E2E Technology Enhancement in Financial Lifecycle of REDX Logistics Limited

Submitted to

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

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

Submitted by:

Fariha Tahsin

Fariha Tahsin
ID: 180061105
Department of Business and Technology Management
Islamic University of Technology

Approved by:

Dr. Md. Abul Kalam Azad
Professor and Head of the Department
Department of Business and Technology Management
Islamic University of Technology

Letter of Transmittal

12th May, 2023

Dr. Md. Abdul Kalam Azad
Professor and Head of the Department
Department of Business and Technology Management
Islamic University of Technology

Subject: Submission of Internship Report

Dear Sir,

Providing my internship report on REDX Logistics Limited, which focuses on their technological advancement in financial operations, gives me great pleasure. Under your direction, I successfully completed my internship with the billing and collection division of REDX's corporate headquarters in Mohakhali.

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

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

I genuinely hope that my report is helpful to you. Your opinions and views on the report would be really helpful to me. Please don't hesitate to get in touch with me at any time if you need any clarification or more information on the report.

Kind Regards,
Fariha Tahsin
Fariha Tahsin
ID: 180061105
Business and Technology Management
Islamic University of Technology

Declaration

I, Fariha Tahsin, a final year student from the Business and Technology Management Department of the Islamic University of Technology hereby declare that I have prepared this report entirely on my own with guidance from my academic supervisor Dr. Md. Abul Kalam Azad, Professor and Head of the Department of Business and Technology Management, Islamic University of Technology. While preparing this report I did not breach any copyright and it is an authentic report according to my knowledge.

Fariha Tahsin

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Fariha Tahsin
ID: 180061105
Department of Business and Technology Management
Islamic University of Technology

Acknowledgment

I would like to start by thanking Allah the Almighty for making me capable to finish this report on time. I want to express my gratitude to each and everyone who supported me to complete this challenging task.

Firstly, I want to thank the BTM Department of the Islamic University of Technology for creating this opportunity and also REDX Logistics Limited for hiring me as an intern which enriched my knowledge for the future growth of my career.

I also want to take this opportunity to express my sincere appreciation and respect to Dr. Md. Abul Kalam Azad, Professor & Head of the Department of Business and Technology Management, for his exceptional guidance, supervision, and continuous support throughout the report.

Furthermore, I would like to extend my heartfelt thanks to Mr. Mohammad Reyad Arefin Shuvo, Billing & Receivables Manager, Finance & Accounts, Redx Logistics Limited, for providing me with the opportunity to work as an intern in one of the fastest-growing startups in the country. Lastly, I want to express my appreciation once again to Redx Logistics Limited's entire billing team for their insightful advice and motivation throughout my internship, with special thanks to Mr. Merab Muttaki (Billing Senior Executive) and Ms. Rafia Siddique (Executive, Billing). Working with Redx Logistics Limited's exceptional, dynamic, and diligent billing team was a privilege and a source of honor for me.

Lastly, I want to thank my family for their motivation and assistance throughout the entire journey. It is their never-ending support that helped me to stay strong and healthy so that I can complete my internship successfully.

Executive Summary

The fast moving tech enhancement of Redx logistics limited which is an fast growing popular startup is the center of discussion of this report. While working as an intern I got to know more about the entire operations of the Redx financial segment and gathered experiences that will be aiding to be the building block of my future career.

The logistics firm Redx was established in Bangladesh in 2015 by a group of businessmen under the direction of Dr. Hafizur Rahman. The business provides a variety of logistical services, such as last-mile delivery, warehousing, customs clearing, and freight forwarding. Bangladesh's Redx has offices in Chittagong, Sylhet, and Benapole in addition to the capital city of Dhaka. In 2018, Redx joined with ShopUp, a well-known online marketplace in Bangladesh. Redx was able to broaden its logistical operations with this acquisition and offer complete e-commerce business solutions. Redx has positioned itself as a logistics company that is technology-driven, utilizing the most recent advancements to optimize its operations. The business developed its own proprietary software, including a transportation management system, a warehouse management system, and a last-mile delivery app, to improve productivity and streamline its logistical processes. The company works with a wide range of clients in a variety of industries, including e-commerce, pharmaceuticals, FMCG, and more. Redx is continuously seeking to integrate business and technology to streamline its operations.

During my three-month internship at Redx, I actively participated in the comprehensive technological migration of the billing team's operations to a newly developed application called Appsmith. My contributions ranged from bill preparation and receipt of hard copies from clients to reconciling accounts receivable in the app, clearing backlog collection data, and conducting meetings with the data team. This internship opportunity afforded me a more profound understanding of the harmonious integration of business and technology.

Redx has demonstrated notable technological advancements in recent times in comparison to other logistics companies. The internship undertaken by the Author in the Finance Department, which encompasses 40% of Redx's operations, has provided a comprehensive perspective and enriched her understanding of financial functions. Additionally, it has highlighted the integration of business with technology, particularly through technology migration.

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Chapter 1
Introduction

1.1 Introduction

This report was required for my internship course, which I completed while working as a three-month intern in Redx Logistics Ltd.'s finance and accounts division. Nine course credits from the internship were awarded to me.

A good way to put academic learning into practice, meet people in the business world, and develop a deeper grasp of a company's daily operations is through internships. They also make it easier to investigate several job options, pick up useful skills, and become an authority in the area of one's choice. Redx Logistics Ltd. was a rewarding experience for me to work there, and it helped me improve professionally.

I gained a lot of knowledge about the financial industry's utilization of technology and conventional business procedures throughout my internship. As a consequence of the experience, I was able to manage clients and handle other financial duties. I also had the uncommon opportunity to see and even perform tasks that are typically handled by seasoned professionals.

This report will go into great detail about both my responsibilities as an intern and the financial department's transition to a new technical system. At Redx Logistics Ltd, I gained a lot of knowledge that will serve as a good foundation for my future professional growth and education. I am convinced that this internship program will be highly beneficial to my successors because it provides fantastic opportunity for participants to obtain real-world experience and prepare for their own corporate employment.

1.2 Background of the report

As part of its larger strategy to create a full business-to-business e-commerce platform that stresses technologically advanced logistics solutions, ShopUp has created Redx, a logistics firm. Redx provides services to large enterprises, small and medium-sized organizations, and independent couriers with the aim of changing the business environment in Bangladesh.

Redx has already started offering services to assist business owners in maintaining their operations. The logistics business announced an ambitious development plan within six weeks, expanding to all 64 districts across the nation. Redx has made a name for itself as one of the top logistics companies in the nation by operating more than 250 delivery sites across 493 Upazilas at this time.

Redx continues to expand and make investments. It just recently started providing a delivery service for freight, but it swiftly developed into one of the most significant transportation services in the region, capable of going even to the most remote locations.

1.3 Origin of the report

In order to fulfill the requirements of the Business and Technology Management degree, students must complete an internship at a respectable organization and submit a report. The purpose of this requirement is to expose graduates to the corporate world and the job market while also enabling them to put the theoretical ideas they have studied into practice. This program's key difficulty is successfully fusing theoretical understanding with practical practice.

1.4 Main purpose of the report

• Acquiring practical knowledge from a corporate setting.

• Exposure to the professional job market.

• Integrating theoretical concepts with practical application.

• Combining technological advancements with business information gathering.

• Meeting the requirements for course completion.

Within the parameters established by the academic supervisor, the Redx Logistics Limited intern produced the current document. This essay offers a thorough investigation of Redx Logistics Limited, its products, and the modernization of business processes within the accounting and finance departments.

1.5 The objective of the report

Generic Objectives:
My internship's main goals were to create a thorough understanding of the company's financial operations' technology transition and an effective strategy for accomplishing organizational goals. In this report, I've described my actions and duties as an intern in the finance and accounts department as part of a program that attempted to close the knowledge gap between theory and practical application. This report serves as a record of my internship-related experiences and learnings about the business world.

Methodology:
To prepare this report, I used both primary and secondary research methods.

Primary research:

The majority of the information in this report came from primary research methods such in-person interviews with business workers. These sessions gave us access to a variety of information that was really helpful for our report.

Information sources:

- Company employees

- Weekly reports that I maintained throughout my internship period

Secondary research:

To acquire the data for this study, I also consulted a small number of secondary sources. These resources enabled me to enhance the report's clarity and informational usefulness.

Secondary sources:

- The Redx website

- Search engine results • Research papers on the country's logistics companies.

Limitations:

I could only collect information related to my specific tasks due to time restrictions. I made an effort to make this report as comprehensive as possible despite the limited data I had available.

