company's knowledge and insight. Despite this limitation, I have done my best to make the most of this experience.

6. Significance:

Internship plays a significant role for students as it helps them to apply the theoretical knowledge they have gathered in corporate environment. This 3-month long internship helped me to explore the corporate culture, apply my theoretical knowledge and understand my areas of improvement. My confidence level, communication skills and other interpersonal skills have definitely improved through this internship. I believe it helped me enhance my competence and provide me with some valuable experience that will help to flourish my career.

Chapter 2

Company Analysis

2. Company Analysis

British American Tobacco Bangladesh, or BAT Bangladesh, is a division of British American Tobacco, a global corporation with activities in about 180 countries and a multi-category consumer products company. Among the 180 markets in which BAT conducts business, Bangladesh is one. BAT Bangladesh is a Direct Reporting Business Unit (DRBU) of the Group's Asia-Pacific Middle East Region. They manufacture premium tobacco products to suit a variety of customer tastes. One of the rare businesses that employs a "crop-to-consumer" model is BAT.

BAT Bangladesh has been a devoted partner in the country's sustainable development from its inception 110 years ago. For compliance and governance, they have set a benchmark for others and they are known for creating leaders who lead both domestic & global organizations.

2.1 History:

Since 1910, British American Tobacco has been operating in this area. 110 years ago, the business opened its first sales office in Armanitola in Dhaka as Imperial Tobacco. Pakistan Tobacco Company was established in 1947 after India was divided. The first factory in Bangladesh opened its doors in Fauzdarhat, Chattogram, in 1949, and the second, in Mohakhali, Dhaka, in 1965. The company was renamed Bangladesh Tobacco Company Limited after Bangladesh gained its independence. British American Tobacco Bangladesh (BAT Bangladesh) became the company's name in 1998, harmonizing the corporate brand with other BAT Group operational firms. Some of BAT's most notable developments and accomplishments from the previous century:

- **1902:** The Imperial Tobacco Company of the United Kingdom and The American Tobacco Company of the United States founded a joint venture known as the British-American Tobacco Company Ltd in 1902.
- **1910:** The West Indies, India, Ceylon (Sri Lanka), East Africa, Java, Malaya 3 (Malaysia), and Nigeria were added to the list of operations.
- **1911:** British American Tobacco is listed on the London Stock Exchange in 1911.

A JOURNEY OF 110 YEARS



Figure 1: History-A journey of 110 years

Brazilian tobacco company Souza Cruz was bought in 1914.

- 1927: Buying Brown & Williamson opens the door to entering the US market.
 - In 1929, Rothmans is admitted to trading on the London Stock Exchange.
- 1930: Throughout the 1930s, British American Tobacco and Rothmans International both experienced remarkable growth.
- 1960–1970–1980: Between 1960 and 1980, British American Tobacco had a period of diversification.
- In 1976, the group underwent a reorganization under the new holding company B.A.T. Industries & BATUKE.
- 1990: In the 1990s, B.A.T. Industries concentrated on the tobacco industry and financial services.
- 1993: After restructuring, Rothmans became a corporation that only deals in tobacco products.
- 1994: Four tobacco companies within B.A.T Industries underwent restructuring.
- In 1995, Richmond fully controlled Rothmans.

2.2 Evolved corporate purpose:

BAT acknowledges the necessity for an evolving business strategy in today's fast changing world, that will assure long-term excellent delivery, today and tomorrow.

In response to this requirement, BAT has adopted a new vision and purpose. “A journey towards A Better Tomorrow for all”

BAT Bangladesh has also adopted a new vision & commitment taking inspiration from BAT Group’s evolved purpose,



Figure2: Evolved Corporate Purpose

- 👤 The goal is to facilitate a transformational journey for all stakeholders.
- 👤 A Better Tomorrow for:

Consumers

By providing entertaining options for every emotion and every occasion, now and tomorrow;

🌐 Society

By lowering their environmental and social impacts;

★ Employees

By providing a dynamic, inspirational, and meaningful work environment; and

📄 Shareholders

By delivering sustainable and superior returns.

At the center of this evolved vision is the incorporation of sustainability into all activities and projects through environmental, social, and governance (ESG) initiatives that will aid in the construction of a better Bangladesh.

2.3 A sustainability agenda for *A Better Tomorrow*:

For BAT, sustainability has always been a top priority, and their record of successful sustainability efforts is illustrious. But as they begin a new journey, they put sustainability at the heart of all their decisions.

BAT is committed to making a substantial shift in its sustainability goals and has set out ambitious goals that it believes would hasten the delivery of A Better Tomorrow for all stakeholders. These goals include:

- Increasing the number of people who use non-combustible products to 50 million by 2030
- Achieving carbon neutrality by 2030, as well as increasing the Group's existing environmental commitments to 2025.
- Achieving Alliance for Water Stewardship Core Certification for Dhaka Factory and GLTP by the end of 2021



Figure 3: ESG initiatives

BAT is creating a comprehensive strategy to implement Environmental, Social, and Governance (ESG) activities that support long-term economic sustainability and value creation across the Group while keeping the evolutionary transition in mind.

BAT Bangladesh was one of the first companies in the nation to use ESG. Their numerous ESG initiatives aim to help Bangladesh become a better country. In Bangladesh, BATB has a crop-to-consumer business model, and its ESG initiatives include everything from fighting climate change to upholding ethical business practices norms.

In 2019, BAT Bangladesh won 11 ESG awards on the national and international levels, which is a true testament to the company's goal of being a partner in social development.

2.4 Departments:

BAT B operates in the following functional areas. Among the other department the Operations is the oldest. Earlier there were departments like Information Technology and Corporate and Regulatory affairs (CORA) which have been now replaced.



