

Internship Report

On

“Business Automation at MAX Group”



ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
A subsidiary organ of Organisation of Islamic Cooperation(OIC)



Submitted to:

Islamic University of Technology

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

Submitted by:

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

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Letter of Transmittal:

15th April, 2023

Dr. Md. Abul Kalam Azad

Professor and Head of the Department

Business and Technology Management

Islamic University of Technology

Subject: Submission of Internship Report.

Respected Sir,

I hereby submit the Internship report titled “Internship Report on Business Automation at MAX Group” which is a part of the internship program. It was a great achievement on my part to work under your direct guidance.

While preparing this report, I have tried my best to portray the condition of the company and reflect on my personal experience at the organization. The opportunity to work at MAX Group has opened a door of a huge possibility of learning about the corporate field operations and growing personally. It was a great experience working there and preparing this report under your supervision. If required, I will be available for any further clarification.

I will be highly obliged if you kindly accept this report and provide me with any kind of expert judgement or feedback you may have. It would be a huge success for me if you find this report informative or useful in any way.

Sincerely Yours,

Ahanaf Shahriar

ID: 180061103

Department of Business and Technology Management

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Declaration:

I, Ahanaf Shahriar, a student of the Department of Business and Technology Management at the Islamic University of Technology, affirm that I have independently prepared this report on MAX Group with the guidance of my supervisor, Professor and Head of the Department, Dr. Md. Abul Kalam Azad Sir. I did not intentionally violate any copyright laws, and the work is original to the best of my knowledge. Additionally, I declare that the report has not been submitted to any other organization or institution for any degree or certification.

Ahanaf Shahriar

ID: 180061103

Department of Business and Technology Management

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Acknowledgement:

The completion of this report was made possible by the tireless efforts and support of many individuals, to whom I am deeply grateful. Their guidance and assistance played a vital role in helping me to finish this report.

I would like to begin by expressing my gratitude to Allah for providing me with the ability, patience, and resilience to fulfill my responsibilities as an intern at MAX Group, the subject of this report. I am also deeply thankful to my esteemed supervisor, Dr. Md. Abul Kalam Azad Sir, Professor and Head of the Department, for his constant support and guidance throughout the process. I owe a great debt of gratitude to my line manager at MAX Group, Mushfique Salaheen Sir, for his unwavering assistance and advice during my internship. Without their support, it would have been impossible for me to complete this report.

I express my sincere gratitude to the entire BTM department for their tireless efforts in making the internship program a success for myself and my fellow classmates. It was their hard work that ensured the successful integration of theoretical knowledge with real-world corporate experience.

Finally, I would like to express my gratitude to my family for their unwavering support and for helping me maintain my physical and mental well-being throughout the entire internship period. I am also grateful to my coworkers for their valuable advice and guidance, as well as for motivating me. I cannot overemphasize the importance of the welcoming and supportive environment, which played a crucial role in helping me overcome various challenges during my internship.

Executive Summary:

This report aims to provide a summary of my three-month internship program, which was designed to offer me practical professional experience. The paper will detail my experience working as an intern at MAX Group's Management Information Systems (MIS) Department.

With a foundation built on integrity, teamwork, commitment, and determination, MAX Group has established itself as a prominent construction company in Bangladesh. The company's dedication to innovation and unique approach to quality and style has earned it recognition as a leading player in the industry. MAX Group specializes in railway construction and EPC contracting for power generation plants in Bangladesh but has since diversified its operations into other sectors including Roads and Highways, Flyovers and Bridges, Power, Stainless Steel, Lubricants, and Construction, both domestically and internationally.

MAX Group's Management Information Systems (MIS) Department is a relatively new addition, established to facilitate the digitalization and automation of the company's business processes. As an intern at the MIS Department, I had the opportunity to closely observe its operations. While working under the supervision of DGM, Project Control and MIS, Mushfique Salaheen Sir and Deputy Manager, MIS (Accountant), Javed Tazbeed Choudhury Vai, I was also able to collaborate with other departments such as Supply Chain Management, Project Control, and IT. During my internship, I contributed to several projects undertaken by the MIS Department.

My internship at MAX Group allowed me to immerse myself in the company's corporate culture and be a part of it for three months. This experience broadened my understanding of working in a corporate environment, which not only aided in my professional development but also my personal growth. The impact of this experience has been substantial, and it has influenced my professional plans. Through this internship, I was able to identify areas where I can improve, learn, and make meaningful contributions.

The report covers various aspects of my three-month internship program at MAX Group. It begins with an overview of the company, including a company analysis and industry analysis. Then, I describe my roles and responsibilities as an intern in the Management Information Systems (MIS) Department. Subsequently, I provide an analysis of the company, market, and professional levels. Finally, I present my recommendations for areas of improvement in MAX Group and in our BTM courses.

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Chapter 1

Introduction

1. Introduction:

This report is a vital component of the Internship 4800 course in the 8th semester. Its purpose is to share the experiences I acquired during my 3-month internship at MAX Group. Internships are crucial for students as they allow them to apply the theoretical knowledge they have gained in their courses practically. My internship provided me with an opportunity to gain exposure to the corporate culture, apply my theoretical knowledge, and identify areas for improvement. The primary objective of my three-month internship was to gain an understanding of the operations of the Management Information Systems (MIS) department at MAX Group and how they work towards achieving their objectives. Therefore, this report presents an overview of the organization, with a focus on the MIS department of MAX Group. This section will outline the report's origin, scope, objectives, methodology used, and the limitations I encountered while preparing the report.

1.1. Origin of the Report:

This report has been prepared to fulfill the requirements of the internship program offered by the Department of Business and Technology Management at the Islamic University of Technology, which is aimed at providing a second batch of undergraduate students with practical exposure to the corporate world. The program is designed to enable students to apply the theoretical concepts they have learned in the classroom to real-life business scenarios and gain professional experience. This report is based on my 3-month internship at MAX Group's Management Information Systems department and provides insights into the company's products, services, and the industry it operates in.

1.2. Objective of the Report:

The primary objective of my three-month internship at MAX Group was to gain a comprehensive understanding of the operations of the Management Information Systems department and how it contributes to achieving organizational objectives. This report aims to showcase my knowledge and experience gained during the internship program by fulfilling the following purposes:

- Providing an overview of my three-month internship experience at MAX Group.
- Describing my responsibilities and duties as an intern.
- Presenting an analysis of the company's position and status in the domestic market, including its diversified businesses.
- Bridging the gap between theoretical knowledge acquired through academic studies and its practical application in a corporate setting.

1.3. Methodology:

I have utilized both primary and secondary sources of information in the preparation of this report. Below are the sources of information that were used for this report, both primary and secondary.

Primary Sources:

The bulk of the report's content was derived from primary research, with information gathered from two main sources:

- Discussions with employees of the company.
- Personal notes and diary entries were maintained during the internship period.

Secondary Sources:

Although primary research formed the bulk of this report, a considerable amount of information presented here was obtained from secondary sources, such as:

- Company's website.
- Annual reports.
- Research papers.
- Previous internship reports.
- Google search engine.

1.4. Scope of the Research:

This report offers an overview of the MAX Group, with a particular focus on its Management Information Systems Department. Readers will gain an understanding of the organization's overall operations, working conditions, and diverse business portfolios. Furthermore, the report provides insights into the infrastructure and power industry as a whole. Finally, it includes information about my entire internship period, including my learnings and recommendations.

1.5. Limitations:

During the preparation of this report, a few limitations were encountered, which are outlined below:

- **Confidentiality:** One of the main challenges was collecting information while maintaining confidentiality. Since the industries are highly confidential, obtaining information was difficult.

- **Time Constraint:** The duration of the internship program was relatively short (three months) to obtain all of the company's knowledge and insights. However, despite this limitation, I have endeavored to make the most of this experience.