Chapter 2
Company Overview

2.1 Historical Background

Under Dr. Hafizur Rahman's leadership, a group of businessmen in Bangladesh founded the logistics company Redx in 2015. The company offers a variety of logistics services, including freight forwarding, customs clearance, and last-mile delivery. In addition to its headquarters in Dhaka, Redx also maintains offices in Chittagong, Sylhet, and Benapole in Bangladesh. In order to become a section of ShopUp, a well-known online marketplace in Bangladesh, Redx entered into a partnership with them in 2018. The business is now able to grow its logistical operations and offer comprehensive solutions to e-commerce businesses as a consequence of the purchase of Redx by the company. Redx has established a reputation as a logistics provider that respects technology and employs cutting-edge solutions to improve efficiency and deliver a positive client experience. The business has created its own specialized software, such as a transportation management system, a warehouse management system, and a last-mile delivery application, to optimize its logistical processes and boost efficiency. The employee number of Redx is more than 4000 who are working with almost 1000 fleets. The company gives logistics support to various FMCG. Redx is constantly seeking for methods to combine business and technology to improve its operations. As of April 2021, Redx Logistics Limited additionally provides corporate cargo-truck delivery services in addition to its initial C2C and B2C package delivery services. The company's sales and clientele have grown significantly each month. Redx Logistics Limited plans to expand its logistics company abroad with the $75 million in fresh funding.

2.2 About the company

A subsidiary of Bangladesh's top e-commerce site, ShopUp, is Redx Logistics, a tech-driven logistics business. Redx logistical, which was founded in 2018, seeks to make logistical problems for e-commerce companies easier to handle. They offer reverse logistics, order fulfillment, last-mile delivery, and warehousing services. They run a sizable network of warehouses and fulfillment centers around the nation, and they employ cutting-edge technological solutions like computerized routing and GPS tracking to streamline their delivery procedures.

Their team of qualified logistics specialists collaborate closely with e-commerce companies to offer specialized solutions that address their unique needs. In order to satisfy the needs of its merchants, REDX makes sure to go above and beyond. No matter how far away or inaccessible the area, REDX employs its wide network coverage to provide its services. For instance, Sandwip, a lonely island off the coast of Bangladesh's southeast, is divided from the Chattogram district by the Sandwip Channel. It's challenging to regularly commute to Sandwip. However, the only doorstep delivery service there is REDX, which offers the logistical assistance required by retailers to convey their packages to their authorized owners. In addition to St. Martin's Island, Alikadam in Bandarban, Nikli Haor in Kishoreganj, and other far-flung locations, the business also supplies. REDX runs on a platform that uses cutting-edge technology and a great team of engineers to bring about a revolutionary transformation in the market. The smoothest user experience and visibility are provided by its ground-breaking service throughout the entire delivery process, from parcel

production to delivery. It enables business owners to fully automate operations and follow real-time payment updates.

2.3 Vision and Mission

2.3.1 Vision

The main aim of Redx is to create cost cutting and swift logistics solutions by offering desired service to e commerces. By utilizing cutting-edge technology, a highly competent team, and a keen focus on customer happiness, they hope to accomplish this.

2.3.2 Mission

Redx is dedicated to fostering innovation in the e-commerce sector in Bangladesh. The business aspires to use technology to develop fresh, original ideas that will improve customers' shopping experiences by making them easier, more convenient, and more fun. In the long run, Redx hopes to act as a catalyst for Bangladesh's growth and development, assuring a better future for both the country and its people.

2.4 Logo and Slogan

Initially, REDX Logistics Limited used the slogan 'SOMOGRO BANGLADESH'. However, it has now updated its slogan to 'GO THE DISTANCE', which has been incorporated into its logo. The new slogan intends to convey the message that REDX Logistics Limited aims to assist ever customer in achieving their goals with extensive nationwide coverage and state-of-the-art technology.
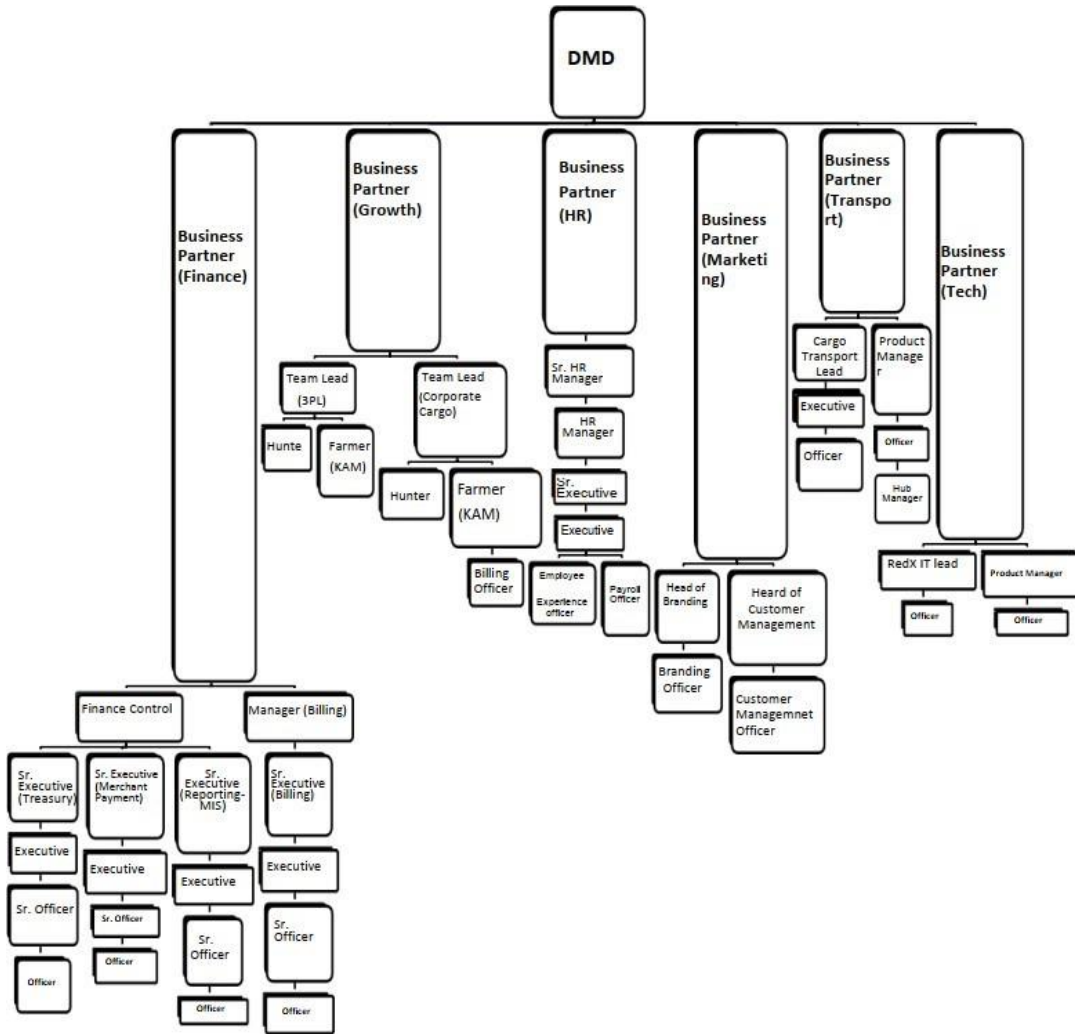
2.5 Organogram of Redx

Figure: Organogram of Redx Logistics Limited

2.6 Strategic Goals of Redx

The strategic goals of Redx can be summarized as follows:

1. **Customer satisfaction:**

    Redx wants to give its clients a smooth and effective supply chain experience. This covers prompt delivery, precise tracking, and helpful customer service.

2. **Operational excellence:**

    Redx is dedicated to delivering operational excellence through process optimization and technology exploitation. This includes enhancing its delivery, shipping, and warehousing operations on a constant basis.

3. **Market leadership:**

    Redx wants to dominate Bangladesh's market for e-commerce logistics and fulfillment. The company is concentrating on reaching new markets, raising the caliber of its services, and forming enduring relationships with clients and stakeholders in order to do this.

4. **Innovation:**

    Redx is committed to fostering innovation in Bangladesh's e-commerce logistics sector. This includes creating new systems, procedures, and services that improve the supply chain's efficacy and efficiency.

5. **Sustainability:**

    Redx is committed to operating in an environmentally sustainable manner. This includes minimizing its carbon footprint, reducing waste, and promoting sustainable practices throughout its supply chain.

2.7 Core Values of Redx

CORE VALUES OF REDX

01 Customer-Centricity
Redx is committed to putting its customers at the center of everything it does. The company strives to understand its customers' needs and provide them with personalized solutions that meet their unique requirements.

02 Innovation
Redx believes in constant innovation and continuous improvement. The company invests in cutting-edge technology and new ideas to deliver the best possible logistics solutions to its customers.

03 Accountability
The company believes in being accountable for its actions and decisions.Redx takes responsibility for its mistakes and works to rectify them quickly and efficiently.

04 Collaboration
The company fosters a culture of collaboration and teamwork. Redx believes that working together is essential to achieving its goals and delivering exceptional service to its customers.

05 Integrity
The company is committed to conducting its business with honesty and integrity.Redx believes in being transparent and ethical in all its dealings with customers, partners, and employees.