Figure 4: Departments

2.5 Products and services produced and offered to customers:

BAT Bangladesh is renowned for producing and marketing premium cigarette brands that are sold all over the world. Their current brands can be largely divided into four categories, including Benson & Hedges, John Player Gold Leaf, John Player Series, Capstan, Star, Royals, Derby, Pilot, and Hollywood in the Bangladesh cigarette business. They mainly distinguished their product flow in three separate industries.

Premium Range:

Benson & Hedges (B&H) has maintained market supremacy in the Premium segment since its inception in 1997. In this regard, B&H has increased the growth of the Premium pricing segment cigarettes in Bangladesh. According to British American Tobacco, Bangladesh has swiftly ascended to become one of the world's main Benson & Hedges market holders. Since its establishment, this brand, which offers a vast range of product options, has dominated the premium tobacco industry.

B&H Platinum, the company's most recent addition for 2018, is the premium segment's first-ever tube filter option.

Medium price range:

The John Player gold leaf cigarette is one of BTAB's most popular products which was launched in 1980. The new cigarette, with its advanced filtering, is ready to provide users with a delightful smoking experience with its full-bodied flavor. Recently, the John Player section was updated with two new variants: John Player Switch and John Player Special.

Low Range:

The Star cigarette, which was introduced in 1964, more than 56 years ago, and is still a market leader as a brand in the tobacco sector. Another brand, Star Next, was introduced in 2012 as part of the Star series. With its outstanding performance, the Star series has established itself as the market leader in this sector. Furthermore, in the month of July 2019, BATB debuted a new cigarette brand called Royals. There are three distinct cigarettes available on the market under this brand: 1) Royals Gold, 2) Royals NEXT, and 3) Royals LS. This Royals brand has already established a reputation in the minds of consumers, bringing value to the price. BATB also has various names in this low range category, such as pilot, derby and Hollywood.

New brand:

"**Lucky Strike**," a new brand in the same tobacco category, was just launched in 2020. Flavored cigarettes are being offered to exceed customer expectations. Two new tastes are available. Each stick is priced at Tk.10. Recently they launched Alchemy, which is the newest addition to their wide product range.

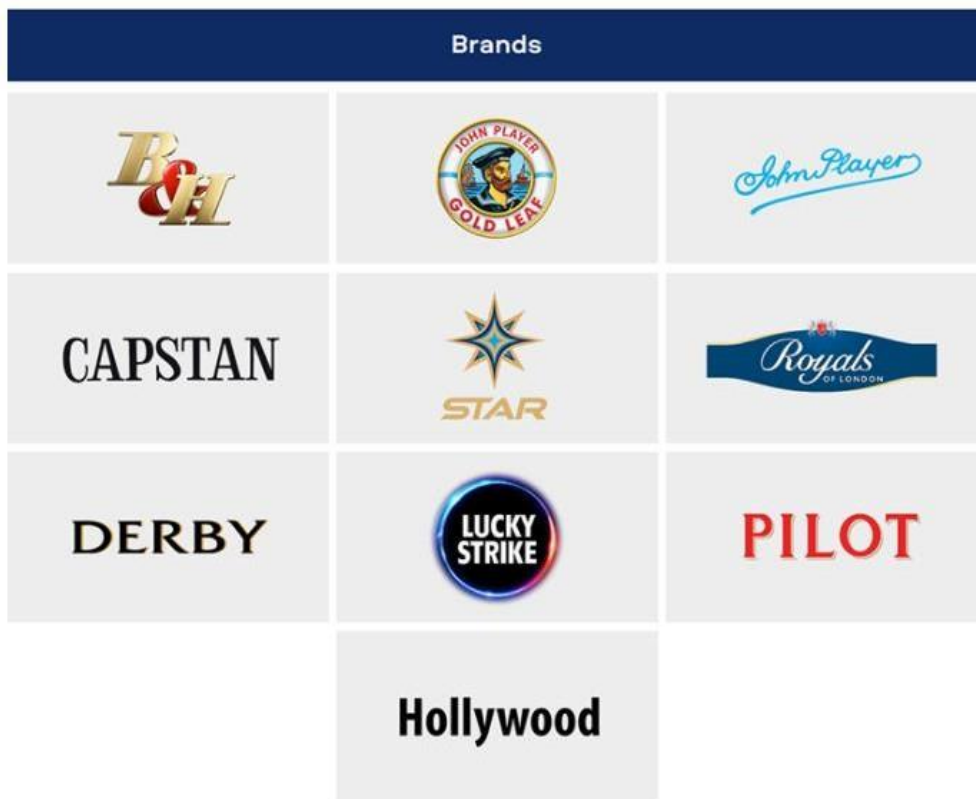


Figure 5: Brands

Other products:

Besides recently BAT have introduced a wide range of candies like Life, flow in different flavors. They also have vapes and similar products worldwide.

2.6 Worldwide operations:

BAT regions include the United States of America, the Americas and Sub-Saharan Africa, Europe, Asia-Pacific, and the Middle East. There are very few consumer products firms that can claim 150 million daily customer interactions and distribution to over 11 million points of sale in over 175 markets. There are almost 52,000 BAT employees globally. BAT is proved to be one of the world’s top international companies and is operating in almost 180 countries around the world. The figure shows the list of all the countries in which BAT operates.