1.6. Significance:

The importance of internships cannot be overstated, as they allow students to apply their academic knowledge in a real-world setting. My three-month internship provided me with a valuable opportunity to gain insight into corporate culture, apply my theoretical knowledge, and identify areas for personal and professional growth. I have observed a significant improvement in my communication and interpersonal skills, which has boosted my confidence level. This internship has undoubtedly contributed to enhancing my competence and providing me with valuable experience that will benefit my career in the future.

Chapter 2

Company Overview

2. Company Overview:

This chapter is dedicated to providing a brief history of the company, detailing the sector in which it operates, as well as the products and services it produces and offers to its customers. Furthermore, it will discuss the company's performance in both local and international markets.

2.1. About MAX Group:

MAX Group, which began its journey as a small-scale construction company, has achieved a leading position in the construction industry of Bangladesh through its relentless efforts and perseverance. Despite facing numerous challenges and obstacles since its establishment in 1983, the company has persevered, relying on its core values of integrity, teamwork, commitment, and determination.

MAX has successfully translated its commitment to innovation into a concrete way of doing business, exemplified by its philosophy of doing things differently. The company firmly believes in doing everything with style and quality, and never leaving anything for tomorrow that can be done today.

Thanks to its commitment to excellence, MAX has earned a reputation as the premier Railway Construction and EPC Contractor of Power Generation Plants in Bangladesh, securing its position as the top company in these sectors. However, MAX understands that the world is constantly evolving, and therefore it has expanded its operations to encompass a wide range of sectors, including Roads & Highways, Flyovers & Bridges, Power, Stainless Steel, Lubricants, and Construction both within and beyond the borders of Bangladesh.

2.2. Journey of MAX Group:

Since 1983, MAX Group has shown consistent development and progress in Bangladesh's industrial sector, making it a notable example of success. The company started as a manufacturer of leaf springs but has since expanded and become one of the largest conglomerates in the country. It has made significant contributions to the infrastructure, development, and industrial sectors.

For more than 35 years, MAX has worked as a trustworthy partner with the Government of Bangladesh, supporting the growth of infrastructure in crucial sectors like railway, power generation, nuclear power plants, power transmission, flyovers, elevated expressways, bridges, water control and supply structures, overhead water reservoirs, embankments, shore protection, dredging, and high-rise residential and commercial buildings. MAX operates the largest EPC (engineering, procurement, and construction) company in Bangladesh, thanks to its advanced equipment division consisting of over 1200 modern construction equipment. As the most experienced and dependable local turnkey solution provider in railway track construction, MAX

is the only Bangladeshi firm that manufactures most of the railway track fittings in its own factory to meet the demand of its rail projects. MAX has completed many critical and large railway projects and is currently executing the largest single contracts in the history of Bangladesh Railway.

MAX Group has a significant presence in flyover and bridge construction in Bangladesh, in addition to its involvement in railway projects. It has built the largest flyover in Chattagram and is presently working on constructing the largest elevated expressway in the same city, which runs from Lalkhan Bazar to Sha-Amanat Airport. MAX has also finished several bridge projects across the country, including Dhaleswari Bridge 1 & 2 (total length 923m), PC Girder Bridge over Bhairab River, Jessore (696.75m), and PC Girder Bridge over Madhumati River, Magura (600.70m).

MAX has established itself as a significant player in the power sector of Bangladesh, owning and operating a 78.5 MW gas-fired power plant in Narshingdi and a 163 MW combined cycle power plant in Sylhet. The company carried out the EPC work for these power plants. MAX has also entered into the country's only ongoing 2400 MW Nuclear Power Plant Construction Project at Rooppur as a specialized subcontractor of the Russian Joint-stock company "Atomstroyexport." So far, MAX has been awarded six lots of this mega-project, which includes various works such as embankment and shore protection, main turbine hall building construction, and cooling tower construction. Moreover, MAX is currently working on other power-related projects such as a 150±10% MW HFO-based power plant project in Sreepur and two 400kV Double Circuit Transmission Line Projects at Aminbazar - Gopalganj Section and Anowara - Ananda Bazar Section.

Apart from its involvement in the infrastructure and industrial sectors, MAX is also engaged in the production of stainless-steel products, such as crockery and pipes of exceptional quality, and blends various types of lubricants for use in the domestic market. The company has its factory, where it manufactures top-notch leaf springs for export. MAX also has an exclusive fashion brand, "SCICCOSO," that has gained popularity among fashion enthusiasts in Bangladesh. Additionally, MAX has secured the distribution rights for three renowned global construction equipment manufacturers, SDLG, ICARO, and FASSI, in Bangladesh.

MAX has a team of more than 400 graduate engineers who work diligently across various projects and industries. These engineers have the required expertise and experience to handle projects of any size and complexity efficiently while ensuring safety and timely completion. Over the past 35 years, MAX has been able to continuously make progress in line with major business advancements due to its experience, diversity, and global partnerships with leading foreign companies in the USA, Russia, Europe, China, and India. With a strong commitment to ethical standards and compliance, MAX has become a preferred business partner for both local and foreign companies. The company is committed to improving performance, driving industrialization, creating market opportunities, and sustaining growth and value for its

stakeholders. MAX places a strong emphasis on efficiency and excellence to ensure quality, safety, and reliability for current and future clients and business partners.



Figure 1: MAX Group's Specialization

2.3. Corporate Profile:

Name of the company:	MAX Group
Year of establishment:	1983
Status of the company:	Private Limited Company
Country of registration:	Registered under Registrar of Joint Stock Companies, Dhaka, Bangladesh
Number of employees:	10,000+
Corporate office:	RAOWA Complex, Level – 11, VIP Road Mohakhali, Dhaka – 1206, Bangladesh
Head office:	Baitul Hossain Building, 6 th floor, 27, Dilkusha C/A, Dhaka – 1000, Bangladesh
Telephone:	+88 02 55058345-6, +88 096 14999333, +88 02 223388646
Fax:	+88 02 47110176
E-mail:	info@maxgroup-bd.com
Website:	www.maxgroup-bd.com

Table 1: Corporate Profile

2.4. Milestones:

A list of some of the business ventures that MAX Group has undertaken over the years:

- a) **1990:** MAX Group started its operations in the civil construction sector.
- b) **1995:** MAX Group ventured into the transmission line hardware business.
- c) **2001:** MAX Group entered the lubricating oil industry.
- d) **2002:** MAX Group expanded its operations to include the production of stainless-steel products.
- e) **2007:** MAX Group entered the real estate sector, developing commercial and residential properties.
- f) **2010:** MAX Group started providing engineering, procurement, and construction (EPC) services for power plants.
- g) **2010:** MAX Group began manufacturing prestressed sleepers.
- h) **2013:** MAX Group established a fashion house, focusing on clothing and accessories.
- i) **2018:** MAX Group secured a contract to work on a nuclear power plant.
- j) **2020:** MAX Group started offering EPC services for modern food silos.

MAX Group's foray into different sectors showcases its commitment to innovation and growth while maintaining its core values of excellence, quality, and customer satisfaction. The group's success in these various industries has been due to its highly experienced engineers and strong ethical standards, ensuring quality, safety, and reliability to both continuing and future clients and business partners.

2.5. Vision:

MAX Group is determined to maintain its position as an advanced business leader in delivering quality Mega-Projects and intends to become the top EPC service provider in the country by leveraging its innovative strategic project management methodologies. The group has set a goal of achieving in-house EPCM capability by 2021 and creating 15,000 high-value direct employment opportunities by 2025. MAX Group is committed to upholding the highest standards of excellence, safety, and reliability in its operations, and aims to contribute to the socio-economic development of Bangladesh through sustainable growth and value creation for all stakeholders.

2.6. Mission:

MAX is a company that places a high value on its employees, considering them to be integral stakeholders in achieving its vision and mission through the implementation of essential strategies. To achieve its vision, MAX aims to establish a Strategic Project Management Office (SPMO) that will lead the implementation of a safety culture to deliver secure projects to future generations and

the country. The SPMO will also oversee the entire project development process, from early project setup planning procedures to project execution plan models, while ensuring total governance and control and the acquisition of up-to-date EPC/EPCM capabilities.