Figure: Core Values of Redx

2.8 Extensive Range of Products and Services

3PL

When a company gives their ordering fulfillment process to another company then it is called third party logistics. There are many 3PL service providers in the market. Usually they support small businesses by providing them with delivery services. They also provide warehousing and transportation facilities. By handling these logistics, the 3PL provider enables the business owner to focus on other priorities.

Redx Logistics Limited offers a range of 3PL services, including **parcel and document delivery, guaranteed 7-day delivery, doorstep pickup and delivery, warehousing, SMS updates, cash on delivery, secure handling, and customized solutions.**

Prepaid

Third-party logistics (3PL) is a service provided by Redx to its prepaid clients, who are categorized as either Positive or Negative clients. Positive clients are those whose Cash on Delivery (COD) amount exceeds the delivery charge for their products. In such cases, Redx collects the COD amount from the customer and sends the remaining amount after adjusting the delivery charge to the client's account. No invoices are required in this case, and a voucher is generated through the website or app. However, if the delivery charge exceeds the COD amount, Redx retains the COD amount and sends an invoice to the client for the remaining amount. No VAT is charged to the client as the price is already inclusive of VAT.

For example; If a small entrepreneur sends 5 parcels through Redx and the delivery man collects 3000 taka COD, while the delivery charge is 600 taka, Redx keeps 600 taka and sends the remaining 2400 taka to the client's account. On the other hand, if the delivery man collects only 600 taka, but the delivery charge is 3000 taka, Redx retains the COD amount and sends an invoice to the customer for the remaining amount.

Postpaid

REDX Logistics Limited offers COD services for its postpaid clients. Under this service, the company sends all the collected cash-on-delivery amounts to the clients without making any adjustments for the delivery charge. The company then sends a bill to the client after a week or a month for the delivery charge, which includes a 15% VAT charge.

For example; Aarong is a postpaid client of Redx, and the company has collected 10,000 taka on behalf of Aarong as COD for delivering its products to clients. The delivery charge for this service was 1000 taka, which Redx Logistics Limited did not deduct from the collected amount. Instead, it deposited the full 10,000 taka COD amount to Aarong's account and later sent a bill to Aarong for the delivery charge, including a 15% VAT charge.

Corporate Cargo

In addition to load-unloading, line haul (including FTL and LTL), warehouse storage, bulk shipment, and truck and cargo rental, Redx provides its customers with a range of corporate cargo services.
Ittehad Corporation, Rangs, Mohammadi Group, Debonair, Navana Engineering, Nahar Group, and Microfiber are just a few of the company's more than 150 B2B clients who use its car leasing services. The number of B2B customers has been continuously rising ever since the service's April 2021 launch. The client must pay a 10% VAT and 4% AIT for the transportation services received in addition to the truck rental fee, which is determined by the terms of the agreement between the KAM and the client.

2.9 Swot Analysis of Redx

SWOT ANALYSIS

REDX

WEAKNESSES

- Dependence on a limited number of key clients
- Limited geographic reach, with a focus on Bangladesh
- Reliance on third-party providers for certain logistics services
- Vulnerability to external factors such as changes in government regulations and economic conditions

STRENGTHS

- Strong brand recognition and reputation in the logistics industry
- Wide range of logistics services offered, including fleet management and last-mile delivery
- Use of technology and automation to streamline operations and improve efficiency
- Experienced management team with a strong track record

THREATS

- Intense competition from established logistics companies and new entrants
- Increasing operating costs and price sensitivity among customers
- Disruption of operations due to natural disasters, political instability, and other external factors
- Rapidly changing technology and customer preferences

OPPORTUNITIES

- Expansion into new markets and geographies
- Development of new logistics services and solutions to meet evolving customer needs
- Strategic partnerships and collaborations with complementary businesses and organizations
- Growing demand for e-commerce logistics services

Figure: SWOT Analysis of Redx

2.10 Porter's Five Forces of Redx
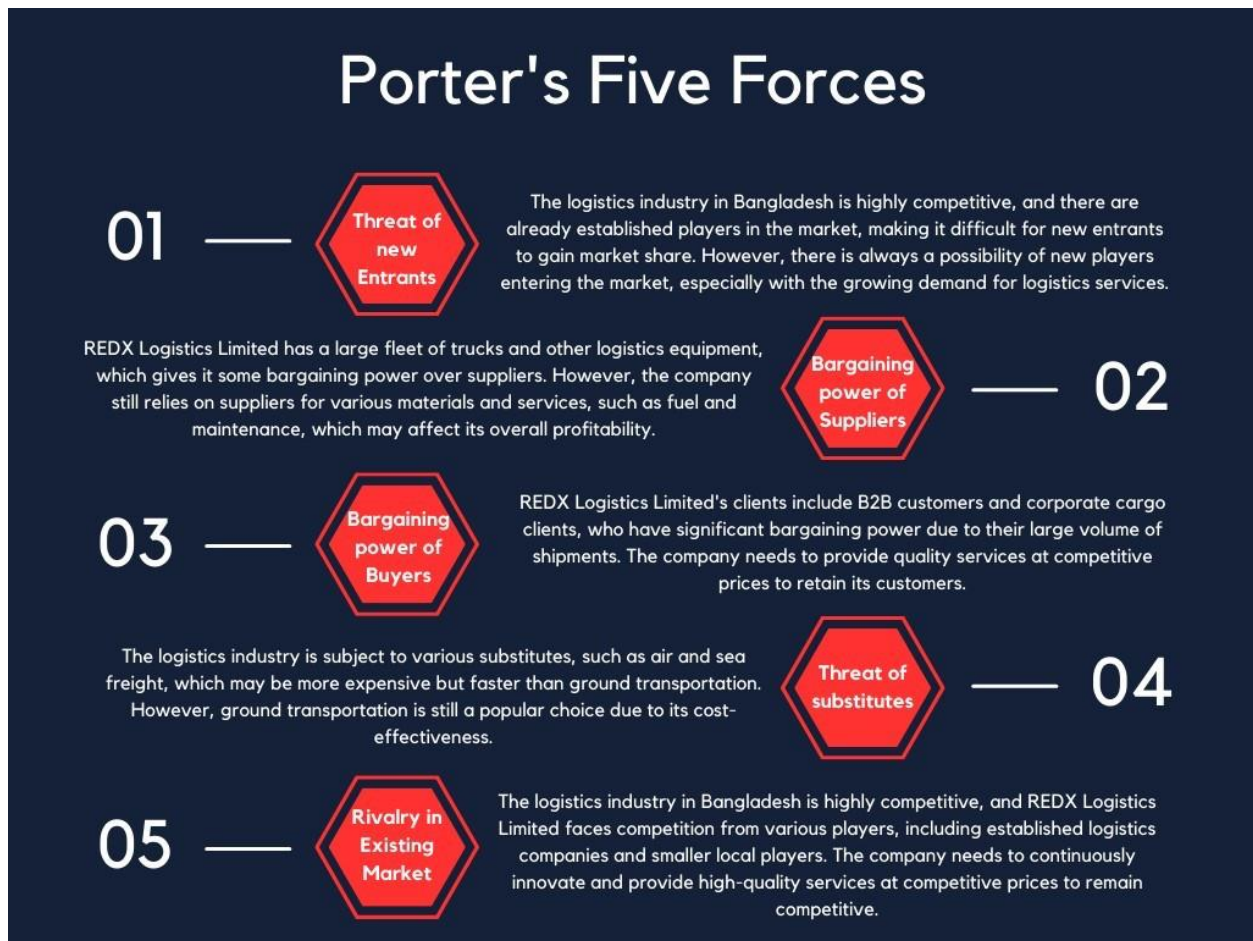
Figure: Porter's Five Forces of Redx

2.11 PESTEL Analysis of REDX

PESTEL ANALYSIS OF REDX

P POLITICAL	**E** ECONOMIC	**S** SOCIAL	**T** TECHNOLOGICAL	**E** ENVIRONMENTAL	**L** LEGAL
changes in trade policies, tariffs, and regulations on the transportation of hazardous materials can impact the operations of REDX	changes in interest rates, inflation rates, and exchange rates can impact the cost of raw materials, transportation, and fuel, affecting the profitability of REDX Logistics Limited	changes in consumer preferences towards e-commerce and online shopping can impact the demand for logistics services, especially last-mile delivery services	the adoption of new technologies such as automation, Internet of Things (IoT), and artificial intelligence can help REDX Logistics Limited optimize their operations and improve customer service	increasing regulations on carbon emissions and waste disposal can affect the cost and logistics of transportation and warehousing	regulations related to labor laws, health and safety regulations, and liability issues can impact the operations of REDX Logistics Limited

Figure: PESTEL Analysis of Redx

Chapter 3

Industry Analysis

3.1 Industry Overview

3.1.1 Bangladesh Freight and Logistics Market Analysis

By 2026, Bangladesh, a nation that is developing quickly, is anticipated to move from the category of least developed to developing. Logistics is one of Bangladesh's fastest-growing industries, which has increased the alternatives available to the country's booming e-commerce market. The significant amounts of capital that various logistics firms have recently raised, like Redx Logistics Limited, which received Tk 3.0 billion in its most recent funding round, attest to this fact. Delivery Tiger, eCourier, and Pathao Courier are additional significant participants in the sector. With the arrival of two international logistics companies, Lalamove and Delhivery, into the industry this year, we are seeing fresh growth.