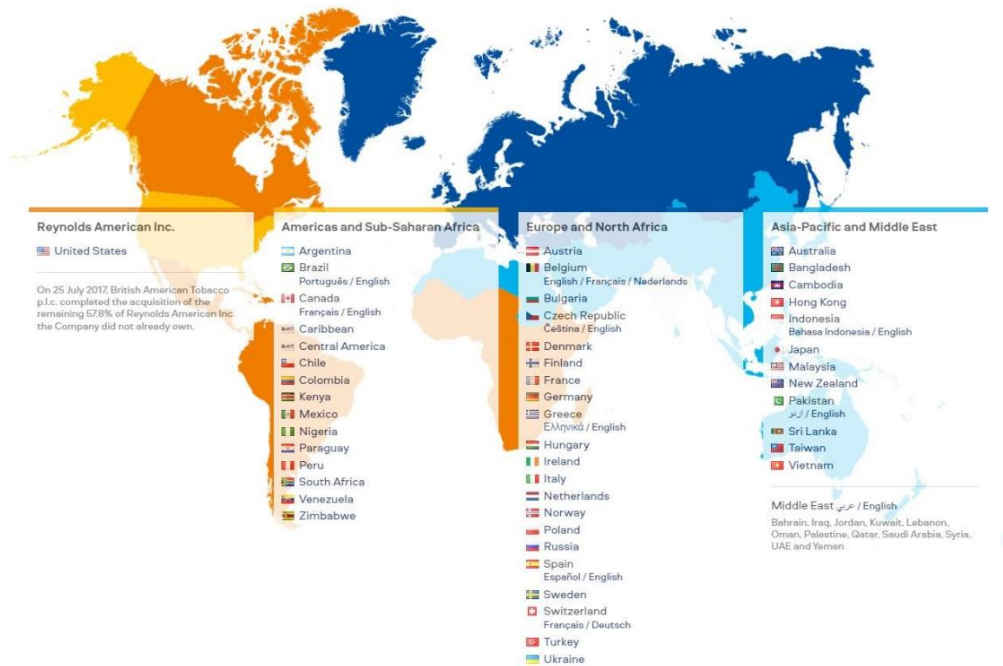


Figure 5: Worldwide operations

2.7 Organization chart of the company:

BAT Bangladesh directly employs approximately 1500 people and indirectly employs approximately 50,000 people as farmers, distributors, and local suppliers. Shehzad Munim is at the top of the list of Bangladeshi homegrown corporate leaders. He is the first Bangladeshi to be appointed as MD of BAT Bangladesh on October 1, 2013. Under his leadership, the eight most brilliant department heads, both Bangladeshi and non-Bangladeshi, are doing magnificently.



Figure 6: Organization chart

2.8 PESTEL ANALYSIS:

PESTEL analysis helps to evaluate the external environment of the business by breaking it down into Political, Economic, Social, Technological, Environmental and legal factors. It helps to identify the opportunities and risk of the business and is an effective framework in corporate strategy planning. The PESTEL analysis of BAT Bangladesh has been shown with the help of a figure and has been described afterwards.



Figure 7: PESTEL Analysis

Political:

Tobacco has remained an unregulated issue in Bangladesh, with strict government regulations governing both pricing and distribution. While BAT Bangladesh appreciates public health concerns, they operate responsibly by providing adult customers with a choice. They also support balanced and principles-based laws and will continue to highlight the baseless nature of unlawful products as well as the loss of exchequer revenue that the business causes the state treasury.

Economic:

The global economy has been thrown into turmoil as a result of the coronavirus pandemic, which has resulted in the loss of lives and livelihoods all around the world. Because of the quick and unusual nature of the virulence, governments were forced to impose the strongest measures, including large-scale shutdowns and lockdowns. Though the GDP of several nations fell into negative territory in the second quarter of the year under review, losses were somewhat recovered in the third quarter. Nonetheless, Bangladesh's economic resiliency stood out, with the country's second-quarter 2020 GDP being one of the few in

the positive range. It is expected that the year 2021 would see a significant resurgence due to the progressive lifting of the lockdown and relaxation of control measures.

Social:

As a company with a strong nationalistic interest, BAT Bangladesh is dedicated to social and societal welfare and support a variety of projects and activities that have a significant influence at the grassroots level. Furthermore, the design of several of the citizenship initiatives is based on integrating the vulnerable and underprivileged into society. To ensure institutional effect in providing relief from the coronavirus crisis, they took a variety of initiatives to safeguard the larger society, thereby contributing to public health and welfare.

Technological:

BAT Bangladesh continues to invest in R&D in order to produce innovation that serves to a wide range of consumer preferences. Furthermore, by utilizing their extensive understanding of consumer behavior, they support the launch of new items as well as variants of current products that are regulatory-compliant, in order to give responsible choices to the consumers.

Environmental:

The epidemic has brought attention to the need of a stable ecosystem, which has sparked a discussion about climate change and natural habitat, particularly in the public consciousness. Bangladesh is not an exception, as the government is seeking to balance the need for environmental conservation and preservation with the country's objectives for economic progress. BAT Bangladesh supports the government's goal and is always attempting to create new sustainable practices that will aid in lowering the overall carbon footprint. Amazing achievements have been seen across the Company, including 98 percent trash recycling, widespread use of renewable solar power in the plant, which partially balances grid-based electricity, and intentional efforts to reach 100 percent water recycling by 2022.

Legal:

Their approach to responsible corporate behavior at BAT Bangladesh is stated through BAT's Ethos, Standards of Business Conduct, and a variety of well-established policies, processes, practices, and standards. They are aware of the additional obligation that has been put on them to adhere to the highest standards of corporate behavior and transparency. BAT Bangladesh continue their position as the country's greatest individual tax contributor, paying BDT 24,250 crore in taxes in 2020, accounting for almost 8% of overall government tax collections. They maintain an open connection with tax authorities as part of their external affairs strategy and are dedicated to contributing to and supporting the country's developmental goals and objectives.

2.9 SWOT Analysis:

SWOT analysis is essential for every company to determine the aspects that are vital to the functioning of a firm in both internal and external environments. Internal elements help to determine strengths and weaknesses; external factors help in comprehending risks and opportunities. BAT's SWOT analysis is as follows:

Strength:

In the tobacco industry Bangladesh, there is a high range of regulations, high range of costs and high level of entry barriers. As a result, the new entrants face a huge barrier to compete and survive in the existing business. BATB has become market leader in these days. On the other hand, BATB has the tremendous amount of investment from its mother concern British American Tobacco which helps them to expand and grab more market share in the market.