While continuing to strengthen its experience in the Power and Energy sector EPC, MAX Group will also acquire operational capabilities to enhance the positive value profile of the group. The company plans to expand vertically in the manufacturing sector to augment the strategic supply chain of mega-projects, improve project and corporate ROI, and, if horizontally expanded, invest in R&D push, added market penetration, and business development of engineering product lines for domestic and export markets. These investments will help to elevate the company's value factors and complement the vision.

MAX Group intends to list on the Dhaka Stock Exchange (DSE) by October 2020, engaging in a roadshow to float an Initial Public Offering (IPO) to increase financial leverage and share corporate profits with the general public and underwriters. MAX Group will maintain its reputation as a sincere paymaster and collaborator with the banking communities of the country and international development agencies like ADB, KFW, World Bank, and JICA, among others.

As a socially responsible company, MAX Group aims to achieve business growth through a structured organization committed to fulfilling its strategic vision and fulfilling its sociotechnical obligations. These include initiatives for enhancing skills and knowledge at the national level, adhering to the Sustainable Development Goals (SDG-2030), and supporting the Government of Bangladesh's Vision 2041 to attain Developed Country Status, thus contributing to the progress of the nation.

2.7. Organizational Chart:

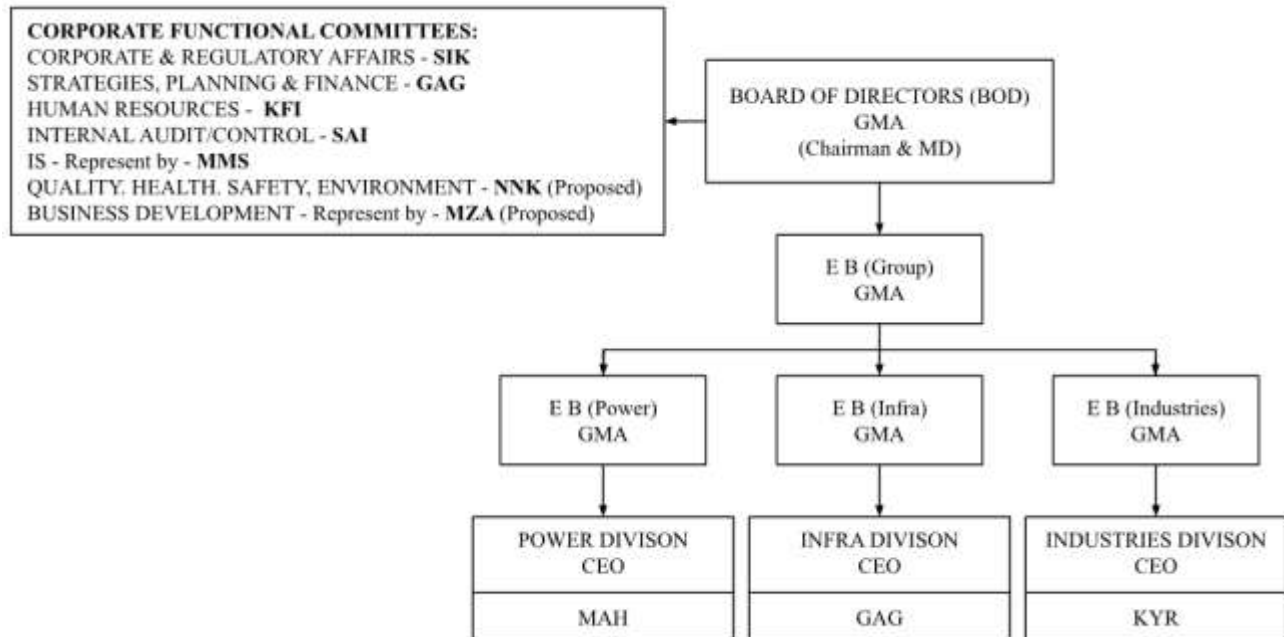


Figure 2: Organizational Chart

2.8. Clients:

- 1) **Bangladesh Power Development Board (BPDB)** is a major client of MAX Group for its power and energy projects.
- 2) **Bangladesh Railway (BR)** is a client of MAX Group for its railway construction and maintenance projects.
- 3) **Local Government Engineering Department (LGED)** is a client of MAX Group for its infrastructure and development projects.
- 4) **Chittagong Development Authority (CDA)** is a client of MAX Group for its urban development projects in Chittagong.
- 5) **Bangladesh Army** is a client of MAX Group for its defense-related infrastructure and construction projects.
- 6) **Power Grid Company of Bangladesh (PGCB)** is a client of MAX Group for its power transmission and distribution projects.
- 7) **Bangladesh Water Development Board (BWDB)** is a client of MAX Group for its water resource management and development projects.
- 8) **Bangladesh Atomic Energy Commission (BAEC)** is a client of MAX Group for its nuclear power plant construction and development projects.
- 9) **Bangladesh Rural Electrification Board (BREB)** is a client of MAX Group for its rural electrification projects.

- 10) **Dhaka Electric Supply Company Limited (DESCO)** is a client of MAX Group for its power distribution and infrastructure projects in Dhaka.
- 11) **Dhaka Power Distribution Company (DPDC)** is a client of MAX Group for its power distribution and infrastructure projects in Dhaka.
- 12) **B-R Powergen Limited** is a client of MAX Group for its power plant construction and development projects.
- 13) **Khulna Water Supply and Sewerage Authority (KWSA)** is a client of MAX Group for its water supply and sewerage projects in Khulna.
- 14) **Public Works Department (PWD)** is a client of MAX Group for its infrastructure and development projects across the country.
- 15) **Roads and Highways Department (RHD)** is a client of MAX Group for its road and highway construction and maintenance projects.
- 16) **Rajdhani Unnayan Kartripakkha (RAJUK)** is a client of MAX Group for its urban development projects in Dhaka.
- 17) **Atomstroyexport (ASE JSC)** is a foreign client of MAX Group for its nuclear power plant construction and development projects.



Figure 3: Clients

2.9. Corporate Social Responsibility (CSR):

1) Community and Society:

- MAX Group initiated, organized, and financed the "IEB-MAX Oxygen Support Services Program" to provide free medical oxygen support across Bangladesh during the COVID-19 pandemic.
- MAX Group donated ventilators, PPE, N-95 masks, and other medical equipment to various government and private hospitals to aid in the fight against COVID-19.
- MAX Group donated funds to AMZ Hospital to enhance its capacity to treat serious COVID-19 patients.
- MAX Group made a donation to Sena Kalyan Sangstha to support their COVID-19-related campaigns and programs.
- MAX Group donated 3 crores BDT to the Prime Minister's Relief and Welfare Fund to fight the COVID-19 pandemic.
- MAX Group launched its own hotline numbers during the COVID-19 outbreak to assist its employees and their families.
- MAX Group donated funds to the Prime Minister's Relief Fund to aid the flood-affected people.
- MAX Group made a donation to Prothom Alo to support the Rohingya refugees.
- MAX Group donated warm clothes to rural poor people during the record-breaking winter of 2017.
- MAX Group extended its lending arms to the victims of the Rana Plaza tragedy.
- MAX Group donated two pick-up vans to Dhaka District Police.
- MAX Group partnered with UDOY to raise awareness against AIDS.
- MAX Group donated a significant amount to celebrate the Victory Day of Bangladesh in 2015, 2016 & 2017 organized by the Ministry of Power, Energy and Mineral Resources, and Ministry of Planning.
- MAX Group constructed a new mosque in Magura and provided support to various orphanages and Madrasas in Noakhali, Magura, Dhaka, and other parts of the country.