Source: IDLC Report

Starting from September 1, 2022, the Bangladesh Freight Forwarders Association (BAFFA) has hiked the charges for freight forwarding services, resulting in a significant 57% increase. Businesses in Bangladesh would likely feel the effects of this cost hike more acutely.
Industry insiders saw the BAFFA decision—which came in response to the spike in gas prices—as a significant setback for the nation's firms, particularly the apparel sector, as it increases manufacturing costs and puts them at danger of losing market share. \

3.1.2 Recent Growth and Development of Redx

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

1. **Expansion of Network:** To better serve its customers and offer better coverage throughout Bangladesh, Redx has increased the number of its branches and service centers. Redx will have 20 branches and service facilities across the nation by the year 2021.

2. **Introduction of New Services:** Cold chain logistics, e-commerce logistics, and quick delivery services are just a few of the additional additions Redx has made to its portfolio. Redx can stay competitive in the market by offering these innovative services, which meet the changing needs of its customers.

3. **Investment in Technology:** To increase the effectiveness and transparency of its operations, Redx has made considerable technological investments. The business has set up a digital portal so that customers can follow their shipments in real time and obtain other logistics-related data.

4. **Partnership with Global Companies**: In order to broaden its reach and offer its clients more comprehensive services, Redx has teamed with a number of international logistics firms. For instance, the business collaborates strategically with DHL Global Forwarding to provide its customers with air and ocean freight services.

5. **Awards and Recognition:** Redx has won numerous accolades and recognitions for its services to Bangladesh's logistics sector. The business won the Best Logistics Service Provider honor at the **Bangladesh Business Awards in 2020**, and at the Bangladesh Brand Forum Awards in 2021, it was named **Best Express Delivery Service Provider**.

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

3.2 Legal and Political Concern

The genuine legislators who set the rates for all products and services are government agencies. Price changes resulting from economic events and regulatory changes can wreak havoc on the dynamics of the entire supply chain.

Logistics is a generic term that refers to the movement and distribution of commodities from the point of initial production to the final consumer destination. The guideline that establishes how a State's logistics process, including infrastructure development, customs, transportation, and trade policy, will effectively function is known as a national logistics policy. So all of these are maintained by the national logistics policy of Bangladesh.

3.3 Technological Factors

Technology advancements in logistics are pushing the boundaries and changing international trade. Technology is playing a great role in the advancement of logistics industry. Some technological advancements affecting the logistics industry are:

- Sensors and Wi-Fi capabilities are now a common feature in many products, such as cars, ceiling fans, and cell phones. Because everyone has easy access to Wi-Fi and the Internet, which connects them to everything, it is known as the "Internet of Things." IoT is giving the supply chain a lot of options, including the chance to reduce expenses and delays by getting rid of risks.
- By monitoring truck positions and enhancing routes by gaining access to the most recent traffic information, advanced GPS accuracy enables higher productivity and delighted consumers.
- The power of social media is helping to improve operations and the logistics sector as a whole. These platforms are evolving into the quickest and most effective means for companies to interact with their clients, providing timely information, market updates, and customer feedback.
- Trucks will soon be autonomous, which is already a reality.

3.4 Competitive Analysis of Redx

Like other companies, RedX faces rivals in the market. Some of them have higher initial investments, some are taking advantage of first-mover advantages, and some are extremely established companies, so when consumers need to ship something, they immediately think of their names. There are many businesses with access to technology and transportation. rival at full power. Redx with its extraordinary supply chain is giving tough competition to the market leaders.

The factors by which Redx is leading among its competitors are:

Market Position:

REDX surpassed all competitors in the 3PL industry by aggressively expanding its logistics network to include all 64 districts of the nation. More than 50% of all deliveries made for online purchases in Bangladesh during the pandemic were made by REDX, which gained the trust of online retailers by providing a consistently high level of service. REDX currently has the biggest logistics network in the nation, with 495 Upazilas and more than 250 delivery stations spread across all 64 districts.

Technological Factors:

REDX runs on a platform that uses cutting-edge technology and a great team of engineers to bring about a revolutionary transformation in the market. The smoothest user experience and visibility are provided by its ground-breaking service throughout the entire delivery process, from parcel production to delivery. It enables business owners to fully automate operations and follow real-time payment updates.

Service Offered:

Being a startup, Redx is bringing diversity in its services. It is giving head-to-head competition to many logistics companies by service differentiation through fast technology, extraordinary supply chain, an increasing number of services etc.

Pricing:

Redx has followed neutral pricing to compete with its competitors which allowed them to maintain a moderately same revenue with the market leaders.

Brand Awareness and Brand Loyalty:

Because of the support that redx provided during the pandemic, it has become a very well-known logistics company. It maintains its loyalty by giving smooth service to its customers of various services offered by them.

Critical Sucsses Factor	Weight	RedX		Pathao		Paperfly		Shundarban	
		Rating 1-5	Weight Score	Rating 1-5	Weight Score	Rating 1-5	Weight Score	Rating 1-5	Weight Score
Advertising	0.08	2	0.16	4	0.32	1	0.08	0	0
Service Quality	0.16	4	0.64	3	0.48	4	0.64	3	0.48
Price	0.11	2	0.22	3	0.33	4	0.44	4	0.44
Market Share	0.1	3	0.3	2	0.2	3	0.3	4	0.4
Technology	0.11	4	0.44	4	0.44	4	0.44	1	0.11
Customers Loyality	0.09	3	0.27	2	0.18	3	0.27	4	0.36
Brand Awarness	0.08	4	0.32	4	0.32	2	0.16	3	0.24
Transportation	0.13	2	0.26	3	0.39	4	0.52	5	0.65
Coverage	0.14	4	0.56	3	0.42	4	0.56	3	0.42
TOTAL	1		3.17		3.08		3.41		3.1

The Competitive Profile Matrix is an analytical tool that makes identifying your company's competitive edge simple to use and to read. You will be able to quickly assess your company's competitive situations, your position in a particular market, and viable strategies for setting your goods and services apart from those of the competition. Using the Competitive Profile Matrix, you may identify the Critical Success Factors that are boosting your and your competitors' profits. These Critical Success Elements are the result of a careful analysis of the most significant internal and external elements in your sector.

3.5 Impact of COVID-19 in the Operations of Redx

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

1. **Essential Services Provider:** As a logistics company, Redx was classified as an essential services provider during the pandemic. Throughout the lockdown, the business was able to maintain operations, ensuring the prompt supply of necessities to customers and companies all around Bangladesh.

2. **New Normal Adaptation by Redx:** Redx immediately changed their business practices to fit the new norm by putting in place safety precautions including contactless delivery and temperature checks for staff members. The company also invested in technology such as digital platforms to make it easier for clients to track their shipments and minimize physical contact.

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

4. **Service Enhancement:** During the COVID period Redx increased its services to grab more market share. For example, the company introduced cold chain logistics services to support the distribution of COVID-19 vaccines and medical supplies.

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

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

3.6 Challenging Issues for Redx and Ways to Overcome Them

There are some challenges which are typical to every logistics companies. Redx as a startup company has also faced the same but they were able to tackle every challenge that came in their way of being the best logistics service provider in Bangladesh. The challenges faced by Redx and how they overcame them are given below:

- route optimization software
- GPS tracking, surveillance cameras, and secure storage facilities.

Infrastructure Challenges

Security Challenges

Competition

Regulatory Challenges

- differentiate its services by offering innovative and value-added services such as e-commerce logistics and express delivery
- Investing in robust compliance program
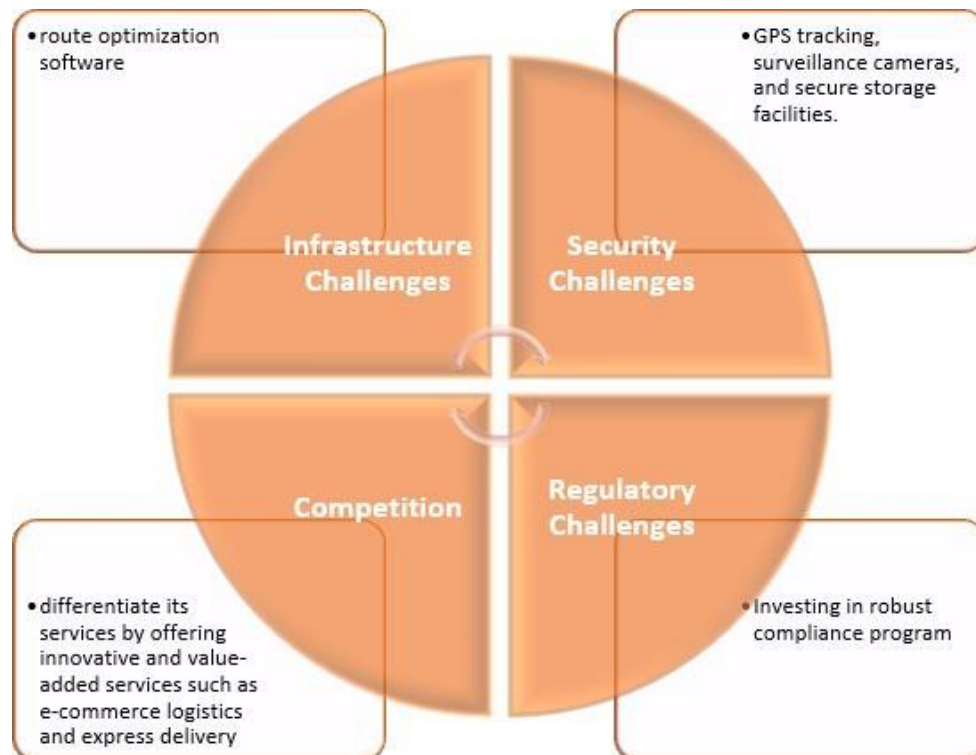
Chapter 4