Figure 8: SWOT Analysis

Weakness:

BATB has to deal with the tobacco products which are sensitive in many aspects and issues. Moreover, they cannot go for any promotional, marketing of their products by using any source of public media vehicle.

Opportunity:

The Bangladeshi tobacco market is rapidly increasing its territory. According to various sources, Biri accounts for 68 percent of all tobacco product sales, while cigarettes account for the remaining 32 percent. However, since the country's GDP and per capita income (PCI) have increased, as has BATB's purchasing power, total consumption of the low-cost cigarette sector has increased by 26% since 2011. As a result, the tobacco industry's market is becoming more sustainable, and doors of opportunity are opening for BATB.

Threat:

People are becoming more health concerned when it comes to harmful intake for the body and mind. This might be a threat to the tobacco industry. Government regulations and growing taxes, on the other hand, hinder the tobacco segmentation process.

2.10 Porter's Five Forces:

The five forces that form each industry are found and examined using Porter's Five Factors, which additionally help in determining the industry's strengths and weaknesses. Companies use these forces to develop strategies by figuring out the structure of an industry. The Porter's Five Forces analysis for BAT Bangladesh is shown below.

Internal Competition: The main rivalries, which include domestic manufacturers and, to a lesser extent, transit goods in the high price range of the market, compete against one another. The two most crucial elements in rivalry between competitors are price and quality. Other grounds for rivalry include:

- Customers have a low switching cost because numerous brands are accessible especially in the low segment. As a result, competitors are likely to seek overseas manufacturers for licensing agreements for international brands.
- Furthermore, growth rate of industry is expanding due to huge potential in the low price section of the market, where customers are up trading from Biri to cigarette. In this specific area, competition is fierce in terms of price over quality.

Threat of Substitutes:

There are no alternatives to cigarettes on the market right now. The primary elements that affect brand replacement, however, are price, performance, quality, perceived product value, and brand image.

- Quality and brand reputation are crucial elements in the premium pricing range for replacement. Due to strong brand loyalty among consumers, competing businesses find it challenging to benefit from substitutability in this area.
- The key to substitution in the mid-price market is both cost and price. Intense competition for alternative products is encouraged by improved product availability in terms of quality and pricing. Products with distinctive and novel features may therefore lead to product displacement in this category.
- In lower price segments, an easy availability and attractively priced substitute creates competition by setting a price ceiling. Firms, on the other hand, must discover methods to cut costs in order to be profitable.

Threat of new entrants:

The sector has high potential for growth and profitability, but the entry barrier is a significant factor. The main obstacles to potential entry are: The main obstacles to potential entry are:

- Significant capital spending is required, as are considerable R&D requirements.
- A lot of resources are needed.
- Access to modern technology and specialist knowledge.
- The learning curve effect and the experience of learning: reduced per unit cost is possible by manufacturing the product in big quantities.
- Large economies of scale in manufacturing make new entrants expensive and dangerous.
- Brand image, customer preferences and loyalty.
- Possible entry points into this market include mergers and acquisitions, as well as strategic alliances formed through licensing with foreign manufacturers.

Power of Suppliers:

- Suppliers have a somewhat limited impact on businesses that rely on the outsourcing of raw materials like tobacco leaf, packaging, filters, cigarette papers, and so forth.
- Cigarettes are considered Fast-Moving Consumer Goods and are produced globally. Therefore, every company can choose from among wrapping materials that are available anywhere in the world.
- The entire industry's need can be satisfied by the tobacco farmed in Bangladesh for medium and low-cost cigarettes. Additionally, Bangladesh grows 18 to 20 percent of the tobacco used in premium cigarettes, while the remaining 80 percent comes from other countries that grow tobacco. As a result, you have less negotiating leverage over price and quality.

Power of Buyers:

Buyers have strong negotiating power in this business because:

- The numerous brands that are offered on the market are widely known to consumers.

- Due to the availability of numerous brands and the ability to customize their purchase based on taste and preferences, buyers have negotiation power in the lower price ranges.
- Alternative quality, price, and availability are crucial substitution factors in the medium-priced market, nevertheless. Buyer negotiating power will increase in this market, depending on the presence of other rival mid-tier brands, as JPGL completely dominates the mid sector in Bangladesh and there are no other alternatives available. Due to their high brand loyalty, consumers' negotiating power in the premium market is mitigated.

Chapter 3

Industry Analysis

3. Industry Analysis

This chapter gives an overview of the entire tobacco industry, its size, growth trends, maturity, seasonality etc. The competitors of British American Tobacco as well as its competitive advantages has been mentioned in this chapter

3.1 Industry size:

The market for tobacco in the world in 2020 was valued 8.54 million tons. A recent study by Grand View Research, Inc. projects that by 2028, the global tobacco market would be worth \$1,073.79 billion. It is anticipated to expand at a CAGR of 1.8 percent from 2021 to 2028.

Despite having a land area of approximately 147,570 square kilometers, Bangladesh has the seventh-largest tobacco market in the world. The nation's tobacco user population is enormous, totaling 37.8 million adults and children. Additionally, the nation's cigarette production is expanding at a 2% annual rate. With approximately 83.5 billion cigarette sticks sold in 2018, Bangladesh ranked second among the 36 nations in the Tobacco Transformation Index 2020.

Tobacco usage in Bangladesh is divided into many categories. 23 percent of adults' smoke tobacco while 27.2 percent use smokeless tobacco products. Men are far more likely than women to smoke, with roughly 45 percent of men smoking compared to 1.5 percent of women. Women, on the other hand, consume smokeless tobacco at a somewhat greater rate than males. Furthermore, a large proportion of Bangladeshi teenagers are beginning to use tobacco, with over 9% of males and 5% of girls aged 13 to 15 using some kind of tobacco.