2) Sports Sector:

- As a partner, MAX Group sponsored the Bangabandhu Sheikh Mujib Dhaka Marathon in 2023.
- In 2022, MAX Group sponsored the MAX-ERC Gulzar Memorial Bridge Tournament.
- MAX Group was also a partner sponsor of the Bangabandhu Sheikh Mujib Dhaka Marathon in 2022.
- MAX Group sponsored the Engineer M. A. Jabbar Memorial Tennis Tournament as the title sponsor for several years, including 2021, 2014, 2011, and 2010.
- MAX Group provided sponsorship and donation to the Mohammedan Sporting Club Limited in 2020-2021 to support football development in Bangladesh.

- MAX Group sponsored the MAX-BSPA Night as the title sponsor, which was organized by the Bangladesh Sports Press Association (BSPA) for multiple years, including 2021, 2020, 2019, 2018, and 2017.
- MAX Group was the title sponsor for the Bangabandhu 30th National Swimming, Diving, and Water polo Competition in 2021.
- MAX Group also sponsored the Bangabandhu Sheikh Mujib Dhaka Marathon in 2021 as a partner.
- MAX Group was the title sponsor for the Bangabandhu 17th National Long-Distance Swimming Competition in 2020.
- MAX Group donated to the Bangladesh Chess Federation to support the development of chess in the country.
- MAX Group have continuously provided financial aid and assistance to young talented women sportspersons 'Unnoti Khatun' and 'Nargis Khatun,' including U-19 footballer.
- MAX Group patronized the MAX Group 29th National Swimming, Diving, and Water polo Competition in 2019 as the title sponsor.
- MAX Group was the title sponsor for the Asian Cities Team Chess Championships- 2019 (Dubai Cup), organized by the Bangladesh Chess Federation.
- MAX Group sponsored Ms. Amatun Noor (Mridula), the youngest female mountaineer in Bangladesh, to help her pursue her dream to climb the top height of Mount Everest.
- MAX Group organized the MAX Group Cup Golf Tournament as the title sponsor in 2019 and 2018.
- MAX Group facilitated the construction of a basketball ground at Mohakhali DOHS, Dhaka.
- MAX Group sponsored the Bumper Housie Evenings, Dhaka Club Ltd. as the title sponsor in 2018.
- MAX Group sponsored the All Bangla Cricket Cup- 2018 Kolkata.
- MAX Group sponsored the Chittagong Boat Club Football Tournament in 2018.
- MAX Group sponsored the 2nd Gulzar Memorial Bridge Championship Tournament- 2018.
- MAX Group financed and patronized the Swimmers Talent Hunt Program, carried out by Bangladesh Swimming Federation, from 2017 to 2021.
- MAX Group financed and patronized the Army Golf Club Flood Lightening System with a 25 KV Solar Power Solution.
- MAX Group was the title sponsor for the Emerging Teams Asia Cup 2017.
- Our company renovated the Tennis Ground of the Institute of Engineers, Bangladesh (IEB, Dhaka) in 2017.
- MAX Group provided patronization towards the Golf House Magazine.
- MAX Group sponsored the Super Mokh Cup, Malaysia in 2014, 2015, and 2017.
- MAX Group sponsored the U-14 Football Tournament in 2017.
- MAX Group sponsored the Sheikh Kamal Int. Club Cup Tournament in 2017.
- MAX Group sponsored the Noakhali District Sports Association in 2017.

- In 2017, MAX Group sponsored the Noakhali Bar Sports Association to provide sports equipment and fitness gear.
- MAX Group provided significant financial support to the Bangladesh Football Federation (BFF) in 2014, 2015, 2016, and 2017.
- MAX Group sponsored the Bangladesh Premier League (BPL) in both 2015 and 2016.
- In 2016, MAX Group provided sponsorship and patronage to the Bangladesh Volleyball Federation.
- MAX Group also provided significant financial support to the Mohammedan Sporting Club in Dhaka in 2016.
- MAX Group sponsored the Bangladesh Premier League (BPL) in 2015.
- In 2015, MAX Group organized the MAX Bridge Tournament as the Title Sponsor.
- MAX Group made a donation to the Bangladesh District & Divisional Sports Organization Council in 2015.
- MAX Group sponsored the Sonali Otiti Club Under 12 Football Tournament in 2012.
- In 2011, MAX Group sponsored the Beximco Football Festival.
- In 2010, MAX Group organized a Month-Long Cricket Coaching Camp in Noakhali, which was inaugurated by the then BCB president and several directors. This campaign helped three players reach the first-division cricket level.
- In 2009, MAX Group organized the National Lub Table Tennis Tournament.

3) Engineering Community:

- MAX Group sponsored the 11th International Perspective on Water Resources & the Environment (IPWE) Conference – 2023 as the Gold Sponsor.
- MAX Group initiated, organized, and served as the title sponsor of the Convention of NRB Engineers (CONE) in 2019, the first event of its kind ever held in Bangladesh. The program was inaugurated by the Hon'ble Prime Minister of Bangladesh Sheikh Hasina, MP, and attended by over 300 NRB Engineers & Architects, and more than 1,000 decision-makers from various government agencies.
- MAX Group provided financial and technical support to transfer ERC (former Engineers Club) from a temporary tin shed to a new building before the Institute of Engineers, Bangladesh (IEB) shifted to its new location.
- MAX Group has sponsored the Jabbar Memorial Tennis Tournament for the past 12 years.
- MAX Group renovated the Tennis Ground of the Institute of Engineers, Bangladesh (IEB).
- MAX Group constructed the Family Lounge in ERC.
- MAX Group constructed the modern Council Hall of the Central IEB Building as a sponsor.
- MAX Group has contributed a significant amount every year for the Annual Convocation of IEB for the past 15 years.
- MAX Group has provided a significant amount of funding every year for the BUET Alumni Reunion held annually in the BUET Field.

2.10. Environment Health and Safety (EHS):

MAX Group upholds its responsibility towards the environment and society by practicing sustainable and socially conscious approaches in all its business endeavors. The company prioritizes the safety and well-being of its employees while maintaining amicable relations with the local community. MAX Group is committed to improving its environmental and social performance throughout the entire project life cycle.

EHS Policies and Practices:

- 1) Safety is a crucial value for the company, which is embedded in all its projects, power plants, and manufacturing units to ensure the safety of the environment and the generations to come.
- 2) The company maintains accurate EHS statistics across all its projects, power plants, and manufacturing units.
- 3) The company mandates facility orientation for all individuals working or entering the sites and offices.
- 4) The company conducts a JSA (Job Safety Analysis) before commencing any critical activity.
- 5) The company conducts a site toolbox briefing before beginning any hazardous activity.
- 6) The company maintains the Lock Out Tag Out system to maintain any live system.
- 7) The company monitors work at height activities strictly, ensuring the use of body harnesses and proper hook-up and securement of loose materials.
- 8) The company deploys various safety signage to increase awareness among its workforce.
- 9) The company is committed to a sustainable future and a green environment.
- 10) The company continuously monitors air, water, and noise levels as necessary.
- 11) The company organizes free medical camps for the local community.

2.11. Business Domains of MAX Group:

The business domains of MAX Group include infrastructure development, power generation, pre-stressed concrete products, building technologies, industrial manufacturing, steel industries, heavy equipment, and construction materials. Specifically, the companies under MAX Group are:

- 1) **Max Infrastructure Limited:** Max Infrastructure Limited is a subsidiary company of the MAX Group, involved in the construction of infrastructure projects such as highways, bridges, airports, and other civil works. The company has a team of highly skilled engineers and professionals with expertise in the design, planning, and execution of large-scale infrastructure projects. Max Infrastructure Limited is committed to delivering projects that meet the highest quality standards while also ensuring timely completion within budget.
- 2) **Max Power Limited:** Max Power Limited is a subsidiary of the MAX Group and operates in the power sector of Bangladesh. The company has a portfolio of power generation projects that include both conventional and renewable energy sources. Max Power Limited owns and operates a 102 MW heavy fuel oil-based power plant in Ashuganj, Bangladesh, which supplies electricity to the national grid. Additionally, the company is also involved in the development of a 3.5 MW solar power project in Gazipur, Bangladesh. Max Power Limited aims to

contribute to the country's growing energy demand by providing reliable and sustainable power solutions.