Description of Main Duties and Responsibilities

4.1 Functions of Redx Logistics Limited Billing and Collection

4.1.1 Receiving Challans from the Transport Team:

The transport team provides fleet services to B2B clients who use freight trucks in their operations. The team obtains delivery challans from the drivers once the delivery has been completed and enters the truck price, loading and unloading places, fleet date, challan number, and demurrage cost into the just-created app named Appsmith. The billing team receives the challans, counts the challan amount, and checks the accuracy of the challan number. Because some clients require printed copies of the invoice in addition to the challans in order to complete payment, the billing team scans the challans to minimize any potential risks. In the absence of challans, some customers might choose not to pay.

4.1.2 Preparing Invoices:

Three different kinds of cargo truck services—prepaid, postpaid, and corporate—need separate bills, which are created by the billing department. Below are descriptions of each invoice type's process.

When a client has a negative balance on a prepaid invoice, the billing department creates the invoice. The IT team updates the Appsmith data with all relevant information, such as delivery charge, return charge, damage amount, lost amount, delivery date, pick-up date, pick-up and delivery location, and zone. When creating an invoice, the billing team comes up with a special invoice name and inputs it into the recently created Appsmith, where the tech team updates all the back end data, including the amount, VAT, AIT, and other relevant information. The next step is to look up data on the quantity of packages that were delivered in Dhaka city, Dhaka suburbs, and elsewhere in Dhaka. These items are also changed in accordance with any returns, missing items, damages, or COD collections. those made within the city limits of Dhaka are exempt from return fees, however those made beyond the city are subject to a 50% return fee in addition to the delivery fee. For parcel deliveries outside of Dhaka, a 1% COD fee is further charged. The negative invoice contains zero percent VAT. Below is an illustration of a negative bill:

Figure: Prepaid Invoice

Postpaid Invoice: Postpaid bills are produced for customers with postpaid accounts. Similar to prepaid invoices, these invoices are made by providing the necessary information in Appsmith and giving the invoice a unique name. But there are a few changes. Postpaid invoices are unaffected by damage, missing products, or COD collections. Return fees and 1% COD fees are calculated in a manner similar to negative invoicing. A 15% VAT is also included in the total delivery charge. Here is an example of a postpaid invoice:

Figure: Postpaid Invoice

Postpaid Invoice: Depending on the terms of the client's contract, an invoice's components may change. For instance, Brac Kumon charges a delivery fee of 100 taka for shipping packages anywhere in Bangladesh, and the invoice does not include the fee for up to five packages that need to be returned. The Bikroy.com website does not impose a return fee. Based on the contracts each client has signed, these adjustments are made. The bills have supporting documentation connected with transactional information like successful deliveries, returns, and lost items.

Corporate Cargo Services: When a client rents a truck from Redx Logistics Limited, B2B invoices are generated for that service. Based on costs and current market rates, KAM and customers set truck prices. Currently, the entire billing procedure is handled by the Appsmith app. After selecting the fleets and preparing invoices in accordance with client requests, the billing team generates an invoice number for each bill and inputs it appropriately in the Appsmith. Some clients prefer that bills be prepared by trip (e.g., Mohammadi Group), date (e.g., Ishraq Cotton Mills), or month (e.g., Nahar Group), while others prefer that bills be divided into import and export (e.g., Debonair). 10% VAT and 4% AIT are included when paying under the Redx Logistics Limited name. However, some customers refuse to pay VAT and AIT; as a result, their bills are generated using MOKAM prices that include VAT.

Additionally, these bills have supporting records attached. Below are a few instances of banner billing from Appsmith for both MOKAM and REDX Logistics Limited:

Figure: Corporate Cargo Invoice

4.1.3 Sending Bills to the Clients:

The billing team completes the bills, emails them to the clients' emails, and also delivers two hard copies of the bills along with the transport challans that they receive from the transport team. These materials are delivered to the address of the Client.

4.1.4 Preparing VAT Challan:

In the event that Redx Logistics Limited is tasked with collecting VAT on behalf of the Government, they create Musok 6.3 and give it to the clients as proof of tax payment. The client must deliver MUSOK 6.6 to Redx Logistics Limited as proof of tax payment, however, if they wish to pay the VAT separately and not include it in the total charge.

4.1.5 Collection and Receivable Update:

The client notifies the KAM or replies to the billing email whenever they pay a bill. The billing department updates the receivables as soon as it obtains confirmation of the payment amount. Working along with the Treasury and MIS (Financial Reporting) divisions of Redx Logistics Limited, this element of the billing team.

4.2 My Contribution to the Company

The major assignment I received was to migrate all offline data to Appsmith. I had to enter data that had previously been manually entered into the recently created app, Appsmith. Most of the billing and collection processes had my contributing in some way.

For the foreseeable future, I will describe in detail the whole billing team's workflow and mark each place where I performed the tasks I outlined in my weekly reports by checking the corresponding box.
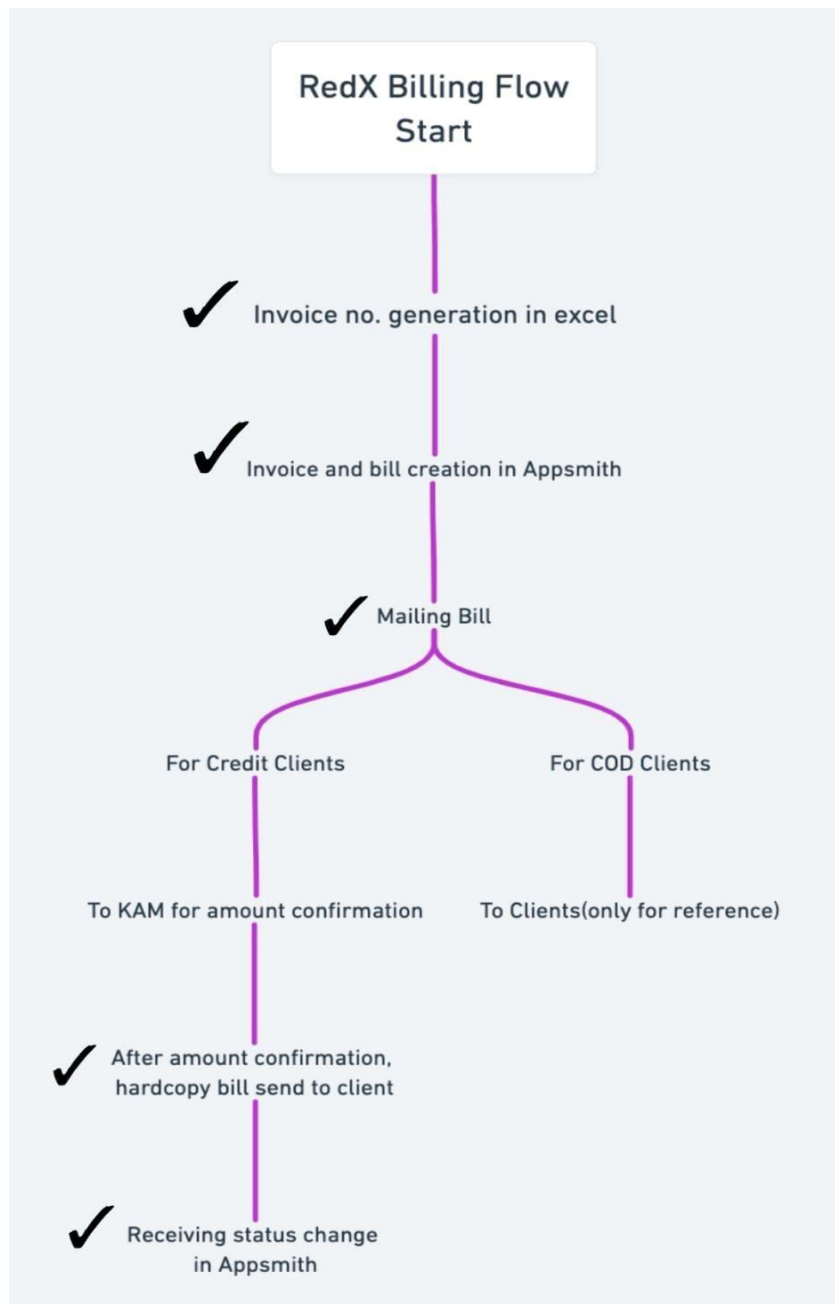
4.2.1 Billing

Figure: Billing process Flow

First an excel file was maintained by me to generate an unique invoice number. Such as: WALB-MAY-23-2134

Figure: Excel file for generation of unique invoice number

Then the using that invoice number I created bills in Appsmith.