3.2 Growth trends:

The growth trends of the industry are evident from the following events:

The cigarettes segment had a market share of more than 75.0 percent in 2020. This product segment is expected to be driven in near future due to easy access to cigarettes at economical prices among the consumers through retail shops.

- The next-generation products market is forecast to increase at the quickest rate, with a CAGR of 2.8 percent from 2021 to 2028. In developed economies like North

America and Europe, the increasing demand for next-generation goods, such as e-cigarettes is projected to continue to be a positive driver for growth.

- The Middle East and Africa are expected to be the fastest-growing regional markets from 2021 to 2028, with a CAGR of 3.0 percent, as the demand for premium and next generation tobacco products are on the rise.

The demand for tobacco has shifted steadily from developed to developing regions, including Asia and Africa. Population growth, rising consumer incomes, and lax government regulation are all factors in this. The launch of a number of high-end tobacco products by manufacturers, including flavored, long and slender, colorful, and e-cigarettes, has provided a positive outlook for the expansion of the tobacco market. The introduction of products with lower toxin levels is the outcome of increased R&D spending. This has helped the market for cigarettes and related products grow.

Higher levels of education, as well as growing knowledge of health problems associated to tobacco usage, such as various forms of malignancies, cardiovascular disorders, pulmonary ailments, and so on, have restricted market development. Aside from that, rigorous laws in industrialized nations further limit industry expansion.

Females in the United States are also increasing their intake of tobacco products including hand-rolled cigarettes. According to the Centers for Disease Control and Prevention, around 13.7 percent of the overall U.S. population (almost 34.2 million individuals) smoked cigarettes in 2018. Furthermore, around 12% of the entire female population in the United States aged 18 and up smoked cigarettes. This factor is increasing the country's demand for tobacco and associated items. Tobacco use, particularly cigarette smoking, is also on the rise among women in European countries. Cigarette use was previously exclusive to men in industrialized nations; however, tobacco usage rates are dropping among males while increasing among females.

3.3 Maturity of the industry in Bangladesh

In the middle of the 1960s, British American Tobacco Company introduced tobacco in Teesta silt in the Rangpur region into fields where food crops were grown more extensively after liberation in 1971. Having been established in 1972, British American Tobacco Bangladesh (BAT B) is the largest tobacco company in Bangladesh. Even though the Bangladesh Agricultural Research Institute (BARI) managed tobacco research and development projects

until it stopped doing so in 1995, major foreign businesses like British American Tobacco have mostly been in charge of the industry's production. The cigarette market in Bangladesh is highly consolidated. In Bangladesh, British American Tobacco controls the market's premium segment.

The biggest tobacco company in the area is Dhaka Tobacco Industries (DTI). On the other side, Akij Bidi Factory, LTD. produces bidis in a more fragmented manner in Bangladesh. The tobacco business is expanding at a 3.4 percent annual rate. The Biri market, which accounted for 70% of the whole market, is shrinking.

Two companies dominate the cigarette market: British American Tobacco and Dhaka Tobacco Industries. BAT B has a 46 percent market share, whereas DTI has a 40 percent market share.

3.4 Seasonality:

The current data show that cigarette sales have a considerable seasonal component. This might have an impact on the timing of cessation programs and other time-sensitive measures. Seasonality may hold the key to considerable gains in tobacco control and the management of a major public health concern.

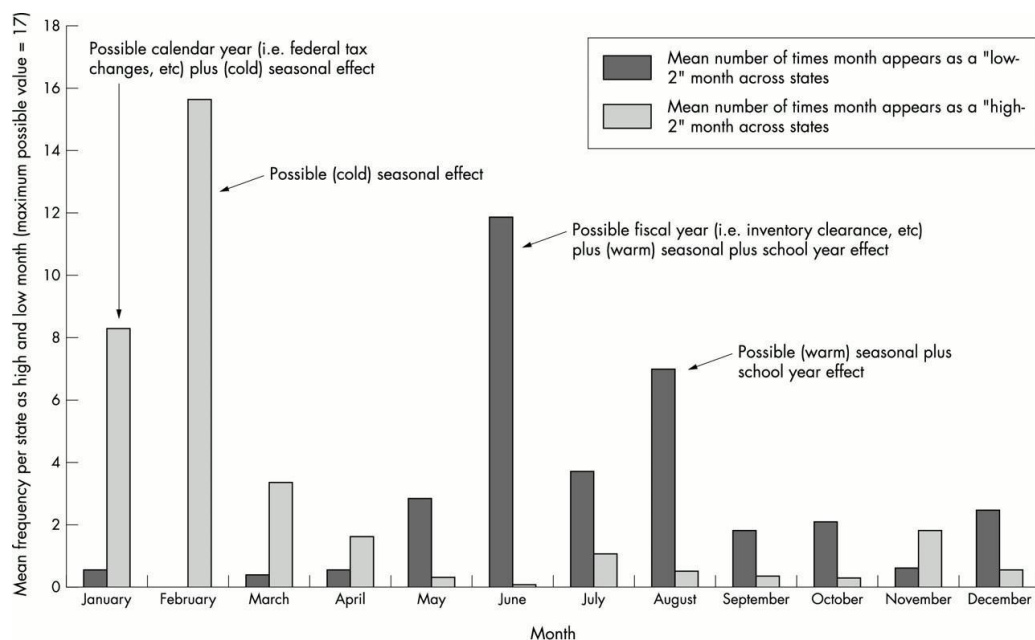


Figure 9: Seasonality of industry

3.5 Impact of Covid 19:

During the pandemic when production of almost all industries came to standstill and with order of lockdown from the government, the production in BAT B almost doubled. This was due to that fact that people sitting at home in lockdown increased their tobacco consumption and this in turn increased the demand for tobacco. The employees had to come to office everyday taking special permission. Thus the pandemic couldn't affect this industry in a negative way.