- 3) **Kushiara Power Company Limited:** Kushiara Power Company Limited is a subsidiary of MAX Group and is involved in the production of electricity in Bangladesh. The company owns and operates a 40 MW power plant in Habiganj, Bangladesh that uses natural gas as fuel to generate electricity. Kushiara Power Company Limited is committed to providing a reliable and efficient power supply to the national grid, contributing to the economic growth of Bangladesh.
- 4) **Max Pre-Stress Limited:** Max Pre-Stress Limited is a sister concern of MAX Group and operates in the construction industry. The company specializes in the design, manufacture, and installation of precast and pre-stressed concrete products. Their products are used in various types of construction projects such as bridges, flyovers, commercial and residential buildings, and more. Max Pre-Stress Limited is committed to delivering quality products and services to its clients while adhering to the highest safety standards.
- 5) **Max Industries Limited:** Max Industries Limited is a business domain of MAX Group that specializes in manufacturing and marketing various types of steel products. The company is involved in producing different types of construction materials, such as MS Billets, Deformed Bars, Angles, Channels, MS Flats, and other steel products. Max Industries Limited has a state-of-the-art steel manufacturing plant that uses advanced technology and equipment to produce high-quality steel products.
- 6) **Inox Industries Limited:** Inox Industries Limited is a business domain of MAX Group that specializes in manufacturing high-quality stainless-steel kitchenware and cookware. The company has a wide range of products, including pots, pans, pressure cookers, and other kitchen utensils. Inox Industries Limited uses advanced technology and modern machinery to produce durable and long-lasting products. The company is committed to providing its customers with innovative and stylish kitchenware that meets the highest standards of quality and safety.
- 7) **Max Building Technologies Limited:** Max Building Technologies Limited is a subsidiary of MAX Group, which specializes in providing state-of-the-art building technologies, such as pre-fabricated concrete and steel structures, to construction projects. The company offers turnkey solutions for both residential and commercial buildings, including design, engineering, manufacturing, and construction services. With a focus on quality, efficiency, and sustainability, Max Building Technologies Limited aims to revolutionize the construction industry in Bangladesh by introducing modern and innovative building methods.
- 8) **AFA Steel Industries Limited:** AFA Steel Industries Limited is a business domain of MAX Group that specializes in the production of high-quality steel products. The company operates a state-of-the-art steel manufacturing facility that produces a wide range of steel products, including bars, rods, wires, pipes, and tubes. AFA Steel Industries Limited is committed to maintaining the highest standards of quality in its products and services, and has earned a reputation as a trusted supplier of steel products to customers in Bangladesh and abroad.
- 9) **Lub House Industries Limited:** Lub House Industries Limited is a sister concern of MAX Group and is involved in the manufacturing and marketing of lubricants and greases. The company produces a wide range of lubricants and greases for various applications, including

automotive, industrial, marine, and specialty applications. Lub House Industries Limited uses advanced technologies and processes to ensure the quality and performance of its products. The company's products are marketed under the brand name of "National Lub" and are widely used in Bangladesh and in other countries as well.

- 10) Heavy Equipment & Motors Limited:** Heavy Equipment & Motors Limited (HEM) is a subsidiary of the MAX Group that specializes in the production and sale of heavy equipment, such as excavators, bulldozers, cranes, and loaders. HEM also provides after-sales service, maintenance, and spare parts for their products. The company aims to provide high-quality, reliable, and efficient equipment to its customers, and has established partnerships with renowned international manufacturers to achieve this goal.
- 11) SCICOSSO:** SCICOSSO is a company under the MAX Group umbrella that specializes in fashion and luxury. With a commitment to staying up-to-date with the latest trends and catering to the desires of a fashion-conscious clientele, SCICOSSO seeks to provide premium designs that embody glamour and sophistication. By combining class and creativity, the company strives to create a shopping experience that is reflective of the multifaceted nature of urban life. Their product lines are carefully curated and displayed in a progressive store, offering a luxurious shopping experience.
- 12) Maxcrete Limited:** Maxcrete Limited is a company under MAX Group that specializes in the production and supply of high-quality ready-mixed concrete for various construction projects. They use state-of-the-art equipment and adhere to strict quality control measures to ensure the consistency and reliability of their products. Maxcrete Limited also offers customized solutions to meet the specific requirements of their clients, and they have a team of experienced professionals who provide technical support and guidance throughout the project. Their aim is to provide efficient and cost-effective solutions to their customers while maintaining high standards of quality and service.

2.12. Awards, Accolades, and Certificates:

- **1999:** International Golden America Award for Quality and Excellence in Business, New York, USA – 1999
- **2004:** Arthokontho Business Award – 2004
- **2007:** Desher Kagoj Business Award – 2007
- **2014:** UCBL Best Corporate Client Award - 2013 & 2014
- **2001:** International Star Award for Quality, Geneva – 2001
- **2014 - 2015:** NBR Certificate of Recognition as Highest VAT Payer of 2014 – 2015
- **2016:** Best Stall at Power and Energy Week – 2016
- **2016:** BIFFL Excellent Borrower of the Year – 2016
- **2016:** Swadhinata Sangsad Award – 2016
- **2017:** ISO 9001:2015 Certificate for Sales, Marketing, Procurement and HR – 2017
- **2017:** Business America Magazine Certificate of Recognition – 2017
- **2017:** FOBANA Excellence in Business Award, Florida, USA – 2017
- **2020:** 1st HSBC Business Excellence Awards in Infrastructure Excellence – 2020

2.13. SWOT Analysis:

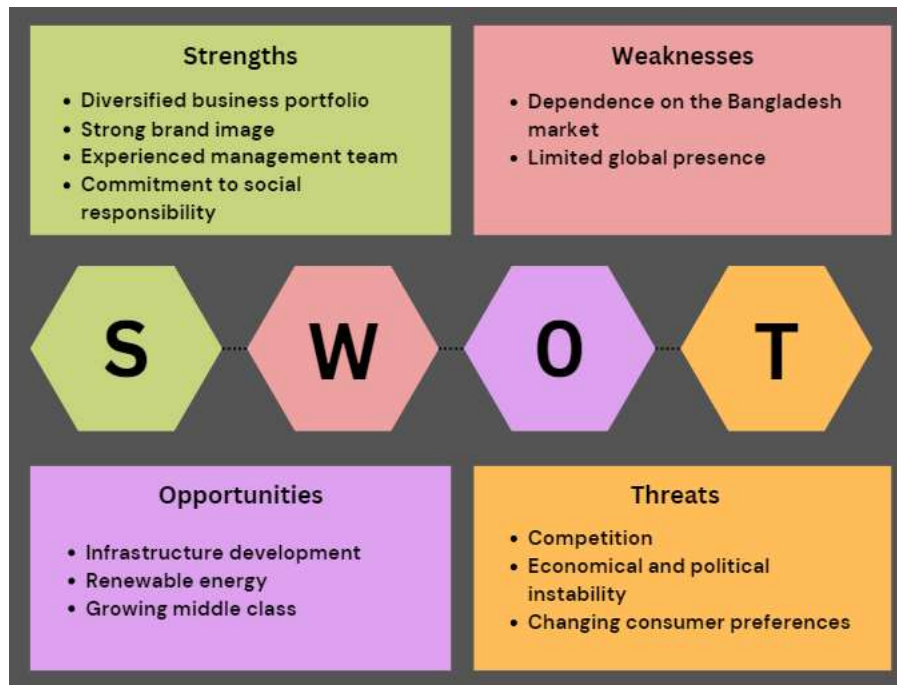


Figure 4: SWOT Analysis

Strengths:

- 1) **Diversified Business Portfolio:** MAX Group has a diversified business portfolio, including infrastructure, power, steel, pre-stressed concrete, and other industries. This diversification provides the company with stability and helps to reduce its overall business risk.
- 2) **Strong Brand Image:** MAX Group has a strong brand image in Bangladesh, which is associated with quality, reliability, and innovation. The company is known for its high-quality products and services, which has helped to create a loyal customer base.
- 3) **Experienced Management Team:** MAX Group has an experienced management team that is capable of making sound business decisions and managing the company's operations efficiently.
- 4) **Commitment to Social Responsibility:** MAX Group is committed to environmentally sound and socially responsible practices in all its business pursuits. The company has demonstrated its commitment to the community through various social initiatives, including free medical camps and support for educational institutions.