Figure: Invoice creation panel of Appsmith

Incase of COD clients I mailed the bill directly to client and for credit clienyts to Kam for amount confirmation. After amount is confirmed by KAM the hardcopy is sent to client by me through our staff and then I need to change status in Appsmith.

4.2.2 Collection and Accounts Receivable Amount Adjustment
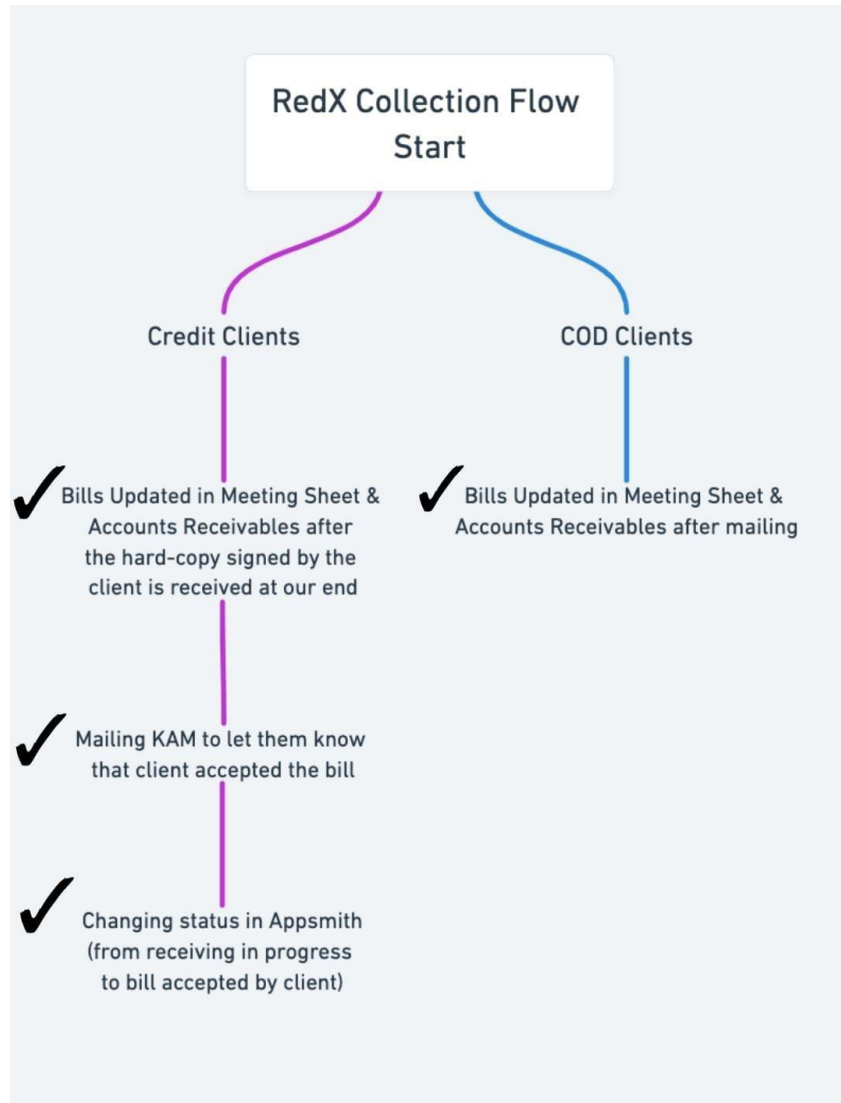
Figure: Collection Flow Start

I had to adjust the bill for COD clients in two different Excel files after mailing the invoice. I updated the bill in the excel spreadsheets and changed the status in Appsmith for credit clients after the hardcopy was received at our end, signed by the clients, and at our end, I updated the bill.
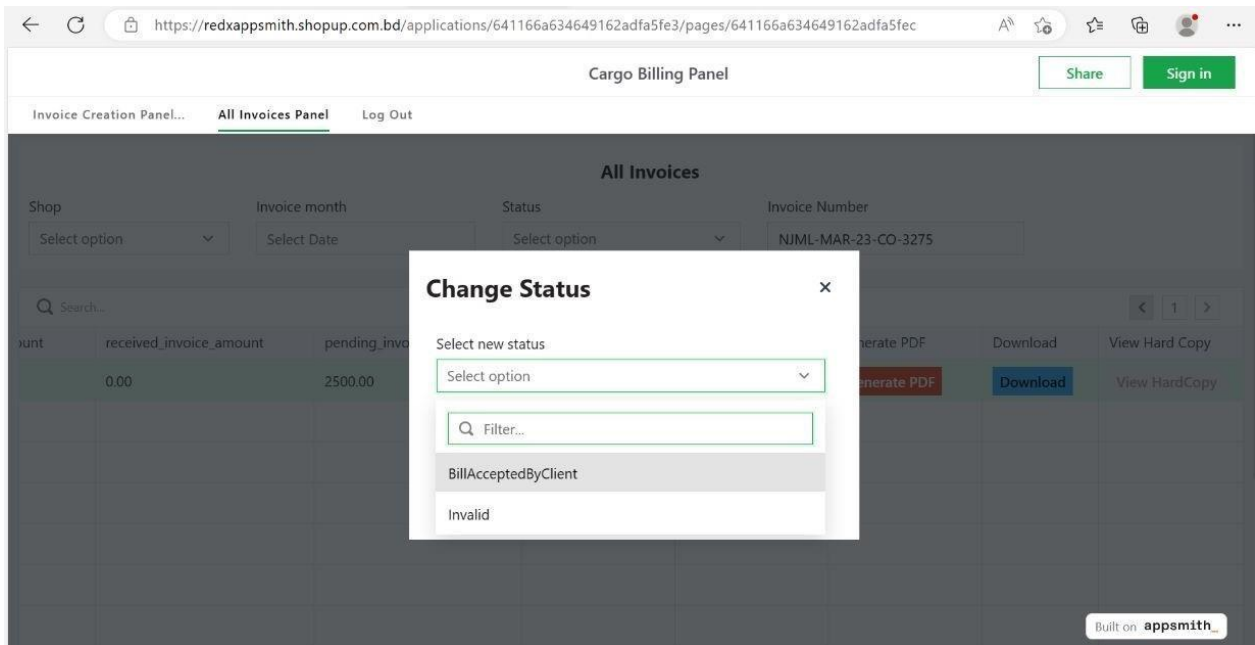
Figure: Changing status in Appsmith after receiving hardcopy

The operations of the last layer of billing team:

- Once a client informs the growth team that they wish to pay their expenses, the growth team creates a mail thread tagging the banking department in order to collect the check.

- After the banking staff takes the check, they mail the image of the check, the money receipt, and the images of the bills that the payment is being made against.

- To keep track of information pertaining to checks, I kept an excel file.

- Once the checks were deposited, I had to interact with the banking staff in order to let others know, and they do this by posting a picture of the deposit slip in the same email thread.

- I had to ask the growth team for an invoice breakdown when the breakdown of the invoices (against which bills the amount will be adjusted) was not provided. On a fifo basis adjustments are sometimes advised, they say.
- I adjusted backlog collection for earlier months.

Figure: Marking received payment in Appsmith

4.3 Other Activities

• Meetings with data team on how to make Appsmith **more user friendly** and **reporting bug** to them

Figure: Bug in Appsmith

- **Cash reconciliation for DD purpose:** Matching online data by extracting it from Appsmith or from the metabase provided by data team with the offline data (the excel files maintained by billing team). As the app is in developmental phase so online and offline data needs to match as DD directors will see info in the Appsmith and conduct DD before the company looks for investors.

4.4 Workplace Environment

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

For the purpose of recognizing the exceptional work of its staff, REDX organized a celebration called "REDX Rewards." On January 2, employees from all throughout the country attended the

event. The event acknowledged a total of 5 riders and 38 hub officers. The top performers received gifts including Suzuki Gixxer SF and TVS motorcycles, according to REDX in a press statement, while zonal leaders and hub managers received cash rewards, Apple watches, and smartphones.

4.5 Challenges

The constant requirement to multitask and adjust to new responsibilities was one of the biggest difficulties I had during my time there. I was specifically assigned to work on developing the financial billing and collection tool known as Appsmith. There were a number of faults that needed to be fixed, as with any new product, and the application's features were constantly changing, which was a difficult job. I was still able to improve my capacity for adapting to changing environments and seize the chances for learning that each challenge offered.