3.6 Tobacco Market Segmentation:

Grand View Research has classified the worldwide tobacco market by product and region:

Tobacco Product Outlook (Revenue, USD Billion, 2016 - 2028)

- Cigarettes
- Smokeless
- Next Generation Products
- Cigar & Cigarillos
- Waterpipes
- Others

Tobacco Regional Outlook (Revenue, USD Billion, 2016 - 2028)

- North America
- U.S.
- Europe
- Turkey
- Russia
- Asia Pacific
- China
- India
- Central & South America
- Brazil
- Middle East & Africa

- Egypt

3.7 Regional Perspectives:

Due to a growth in tobacco leaf production in China, it now holds the leading position in the global tobacco industry. Furthermore, among the young generation, smoking is considered "trendy". So there has been a steady demand for tobacco in China. Other important regions for tobacco include Bangladesh, Brazil, the United States, and the European Union.

3.8 Competitive Landscape:

The market is incredibly fragmented, with three major producers having more than two-thirds of the total market share. It is more difficult for new entrants to come into the market and sustain due to the established competitors' strong reputations and distribution networks. Among the major players in the market are:

- British America Tobacco
- Phillip Morris International
- China National Tobacco Corporation
- Japan Tobacco International
- Imperial Tobacco Group

3.9 Competitors of Bat B:

British American Tobacco Bangladesh is the industry's dominant player in terms of core product tobacco. Despite this, another global cigarette brand, Japan American Tobacco (JTI), has entered the Bangladesh market. As a result, they are considered as a key industrial rival for BATB.

Bangladesh's two largest tobacco companies are British American Tobacco (20.5 percent of the market) and Dhaka Tobacco Industries (under the Akij Group), which together control 66.6 percent of the country's cigarette market by volume. While Japan Tobacco Inc. expanded its presence in Bangladesh in 2018 by purchasing Akij Group, Dhaka Tobacco Industries sells Philip Morris International goods in Bangladesh. Some of the lesser-known regional tobacco

companies include Abul Khair Leaf Tobacco, Alpha Tobacco Company, Nasir Gold Tobacco Company, and Sonali Tobacco. In 2018, 91.6 billion cigarettes were sold in Bangladesh. In Bangladesh, there are essentially two tobacco industries. The industry is represented by the Bangladesh Cigarette Manufacturers Association (BCMA) and the Bangladesh Biri Manufacturers Association (BBMA). These are all BATB competitors when it comes to the tobacco industry's fundamental business.

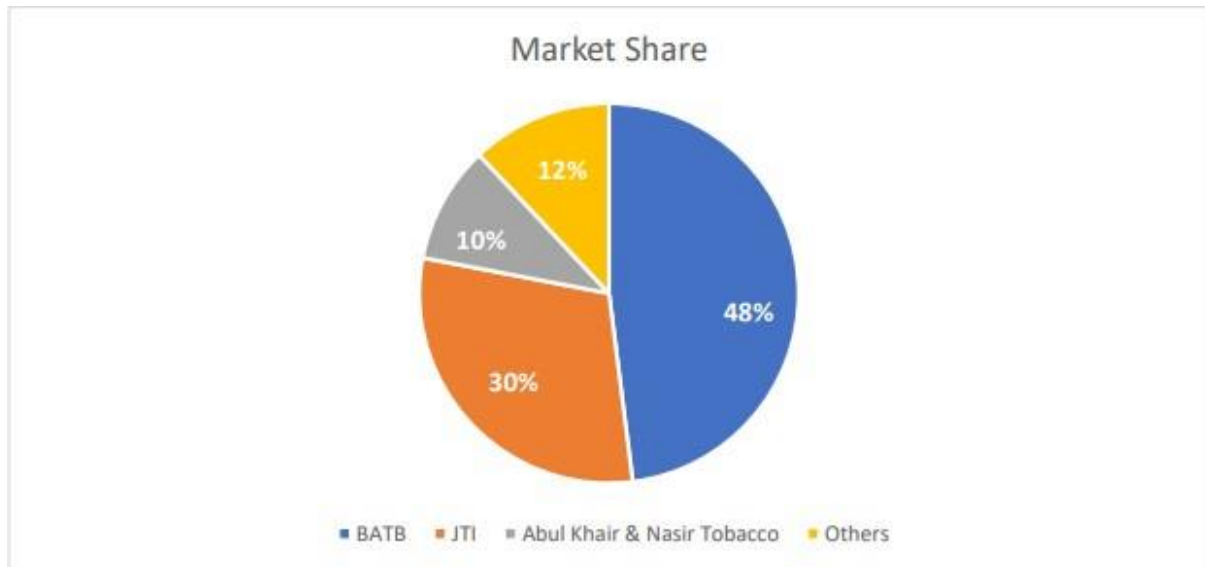


Figure 10: Market Share

3.10 Competitive Advantages:

BATB's enlarged work force and culture of authority ensured that the company had an advantage over other firms. Regardless, picking up these preferences was far from a straightforward task for BATB. The people here work hard to explore for fresh opportunities and inventive strategies to achieve sustainability. Overall, they are making the best from their current wealth. BATB has the upper hand in the subsequent sections. BAT has the most extensive brand portfolio. They have a track record for a number of improvements. The overall population here is incredibly capable in preserving money. They have experts and encounters in exchange marketing activities. And these strategies enabled BATB win the industry. BAT does business in a large number of countries, implying that they cover a large portion of the world's territory. As a result, they were able to host a massive smoker exhibition.

Chapter 4

Description of Duties

4.1 Description of Duties

This chapter focuses on my duties and responsibilities as an intern at BAT Bangladesh. This will give an understanding about my contribution to the company for 3 months and my scope of learning.