Weaknesses:

- 1) **Dependence on the Bangladesh Market:** MAX Group's operations are primarily focused on the Bangladesh market, which makes the company vulnerable to changes in the local economy and political environment.

- 2) **Limited Global Presence:** MAX Group has a limited global presence, which restricts its growth opportunities in international markets.

Opportunities:

- 1) **Infrastructure Development:** Bangladesh is experiencing rapid infrastructure development, which provides growth opportunities for companies like MAX Group that operate in this sector.
- 2) **Renewable Energy:** The increasing demand for renewable energy in Bangladesh provides growth opportunities for Max Power and Kushiara Power Company Limited, two of MAX Group's subsidiaries.
- 3) **Growing Middle Class:** The growing middle class in Bangladesh provides opportunities for MAX Group to expand its consumer-facing businesses, such as Inox Industries Limited.

Threats:

- 1) **Competition:** MAX Group faces intense competition from other established players in its industries, which could negatively impact its market share and profitability.
- 2) **Economic and Political Instability:** Economic and political instability in Bangladesh could negatively impact MAX Group's operations and financial performance.
- 3) **Changing Consumer Preferences:** Changes in consumer preferences and trends could impact MAX Group's product offerings and require significant investments to adapt to new market demands.

2.14. PESTEL Analysis:

Political:

- Stable political environment in Bangladesh provides a favorable business environment for MAX Group.
- The country has experienced political instability in the past, which can lead to disruptions in the business environment.

Economic:

- Bangladesh is one of the fastest-growing economies in the world, providing opportunities for MAX Group to expand its business.
- The construction industry, one of the key areas of operation for MAX Group, has been growing steadily in recent years.

Sociocultural:

- The increasing urbanization of Bangladesh has led to a growing demand for infrastructure development, creating opportunities for MAX Group.
- Changing consumer preferences and lifestyle trends also influence the company's product offerings.

Technological:

- Advancements in construction technology, such as pre-fabrication and 3D printing, can improve the efficiency and cost-effectiveness of MAX Group's projects.
- The increasing adoption of digital technology and automation in the construction industry presents opportunities for the company to modernize its operations.

Environmental:

- Climate change and natural disasters, such as floods and cyclones, pose a risk to MAX Group's projects in Bangladesh.
- The company can explore opportunities in green building and sustainable construction to mitigate environmental risks and promote sustainable development.

Legal:

- Compliance with local regulations and laws is crucial for MAX Group's operations in Bangladesh.
- Changes in regulations, such as tax policies and building codes, can impact the company's financial performance and operations.

2.15. Porter's Five Forces:

Porter's Five Forces analysis examines the competitive environment of a company. Here's a brief analysis of MAX Group using Porter's Five Forces model:

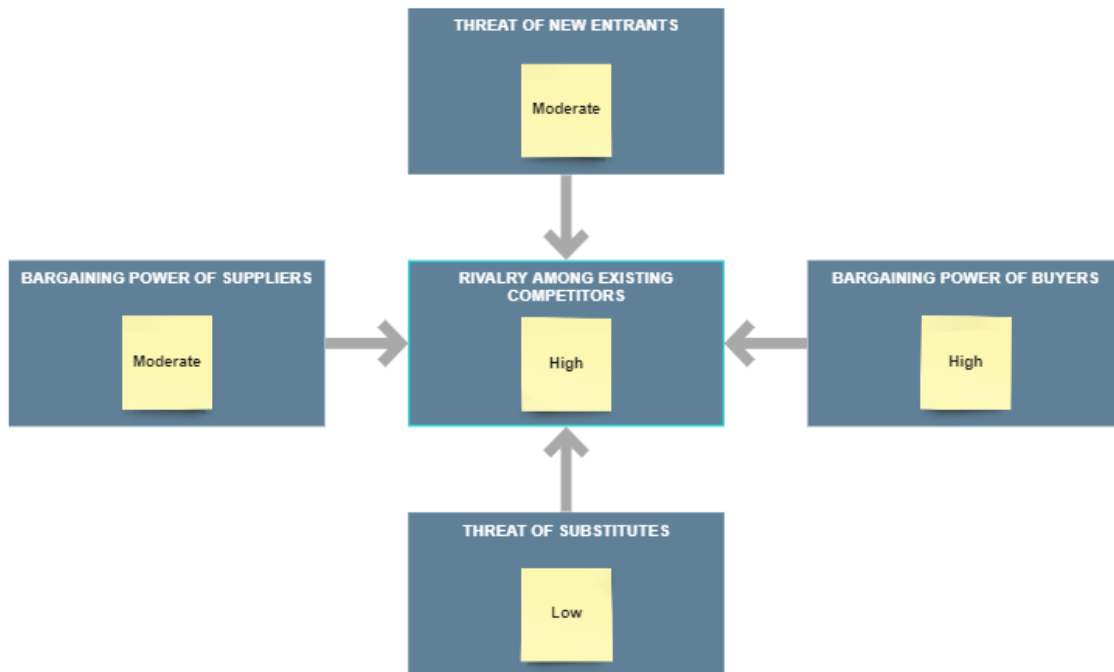


Figure 5: Porter's Five Forces

1. **Threat of New Entrants:** The infrastructure industry in Bangladesh has moderate barriers to entry. However, the presence of established players, high capital requirements, and government regulations can act as a deterrent for new entrants.
2. **Bargaining Power of Suppliers:** The bargaining power of suppliers is moderate. Raw materials like steel, cement, and equipment are widely available, but the cost and quality of these materials can vary. Suppliers have some bargaining power due to the limited number of large-scale suppliers in the industry.
3. **Bargaining Power of Buyers:** The bargaining power of buyers is high due to a large number of infrastructure companies in the industry. Buyers have multiple options to choose from, and can easily switch to other suppliers if they are not satisfied with the service or pricing.
4. **Threat of Substitutes:** The threat of substitutes is low, as infrastructure projects require specific materials, expertise, and equipment that cannot be easily replaced or substituted.
5. **Industry Rivalry:** The infrastructure industry in Bangladesh is highly competitive, with many large players operating in the market. Competitors such as Toma Infrastructure, Heidelberg, and Abdul Monem pose a significant threat to MAX Group, leading to intense rivalry within the industry.

Overall, MAX Group faces moderate to high competitive pressure in the infrastructure industry in Bangladesh.

Chapter 3

Industry Analysis

3. Industry Analysis:

MAX Group operates in various industries, including infrastructure, power, pre-stressed concrete, steel, and lubricant. The industry in Bangladesh is rapidly growing and has attracted significant investment from local and foreign players. MAX Group's strengths include a diversified portfolio, a strong brand image, and a commitment to sustainable practices. Its weaknesses include dependence on government contracts, limited market share in certain industries, and a lack of international presence. The opportunities for MAX Group include the growing demand for infrastructure and renewable energy, while the threats include intense competition, regulatory challenges, and macroeconomic risks.

3.1. Industry Overview:

MAX Group operates in several industries, including infrastructure development, power generation, pre-stressed concrete, steel production, building technologies, lubricants, and heavy equipment.

The infrastructure development sector is a crucial industry in Bangladesh due to the country's need for economic growth and development. As a result, there is significant competition in the sector, with both local and international players vying for projects.