4.6 Learnings

- **Improved comprehension of financial processes:** Billing, VAT & AIT calculations, demurrage cost addition, etc.
- **A better understanding of how to interact with customers and coworkers:** I had to talk with people from different departments and clients about payment-related issues during my time at Redx 3PL. My communication abilities dramatically improved as a result. Additionally, these experiences gave me insightful knowledge about business ethics and how crucial upholding them is.
- **It enhanced my knowledge of using excel a lot**: • Improved comprehension of financial processes, including billing, VAT & AIT calculations, demurrage cost addition, etc.
- **A better understanding of how to interact with customers and coworkers**: I had to talk with people from different departments and clients about payment-related issues during my time at Redx 3PL. My communication abilities dramatically improved as a result. Additionally, these experiences gave me insightful knowledge about business ethics and how crucial upholding them is.
- **Adjustment with challenges:** The being in developmental phase created new challenges for me and a way to learn new things each day. The product team guided me with various uses to Metabase.
- **Additional Skills:** Through the skill station of Redx I got to learn various other skills aligned with my educational background.

Chapter 5

Analysis

5.1 Company level analysis

Leading logistics provider in Bangladesh, Redx Logistics Limited offers its customers complete logistics and transportation solutions. With a strong emphasis on client satisfaction and service quality, the company has established itself as a trusted and reliable logistics partner for both domestic and international clients.

- **Business Model:** Redx Logistics Limited has a diversified business strategy that encompasses both B2B and B2C services. The business offers a variety of logistics services, such as air and sea freight, land transportation, warehousing, customs clearing, and value-added services like packing, labeling, and order fulfillment. With an emphasis on upholding excellent service quality and client happiness, the company's business model is based on service fees and commissions obtained from its clients.

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

- **Financial Performance:** The financial record of Redx Logistics Limited is solid, with recent years seeing consistent rise in both sales and profitability. In order to support its growth, the company has been able to keep a strong balance sheet and cash flow. This has allowed it to make tactical investments in infrastructure and technology.

- **Key Strengths:** The key benefits of Redx Logistics Limited are its commanding market position, exceptional history of customer satisfaction, flexible company strategy, broad range of services, and focus on technology and innovation. Its strong financial performance and pristine balance sheet are key advantages that put the company in a good position for future growth and expansion.

- **Key Challenges:** Redx Logistics Limited's key challenges include increasing competition in the logistics industry, particularly from global players entering the market, and the need to maintain high service quality and customer satisfaction as the company continues to grow and expand its operations. The company will also need to make ongoing investments in technology and infrastructure to stay ahead of its competitors and meet the evolving

needs of its clients. It needs to make the Appsmith bug free for smooth operations of finance department.

5.1.1 Technological Growth of the Company

Redx Logistics Limited is technologically advanced compared to other logistics companies in Bangladesh in several ways:

- **Use of SAP and Metabase:** Redx manages its logistics operations with the help of SAP and Metabase software, dubbed Appsmith as of late. This software enables inventory management and real-time tracking of shipments. Because of this, the business can make data-driven decisions and deliver accurate and timely information to clients.

- **GPS Tracking:** For real-time tracking of goods and vehicles, Redx has installed GPS transmitters in all of its trucks and cars. This enables the business to keep track of the whereabouts of the vehicles and the cargo, assuring prompt and secure delivery of the items.

- **Mobile App:** Using the mobile app of Redx customrers can keep track of the progress of the parcel delivery.

- **Automated Warehousing:** Modern automated warehousing technology is used by Redx to store and manage inventories. This comprises barcode scanners, automated storage and retrieval devices, and warehouse management software that can control inventory levels and guarantee on-time delivery.

- **AI and Machine Learning:** Modern automated warehousing technology is used by Redx to store and manage inventories. This comprises barcode scanners, automated storage and retrieval devices, and warehouse management software that can control inventory levels and guarantee on-time delivery.

Redx Logistics Limited's focus on technology and innovation has enabled the company to stay ahead of the curve in the competitive logistics industry in Bangladesh.

5.2 Market level analysis

- **Market share:** Redx quickly overtook its rivals in the 3PL sector by aggressively expanding its logistics network to include all 64 districts of the nation. More than 50% of all e-commerce deliveries in Bangladesh were made by Redx during the epidemic, and by consistently providing high-caliber service, they gained the trust of online retailers. With 495 Upazilas and more than 250 delivery sites spread across all 64 districts, Redx currently has the greatest logistics network in the nation.

- **Diversified services:** Freight forwarding, customs clearance, inland transportation, warehousing, and e-commerce logistics are just a few of the many logistics services that Redx provides. Redx can increase its customer base and cater to a variety of customer needs thanks to this diversification, which can be advantageous in a market where there is competition.

- **Technological integration:** Redx is trying is integrate and centralize their operation in technology by continuously investing in new technologies and this bringing efficiency.

- **Customer service:** Redx prioritize custmers and follows the motto "Customer First." Its customer service staff is always ready to answer any kind of queries and help. Redx may have an advantage over its rivals thanks to its emphasis on customer services.

- **Strategic partnerships:** Recent collaboration between Redx with DHL and UPS gave them exposure to new markets, new technologies, valuable knowledge etc.

5.3 Professional Level Analysis:

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

5.3.1 Impact on My Professional Growth

As a student of Business and technology management department, my prime duty is to blend business and technology thus integration of the whole process.

During my internship though I worked in the finance department, my work was more of an operational intern. Because the finance department was going through an tech migration phase and I was given the responsibility to manage the newly developed app and input data into it. This provided me with the knowledge of the use of technology in managing business operations which aligns with my educational background. As a business graduate with technical knowledge this internship provided me with the knowledge of application to theoretical knowledge into real life problems.

I want to build my career in operational sector and this internship surely provided me the knowledge of financial operations. My expertise in using excel also developed and as excel is a must for all types of jobs this thing will surely help me in future career.

Internships can be an excellent way to gain firsthand experience and knowledge about organizational behavior and work ethics. By participating in this internship, I got the opportunity to observe and learn how a company operates and how employees interact with each other and with clients or customers.

I also learned about the company's mission, values, and code of conduct, which gave me insight about the organization's work ethics. I observed how employees uphold these standards in their daily work and interactions, which provided me a practical understanding of how work ethics are implemented in a professional environment.

Chapter 6

Conclusion and Recommendation

6.1 Conclusion

Redx Logistics Limited is investing more on technology advancements such as transportation management systems, warehouse management systems, enterprise resource planning software etc. They have also implemented technologies such as predictive analytics and data visualization to make data-driven decisions, identify patterns and optimize their supply chain operations. They also use Internet of Things (IoT) technologies to increase efficiency and scalability. Redx Logistics Limited is investing in the development of their own proprietary technology solutions, such as mobile applications or customized software platforms, to provide unique value propositions to their customers.

Redx Logistics Limited is employing a range of advanced technologies to stay ahead of the competition, optimize their operations, and deliver high-quality logistics services to their clients. Working as an intern in the finance department I got to see the overall technical migration of the finance departments operation to Appsmith. Though the features of the app aided in increasing efficiency of the financial operations, there were many bugs in the app which created challenges to keep the operation going through the app. However, the app was in developmental phase and there were many more adjustments left. The finance team and tech team are collaborating greatly to make the app bug free thus bringing efficiency in financial operations.

The finance billing team plays a crucial function in the operations of finance department. Technical migration of the operations of this department will hugely impact the optimization of whole supply chain of Redx Logistics Limited.

6.2 Recommendations

- Redx has already started investing in technology and if they continue investing in this manner the efficiency of the whole business operations will increase.
- Integration of all the departments of finance is needed. Only the operations of the billing team was stored in Appsmith which resulted in lack to integration of the other departments. It created confusion between departments. So the operations of other departments should also be migrated in Appsmith to bring in integration of other financial operations.
- A more collaborative environment will result in rapid development of Appsmith
- The data team can bring more features and interfaces in Appsmith to give more clear view of accounts receivables.
- The finance team should be trained more with technical knowledge so that they can carry out the functions of Appsmith with higher expertise

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Appendices

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week　　　　　Date: From 31st December 2022 to 5th January 2023

List of activities with brief description:

1) Introduction session
2) Session on AppSmith adaption
3) Introduction to Billing Register
4) Session on challan receiving process both on AppSmith and manually
5) Communicated with challan receiving team to update challan status on panel
6) Attended session on invoice generating process through panel
- Create invoice through billing register
- Update invoice in panel
- Generate updated invoice

Rafia Siddiqua
05/01/23
Company Supervisor

6/1/23
Academic Supervisor

Prof. Dr. Md. Abul Kalam Azad
Head
Department of Busi. & Tech. Manage. (BTM)
Islamic University of Technology (IUT)
Board Bazar, Gazipur-1704
Bangladesh.