1. Analysis and Understanding:

- During the beginning of my internship period, I was given some tasks to understand the process of machines and the manufacturing. Also understanding how they fill the different KPI or data of the daily manufacturing process of different brands and what are the meaning of those KPI's.
- I had to make a roadmap of the whole factory numbering every machine and module in their positions.
- Talked to the equipment owners and the other workers in the factory to know how much they understand the use of Avenir.
- Plan on the changes needed on the Avenir platform based on user requirements and understanding.
- How management of the shift works and how shift changes. Module wise work division and analysis on how motivated they are in using the LIM tool for daily process removing the manual ways.
- How IWS _Integrated Working System is implementing Lean Manufacturing by reducing the waste and increasing the efficiency of the employees.

2. Standup with development team

- Every day at 10:30 am, I connect with the development team to describe the issues that need to be fixed and the system modifications that are required. The primary goal is to set daily priorities and deliverables at the day's end.
- Meetings with the development team also includes explaining the bugs needed to solve which have been raised by the users and setting the timeline to solve the bug.
- Understanding the core issue and help figuring the solutions is another core work in this meeting.

- Ensuring that previous day bugs have been solved by checking the Avenir and understanding the new requirements from the users to start work with development team. Give instructions on the UI to make it more user friendly.

3. Standup meeting with users

- Every day at 12 p.m., meetings with the process leads of each cell who are Avenir users to listen to their difficulties, understand the pain points behind them, and collaborate with the development team to find a solution. I had to lead this meeting.
- Based on their problems and issues faced I had to check and go through the whole process to find that if the issue persists. After finding the issue I connect with the development team and make them understand the need and get the timeline of the work when it will be done and communicate with the users according to that.

4. ANT data Upload

- Worked on uploading daily excel data sheets in the server of the previous day's operations of Dhaka and Savar both factories. Checked the redundancy or bugs occurred and took actions immediately for resolutions.
- While working on the excel I had to use power query to pull data from the downloaded files.
- Based on my uploaded data at AVENIR in the morning, every cell conducts their DDS meeting at 8:30 am and set their action plans for the day.

5. Report on Avenir use status:

- Created reports on Avenir update status and scored each module based on how DDS was executed.
- While creating the report I have check all data is there and updated accordingly.
- Talk with the process leads to knowing how the DDS has been done and make changes in the report according to that.

6. Problem Resolution:

- When users encountered problems with their PC or tablet while using Avenir, I went to various modules or DDS and tried to address the situation as needed.
- Checked every PCs and tabs of every module regularly in the factory if Avenir is working properly in them and logged in correctly.

7. Module wise report on new expanded modules Avenir usage:

- A daily report on the Avenir update status of various modules from the previous day.
- Knowing whether each module is successfully using Avenir for daily production-related updates based on each KPI.
- Generated reports for each module and shared in the respective groups for each day

8. Apprentice recruitment:

- Got involved in the Apprentice Recruitment Program. Managed the whole process of distributing form in Savar factory among the permanent employees there.
- Co-ordinated in the written exam of this recruitment program through monitoring, instant decision making and supervising the exam halls.
- I made sample questions for the exam of the final written exam of the applicants.

4.2 Working conditions and functions:

The office hour at BAT Bangladesh is 10 am to 6 pm from Sunday to Thursday.

But I was responsible to upload data in ANT every morning at 8 am, I had to start work before 8 at home. After completing the data upload, I used to start for office. Though the permanent employees usually stay much late due to work pressure, as an intern I could finish my work by 6 most of the days. But sometimes because of meetings or report submissions I had to stay a bit late and complete my work.

4.3 Difficulties and challenges:

As an intern in operations, it was definitely difficult to cope with the corporate culture at first. However, in a couple of days the difficulties reduced. The department that I was placed in Operations Excellence Centre is a lot about IT and developers. I had to communicate with the IT team and service team regularly and work closely. Sometimes communication was

difficult. But as a student of BTM I believe it was much less challenging for me as it would have been for someone from core BBA.

4.4 Mode of Interaction:

The main mode of communication there is Microsoft Teams and Outlook. Mostly I was assigned with any tasks in the Teams and then I used to communicate with them face to face for any details. For tasks with other departments, I used Teams for meetings. Again whatsapp groups were also used for regular communication with the users.

4.5 Working Tools:

I got the opportunity to work with tools like Microsoft Power Platform- Power Apps, Power Bi etc. which are licensed software. I got to attend sessions on how to use them and could practically use them in my work. The other tools I worked with are Ms Excel, Word, PowerPoint etc.

4.6 Overall Experience:

As a student of Business and Technology Management I believe my goal is to be a bridge between Businessman and engineers. I believe I successfully did this job in this internship. In the Operations department, I got the opportunity to work with both the business side and IT side and could create some positive outcome. Another best thing that I experienced in BAT is that I was not given mere intern tasks like data entry or some repetitive tasks. Rather I was involved in a important and biggest project like Avenir. I could learn some amazing software and skills which will be definitely helpful for my future endeavor.

Chapter 5

Analysis

5. Analysis

This chapter will focus on comparing the theories I have learned and the things I have performed or observed in the company. The analysis will be made on three levels, company, market and professional. This chapter will also contain the challenges and difficulties I faced as an intern at BAT Bangladesh.

5.1 Company Level Analysis:

During my internship period, the processes I found extremely efficient, and which were not mentioned here.

Efficient processes: The Operations Excellence Center department was mainly created for solving the business-related problems of the company digitally. Thus, I had the opportunity to observe some extremely efficient processes that has the possibility to transform daily business activities to a whole new level.

Training: OEC or Operations Excellence Centre was responsible for the training of the shopfloor /workers for understanding the process practically before starting to work. Again while doing the work workers can take training anytime whenever they want and whenever the team leads, or process leads want them to.

Automation: Project Avenir is the largest project in the operations department at this moment. Because of project Avenir the data storing and maintaining have become automated and easier. Before that factory machines data were used to maintain manually with books, boards and papers.