In the power generation sector, the demand for electricity in Bangladesh has been increasing steadily, providing opportunities for companies like Max Power Limited and Kushiara Power Company Limited to expand their operations.

The pre-stressed concrete industry in Bangladesh has been growing due to the increasing demand for infrastructure development. Max Pre-Stress Limited operates in this industry, providing high-quality pre-stressed concrete products for various projects.

The steel industry in Bangladesh is competitive, with several established players, but AFA Steel Industries Limited is well-positioned due to its focus on producing high-quality steel products.

Max Building Technologies Limited operates in the building materials industry, which has been growing in Bangladesh due to the country's urbanization and construction boom.

Finally, the lubricant and heavy equipment industries have been expanding as well, driven by the growth of various sectors in the country. Overall, the industries in which MAX Group operates are growing and offer significant opportunities for growth and development.

3.2. Maturity of the Industry in Bangladesh:

The industrial sector in Bangladesh has undergone significant growth and development in recent years, with the government of Bangladesh prioritizing industrialization as a key driver of economic growth. The industry in Bangladesh has shown steady growth over the past decade, with the country experiencing an average annual growth rate of around 7%.

In this context, MAX Group operates in a mature industry with established players and market structures. The company operates in several different business domains, including infrastructure, power, pre-stress, industries, building technologies, and others, which are all part of well-established markets in Bangladesh.

As a mature industry, there is intense competition among existing players in each of these domains, and new entrants may face significant barriers to entry due to the established market structure. However, the industry also presents significant opportunities for established players to leverage their strengths and expand their market share through innovation, cost efficiencies, and strategic partnerships.

In terms of threats, the industry faces several challenges, including regulatory hurdles, infrastructure limitations, and political instability. These factors can impact the growth and profitability of the industry, and companies like MAX Group need to constantly adapt and mitigate these risks.

Overall, despite the challenges, the maturity of the industry in Bangladesh presents both opportunities and threats for MAX Group. The company's long-standing presence and experience in the industry, combined with its strong reputation and diversified business domains, position it well to navigate these challenges and continue to grow in a dynamic and competitive market.

3.3. Seasonality:

As a construction company, MAX Group's business operations are subject to seasonality. The demand for construction services varies depending on several factors such as weather conditions, government policies, and market demand. Generally, the construction industry experiences a slowdown during the monsoon season (June-September) due to heavy rainfall and flooding, which can make construction work difficult or even impossible. On the other hand, the demand for construction services is high during the dry season (October-May) as the weather is more favorable for construction work.

Moreover, the demand for certain types of construction services may also vary seasonally. For example, the demand for road construction is high during the dry season when roadwork can be carried out more efficiently, while the demand for building construction may be higher during the winter season when temperatures are lower.

It's worth noting that while seasonality can affect the company's operations, MAX Group's diversification into different sectors such as Roads & Highways, Flyovers & Bridges, Power, Stainless Steel, Lubricants, and Construction helps to mitigate the impact of seasonal fluctuations in demand for construction services.

3.4. External Economic Factors and their Effects on the Industry:

External economic factors can have a significant impact on industries, and understanding these factors can help businesses make informed decisions and adapt to changing market conditions. Here are some examples of external economic factors and their effects on industries:

- **Economic Growth:** Economic growth can lead to increased consumer spending and business investment, which can boost demand for products and services across industries. Conversely, a slowdown in economic growth can lead to reduced consumer and business spending, which can negatively impact industries.
- **Interest Rates:** Interest rates can impact borrowing costs for businesses and consumers, which can affect investment and spending decisions. High-interest rates can discourage borrowing and spending, while low-interest rates can encourage investment and spending.
- **Inflation:** Inflation can lead to higher costs for businesses, which can affect their pricing strategies and profit margins. High inflation can also reduce consumer purchasing power, which can negatively impact industries.
- **Exchange Rates:** Exchange rates can impact the cost of imports and exports, which can affect the competitiveness of businesses in domestic and international markets. A strong domestic currency can make exports more expensive and imports cheaper, while a weak domestic currency can make exports cheaper and imports more expensive.
- **Trade Policies:** Trade policies can affect the availability and cost of goods and services in domestic and international markets. Tariffs, quotas, and other trade barriers can increase the cost of imports and reduce the competitiveness of businesses in international markets.
- **Political Stability:** Political stability can create a favorable environment for businesses to operate and invest, while political instability can create uncertainty and risk. Political events such as elections, changes in government, and geopolitical tensions can affect industries and market conditions.

Overall, external economic factors can have a significant impact on industries, and businesses should monitor and respond to these factors as they plan and execute their strategies.

3.5. Technological Factors:

Technological factors have a significant impact on the MAX Group. The construction industry is increasingly adopting innovative technologies to improve productivity, efficiency, and quality while reducing costs. The integration of technology in the industry has led to the emergence of new building materials, equipment, and software, which has transformed the construction process.

MAX Group has been at the forefront of technology adoption in the construction industry in Bangladesh. The company has implemented Building Information Modelling (BIM) technology to enhance the design and construction process. BIM technology helps to improve collaboration among different stakeholders, reduce errors, and enhance communication. MAX Group has also invested in modern equipment and machinery to improve productivity and efficiency. For example, the company uses modern cranes, bulldozers, and excavators to execute its projects.

The use of technology has also enabled MAX Group to improve its supply chain management, inventory control, and project management. The company uses Enterprise Resource Planning (ERP) software to manage its operations and monitor performance. The software provides real-time data and analytics, which help the company to make informed decisions.

Furthermore, technology has helped MAX Group to improve safety and reduce environmental impact. The company uses modern construction techniques that are safer and eco-friendly. For instance, the company uses precast concrete technology, which reduces construction time, minimizes waste, and lowers carbon emissions.

In conclusion, technological factors have a significant impact on the MAX Group, and the company has embraced technology to improve its operations and remain competitive in the market.

3.6. Regulatory, Political, and Legal Concerns:

MAX Group, like any other industry, is affected by various regulatory, political, and legal concerns. These concerns can have a significant impact on the industry's operations and future growth prospects. Some of the regulatory, political, and legal concerns that affect the MAX Group are:

- **Government Policies and Regulations:** The construction industry is subject to various government policies and regulations that may affect its operations. For instance, building codes, environmental regulations, and health and safety regulations may impact the construction process.
- **Political Instability:** Political instability and changes in government can impact the construction industry's growth and investment prospects. For example, changes in government policies may affect the industry's access to funding, licensing, and permits.
- **Labor Laws:** The MAX Group is also affected by labor laws, such as minimum wage laws, unionization, and employee benefits. Changes in labor laws can impact the industry's cost structure and workforce management practices.
- **Legal Concerns:** Legal concerns such as contract disputes, lawsuits, and liability claims can have a significant impact on the industry's financial performance and reputation.
- **Taxation:** Taxation policies, such as corporate taxes, value-added taxes (VAT), and import/export duties, can impact the MAX Group's profitability and competitiveness.

Overall, regulatory, political, and legal concerns can have a significant impact on the MAX Group's operations, growth prospects, and financial performance. The industry needs to remain aware of these concerns and be prepared to adjust its operations accordingly.