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd week   Date: From 7th January 2023 to 12th January 2023

List of activities with brief description:

1) Generated invoice for credit clients
2) Created invoice manually for specific clients
3) Communicated with kam and merchants for billing updates
4) Attended meetings on Collection Book adoption
5) Shared views on the development of Collection Book panel with the developers.
6) Introduction to check collection process
7) Communicated with representatives responsible for check collection and deposit.
8) Updated and received challans

Rafia Siddiquee.
12/01/23
Company Supervisor

Academic Supervisor

Prof. Dr. Md. Abul Kalam Azad
Head
Department of Busi. & Tech. Manage. (BTM)
Islamic University of Technology (IUT)
Board Bazar, Gazipur-1704
Bangladesh.

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd week   **Date: From 14th January 2023 to 19th January 2023**

List of activities with brief description:

1) Introduction to Cash Settlement Invoice panel

2) Attended meeting on the bug report of Cash Collection panel

3) Settled Cash Collection in Appsmith

4) Cleared backlog data in Appsmith for the last three months.

5) Updated invoice breakdown against deposited amounts.

6) Updated receiving copies in meeting sheet

Rafia Siddique.
19/01/23
Company Supervisor

Academic Supervisor

Prof. Dr. Md. Abul Kalam ^·
Head
Department of Busi. & Tech. Manage. ·
Islamic University of Technology ·
Board Bazar, Gazipur-1704
Bangladesh.

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th week   **Date: From 21st January 2023 to 26th January 2023**

List of activities with brief description:

1. Adjusted collected amount in all invoice panel of Appsmith

2. Updated new cash collection and deposited amount in cash collection register

3. Updated receiving in cargo receivable meeting sheet

4. Generated invoice for credit and COD clients.

5. Attached invoice breakdown against cash deposit slips.

6. Calculated VAT AIT amounts for particular clients.

7. Updated collection for BEFTN and RTGS clients.

8. Changed status of receiving with bill accepted by clients in Appsmith.

9. Uploaded receiving copies in Appsmith and mailed receiving status to clients.

Rafia Siddique
26/01/23
Company Supervisor

27/01/2023

Academic Supervisor

Prof. Dr. Md. Abul Kalam Azad
Head
Department of Busi. & Tech. Manage. (BTM)
Islamic University of Technology (IUT)
Board Bazar, Gazipur-1704
Bangladesh.

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

ID:1800611105

COMPANY NAME:REDX

DEPARTMENT:FINANCE-BILLING

Week: 5th week   Date: From 4th February 2023 to 9th February 2023

List of activities with brief description:

1. Updated February collection for credit clients.
2. Cleared backlog collection of franchise clients from October to November.
3. Updated bill in accounts receivable meeting sheet.
4. Generated bill for Credit and COD clients in billing register and Appsmith.
5. Attended meeting on FTL collection data.
6. Generated cargo receivable meeting sheet.
7. Asked for acknowledgements for updated cheques and cash receipts.
8. Marked receivables data with VAT & AIT in Appsmith.

Rafia Siddique
12.02.23
Company Supervisor

Academic Supervisor

Prof. Dr. Md. Abul Kalam Azad
Head
Department of Busi. & Tech. Manage. (BTM)
Islamic University of Technology (IUT)
Board Bazar, Gazipur-1704
Bangladesh.

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

ID:1800611105

COMPANY NAME:REDX

DEPARTMENT:FINANCE-BILLING

Week: 6th week   **Date: From 11th February 2023 to 16th February 2023**

List of activities with brief description:

1. Attended meeting on Collection Panel Adoption.
2. Conducted Appsmith development discussion with Tech team.
3. Done cash reconciliation for January month.
4. Adjusted cash collection for franchise and credit clients.
5. Communicated with Growth team about breakdown of collection amounts.
6. Updated bill and collection amount on accounts receivables.

Rafia Siddique
16:01:23
Company Supervisor

16/2/2023

Academic Supervisor

Prof. Dr. Md. Abul Kalam Azad
Head
Department of Busi. & Tech. Manage. (BTM)
Islamic University of Technology (IUT)
Board Bazar, Gazipur-1704
Bangladesh.

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

ID:1800611105

COMPANY NAME:REDX

DEPARTMENT:FINANCE-BILLING

Week: 7ᵗʰ week   **Date: From 18ᵗʰ February 2023 to 23ᵗʰ February 2023**

List of activities with brief description:

1. Cash reconciliation of FTL clients for DD
2. Communicated with banking stuff for cheque collection
3. Communicated with growth team for collection breakdown
4. Asked for acknowledgement for deposited collections
5. Adjusted collections in Appsmith for acknowledged amounts
6. Adjusted collection in accounts receivables
7. Cleared backlog collection for previous year
8. Adjusted unadjusted fleets collections for COD trips
9. Received receiving copies of credit bills and adjusted status in Appsmith

Rafia Siddique
28/02/23
Company Supervisor

24/2/2023
Academic Supervisor

Prof. Dr. Md. Abul Kalam Azad
Head
Department of Busi. & Tech. Manage. (BTM)
Islamic University of Technology (IUT)
Board Bazar, Gazipur-1704
Bangladesh.

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

<u>ID:1800611105</u>

<u>COMPANY NAME:REDX</u>

<u>DEPARTMENT:FINANCE-BILLING & COLLECTION</u>

Week: 8th week   Date: From 25th February 2023 to 2nd March 2023

List of activities with brief description:

1. Cleared backlog MIS collection requirement data.
2. Participated in internal DD cash reconciliation.
3. Updated backlog data in Appsmith for the purpose of DD.
4. Adjusted Accounts Receivables of incoming collection and backlog collections.
5. Attended meeting regarding the updated panel adoption.
6. Worked on query to find out bugs and report to tech team.
7. Updated receiving bill for credit clients in meeting sheet.
8. Adjusted collection without breakdown in FIFO basis.

Rafia Siddique
02/03/23
Company Supervisor

Academic Supervisor

Prof. Dr. Md. Abul Kalam Azad
Head
Department of Busi. & Tech. Manage. (BTM)
Islamic University of Technology (IUT)
Board Bazar, Gazipur-1704
Bangladesh.

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

ID:1800611105

COMPANY NAME:REDX

DEPARTMENT:FINANCE-BILLING & COLLECTION

Week: 9th week   Date: From 4th March 2023 to 9th March 2023

List of activities with brief description:

1. Conducted cash settlement for new collection of March.
2. Adjusted collection for pending payments of February and January month.
3. Did manual billing for urgent bills due to Appsmith bug.
4. Asked for acknowledgment for deposited collections.
5. Updated receiving status of received credit bills.
6. Made bills for COD clients that showed blank in Appsmith.

Rafia Siddique
09/03/23
Company Supervisor

Academic Supervisor

Prof. Dr. Md. Abul Kalam Azad
Head
Department of Busi. & Tech. Manage. (BTM)
Islamic University of Technology (IUT)
Board Bazar, Gazipur-1704
Bangladesh.

ID:1800611105

COMPANY NAME:REDX

DEPARTMENT: Billing Team(Finance & Accounts)

Week: 10th week   **Date: From 11th March 2023 – 16th March 2023**

List of activities with brief description:

1. Cleared backlog payment invoice breakdown for Daraz and other important 3PL clients.
2. Updated receiving copy status in Appsmith and meeting sheet.
3. Updated bills in accounts receivables.
4. Collection update of accounts receivables,Appsmith and meeting sheet.
5. Cash reconciliation of net to redx 0 problems with tech team.
6. Discussed about further requirements of Appsmith with tech team.

Rafia Siddique
16.03.23
Company Supervisor

Academic Supervisor

ID:1800611105

COMPANY NAME:REDX

DEPARTMENT:Billing Team(Finance & Accounts)

Week: 11th week   **Date: From 18th March 2023 – 23th March 2023**

List of activities with brief description:

1. Updated collections for new payments and backlog payments.
2. Trained new interns on the overall collection processing structure of FTL and 3PL clients.
3. Adjusted collections in Accounts receivables.
4. Adjusted collections in Appsmith and meeting sheet.
5. Created manual and shadow bills for clients that are facing problems in Appsmith.
6. Communicated with tech team on how to overcome these problems.
7. Cleared all pending collection related problems upto January month.

Rafia Siddique
23/03/23
Company Supervisor

Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

ID:1800611105

COMPANY NAME:REDX

DEPARTMENT:Billing Team(Finance & Accounts)

Week: 12th week   **Date: From 25th March 2023 – 30th March 2023**

List of activities with brief description:

1. Attended meeting with Product team about adoption of new collection panel.
2. Discussed requirements of the new Cash Collection Panel with Product Team.
3. Adjusted & mapped collections for bug related payments.
4. Mapped all collection to deposit amount from July'22 to Jan'23(because of Due Diligence).
5. Updated backlog collections in accounts receivables and asked for acknowledgements for new collections whether that has been deposited with proper SOP or not.
6. Communicated with growth team for breakdowns of new payments.

Rabia Siddique
30/03/23
Company Supervisor

Academic Supervisor