Inefficient process: According to me the only inefficiency I observed was the delay in approval process. Because of having a lengthy hierarchy the process is long to get approval. The delay in this process gave rise to several other inefficiencies.

5.2 Market Level Analysis:

BATB's expanded workforce and authoritative culture gave the corporation an advantage over competitors. The employees here work hard to find new possibilities and innovative tactics for long-term success. Overall, they are making the best of their current circumstances. BAT has the most diverse portfolio of brands. They have a track record of making several improvements. They have knowledge and experience in exchange marketing efforts. And it was because to these measures that BATB was able to conquer the industry.

Data Analysis: As an intern I could observe how they play with data every day to bring out the best prospect from it. They strictly follow the principle, “with great data comes great responsibilities”. They analyze data and bring out new demanding products for the consumer.

Ecommerce platforms: As marketing for such controversial products is very difficult, every now and then they bring out new ideas for marketing. They have shopoth, B&H etc e commerce platform for consumer engagements. I could witness the launch of Shopoth and got the opportunity to contribute in the website

5.3 Professional Level Analysis:

My internship experience of 3 months will act as a stepping stone for my future career. I learned about the corporate culture and environment.

Influence on future career plan: Working as an intern of Operations department I got the opportunity to work with some amazing licensed software like Microsoft Power Platform. In this digital age, we are extremely reliant on data, and it is useless unless a company can gain insights and meaning from it. So the knowledge of power platforms specially power Bi will help me in the long run. I also had works on excel which needed in depth knowledge. Thus I could brush up my previous excel skills and also learned many excel functions which I never knew before. Again as I was involved in a crucial role of Avenir project, I got the opportunity to experience how a big project is implemented and managed. I had to communicate with vendors of web development team and other departments of SMD and create impact. All these improved my interpersonal and communication skills.

Correlation with university knowledge: The most beneficial part for me was that I could easily communicate with both the IT people and the business people. As a student of Business and Technology Management I believe my goal is to be a bridge between Businessman and engineers. I believe I successfully did this job in this internship. In Operations Excellence Centre of Operations department, I got the opportunity to work with both the business side and IT side and could create some positive outcome. Besides I could find the practical implementation of many bookish knowledge I learned from my courses. The project management course currently ongoing helped me to understand various project management terminologies. The MIS course helped me to understand the IT applications in business. Moreover, the CSE courses really helped me to communicate with the IT people and to understand their perspectives and concerns.

Challenges and difficulties: The main challenge I faced was my very basic knowledge regarding the software and various topics. I had to get myself accustomed to the various software. Moreover, the Avenir project required in-depth knowledge of IT for implementing any function in some cases. Thus, I believe if I had a few more IT related courses and some practical experience of software, I would have faced lesser difficulties and could have contributed more.

Chapter 6

Conclusion and Recommendations

Conclusion & Recommendations

This chapter will summarize the analysis I have made, the expectations I had and the reality I experienced. It will also contain some recommendations which is solely based on my observation and personal opinion.

6.1 Conclusion

BAT Bangladesh understands the need to deliver with the utmost honesty while also carrying out its social obligations as a multinational organization. With a proven track record, they are currently setting out on a transformational path in an effort to build A Better Tomorrow for all of its stakeholders. The only way to avoid the real and significant health risks associated with tobacco products is to stop using them. The Group's main goal is lowering these risks and providing a number of less harmful tobacco and nicotine-based alternatives available because many people still choose to smoke. The goal of BAT's research and development program is to develop a new generation of tobacco and nicotine products that are a safer alternative to conventional cigarettes while lowering the harm caused by tobacco. In order to market this new generation of goods and push for a regulatory strategy that stresses user safety as well as product quality, British American Tobacco is working with scientists and regulators. Together, they seek to promote the creation of novel nicotine products with lower risks, which might contribute to a decline in smoking.

This report has been prepared to provide a summary of my experience of 3 months' internship at Operations Department at BAT Bangladesh. It covers the overall function of the organization, working condition and contribution in both local and international market. Moreover, it contains insight about the entire tobacco industry. Finally, it depicts my entire internship period, duties performed, learnings and recommendations.

My 3 months' internship at BAT Bangladesh has definitely been a life changing experience. Getting to know the best corporate culture and being a part of the leading 44 multinational company helped me enhance my competence and provided me with some valuable experience that will help to flourish my career. As an intern of operations I could witness how manufacturing process can be automated. I believe the tasks of this department fully aligned with the goal of BTM, to be a bridge between businessmen and engineers. I got to communicate with the business persons to know their need and had to convey the requirement to engineers. The best part of the internship was that I was never given typical repetitive tasks which are

given to interns by many organizations. Rather I was always assigned with a very big project and could work closely for the greater benefit for the organization. For this I believe I made some critical observation and can provide with some recommendations which I believe may be useful for the organization.

Overall I will say Xcelerate internship program is a very well designed and maintained program for freshers to kickstart their career as the learning opportunity we got from here is immense. Every week we got sessions on different topics like Excel, Powerpoint, Power bi, Python etc which helped us excel in our professional area.

6.2 Recommendation: There's no doubt that BAT Bangladesh has the best corporate culture and the most efficient process for all the functions. However, being a part of the organization for 3 months and working closely with the team I believe I made some critical observations and can provide some recommendations which may be useful for the organization.

- I witnessed some communication gaps between departments which led to delay in functions. Though people have their own pace of doing things and almost the tasks are always completed within time, reducing this communication gap may lead to further efficiency.
- The approval system is slow and it hampers tasks to a great level. Though an attempt is being made to make the approval system digitized and a little less time consuming.
- Though there's always motivation and team spirit, there's an insane amount of work pressure. Luckily as I was an intern, I had to undergo that pressure less and my problems were considered in some cases.

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