3.7. Competitive Landscape:

The competitive landscape of MAX Group includes various infrastructure and power companies operating in Bangladesh. Some of the major competitors of MAX Group are:

- **Summit Power Limited:** Summit Power Limited is one of the leading power generation companies in Bangladesh. It has a diversified portfolio of power plants with a total capacity of 2,891 MW.
- **ACI Limited:** ACI Limited is a leading conglomerate in Bangladesh with operations in various sectors including infrastructure, healthcare, consumer goods, and agribusiness. It has a strong presence in the infrastructure sector with its subsidiaries ACI Infrastructure Limited and ACI Motors Limited.
- **Orion Group:** Orion Group is a leading industrial conglomerate in Bangladesh with operations in various sectors including infrastructure, textiles, and pharmaceuticals. It has a strong presence in the infrastructure sector with its subsidiary Orion Infrastructure Limited.
- **Energypac Power Generation Limited:** Energypac Power Generation Limited is a power generation company in Bangladesh with a total capacity of 130 MW. It also provides engineering, procurement, and construction services for power plants.
- **LafargeHolcim Bangladesh Limited:** LafargeHolcim Bangladesh Limited is a cement manufacturing company in Bangladesh with a production capacity of 1.2 million tons per year. It also provides construction materials and solutions.
- **Toma Infrastructures:** A subsidiary of Toma Group, is a prominent player in the infrastructure industry of Bangladesh, with a strong presence in construction, real estate, and engineering services. Toma Group has completed numerous major infrastructure projects in Bangladesh, including highways, bridges, and commercial complexes.
- **Heidelberg Cement Bangladesh:** A subsidiary of Heidelberg Cement Group, is one of the largest cement manufacturing companies in Bangladesh. The company has a strong presence in the infrastructure industry and supplies cement for various large-scale infrastructure projects in Bangladesh, including the Padma Bridge project.
- **Abdul Monem Limited:** A diversified business conglomerate, is also a major player in the infrastructure industry in Bangladesh. The company has a strong presence in the construction, engineering, and power sectors and has completed several large-scale infrastructure projects in Bangladesh, including highways, bridges, and power plants.
- **Bengal Development Corporation (BDC):** Bengal Development Corporation is a prominent real estate and infrastructure development company in Bangladesh. The company has developed several landmark buildings and residential projects in the country, including the Baitul Mukarram National Mosque Complex, the Bangabandhu International Conference Centre, and the 40-story Rangs Tower.
- **Summit Alliance Port Limited:** Summit Alliance Port Limited (SAPL) is a joint venture between Summit Group, a leading business conglomerate in Bangladesh, and Alliance Holdings Limited, a leading logistics company. The company operates the largest private inland container terminal (ICT) in Bangladesh, located in the port city of Chittagong.

- **Navana Construction Limited:** Navana Construction Limited is a subsidiary of the Navana Group, a prominent business conglomerate in Bangladesh. The company specializes in building construction, civil engineering, and infrastructure development. Navana Construction has completed several large-scale projects in Bangladesh, including roads, bridges, and commercial buildings.
- **Sheltech (Pvt.) Limited:** Sheltech (Pvt.) Limited is a real estate and infrastructure development company in Bangladesh. The company has completed several landmark projects in the country, including the Sheltech Tower, the North Tower, and the West Panthapath Tower.
- **Concord Group:** Concord Group is a diversified business conglomerate in Bangladesh with interests in real estate, construction, and infrastructure development. The company has completed several infrastructure projects in the country, including roads, bridges, and water treatment plants.
- **S. Alam Group:** S. Alam Group is a leading business conglomerate in Bangladesh with interests in various sectors, including infrastructure development, power, and energy. The company has completed several large-scale infrastructure projects in the country, including highways, bridges, and power plants.
- **Akij Group:** Akij Group is a diversified business conglomerate in Bangladesh with interests in various sectors, including infrastructure development, textiles, and consumer goods. The company has completed several large-scale infrastructure projects in the country, including highways, bridges, and power plants.

MAX Group has a strong presence in the infrastructure sector of Bangladesh with its subsidiaries Max Infrastructure Limited, Max Building Technologies Limited, and Max Pre-Stress Limited. However, it faces strong competition from other established players in the market.

3.8. Competitors of MAX Group:

As an infrastructure company, the direct competitors of Max Infrastructure Limited can be:

1. Toma Construction and Co. Ltd.
2. Abdul Monem Limited.
3. Heidelberg Cement Bangladesh Limited.
4. Bengal Development Corporation (BDC).
5. Summit Alliance Port Limited.
6. Navana Construction Limited.
7. Sheltech (Pvt.) Limited.
8. Concord Group.
9. S. Alam Group.
10. Akij Group.

On the other hand, some of the direct competitors of Max Power Company Limited in Bangladesh include:

1. Summit Power Limited.
2. North-West Power Generation Company Limited.
3. Rural Power Company Limited.
4. Orion Group.
5. Energypac Power Generation Ltd.
6. PowerPac Holdings Ltd.
7. Confidence Power Holdings Limited.
8. United Power Generation & Distribution Company Limited.
9. LafargeHolcim Bangladesh Limited (Power Generation Unit).
10. GPH Ispat Ltd (Power Generation Unit).

3.9. Competitive Advantage:

MAX Group may have several competitive advantages over its competitors in the infrastructure industry, such as:

1. **Strong Brand Reputation:** MAX Group has established a strong brand reputation over the years, which can attract more customers and investors. This is an advantage over its competitors who may not have the same level of recognition.
2. **Diversified Portfolio:** MAX Group has a diversified portfolio of businesses, including infrastructure, power, and manufacturing. This allows the company to balance its risks and opportunities across different sectors, which can be an advantage over competitors who may be more focused on a single industry.
3. **Experienced Management Team:** MAX Group has an experienced management team with a proven track record of success. This can provide the company with a strategic advantage over competitors who may have less experienced leadership.
4. **Advanced Technology:** MAX Group invests in advanced technology to improve its infrastructure and manufacturing processes. This can give the company a competitive advantage over its competitors who may not have the same level of technology.
5. **Strong Financial Position:** MAX Group has a strong financial position, which allows it to undertake large-scale projects and investments. This can be an advantage over competitors who may have limited financial resources.
6. **Government Involvement:** Another competitive advantage of MAX Group is that most of its projects are government involved. This provides the company with a level of stability and security as government contracts are generally considered to be reliable and long-term. Additionally, working with the government can provide MAX Group with opportunities to access funding, resources, and networks that may not be available to its competitors in the private sector. This can give the company an edge in securing new projects and expanding its operations. Furthermore, given the significant role that the government plays in infrastructure

development in Bangladesh, having strong relationships with government officials and stakeholders can provide MAX Group with a competitive advantage over its competitors.

3.10. Covid-19 Impact Analysis:

As with most businesses and industries around the world, the COVID-19 pandemic has had an impact on MAX Group. Here are some of the ways in which the company has been affected:

- 1. Supply Chain Disruptions:** The pandemic has disrupted global supply chains, and MAX Group has been no exception. The company has had to deal with delays and shortages of raw materials and equipment, which has impacted its ability to complete projects on time.
- 2. Decreased Demand:** The economic impact of the pandemic has led to a decrease in demand for construction projects in Bangladesh. This has resulted in lower revenue for MAX Group, as well as a slowdown in new project starts.
- 3. Increased Costs:** The pandemic has also led to increased costs for MAX Group. The company has had to implement new safety measures on construction sites to protect workers from the virus, which has added to project costs. In addition, the cost of raw materials has risen due to supply chain disruptions.
- 4. Remote Working:** The pandemic has forced many companies, including MAX Group, to adopt remote working practices. While this has allowed the company to continue some of its administrative and support functions, it has also presented challenges in terms of communication and collaboration on construction projects.
- 5. Project Delays:** Due to the COVID-19 pandemic, many projects of MAX Group have faced delays due to restrictions on the movement of people, goods, and services. The disruptions in the supply chain have also impacted the delivery of raw materials and equipment needed for the projects.
- 6. Revenue Loss:** The pandemic has caused a significant drop in demand for infrastructure projects as the government has redirected its budget toward healthcare and other emergency services. This has resulted in a revenue loss for MAX Group.
- 7. Health and Safety Measures:** The pandemic has required MAX Group to implement health and safety measures to protect its employees, clients, and stakeholders. These measures have included social distancing, providing personal protective equipment, and implementing work-from-home policies, among others.
- 8. Financial Impact:** The pandemic has caused a financial impact on MAX Group, as many clients have either postponed or canceled projects. This has resulted in a decrease in cash flow, and the company has had to cut costs to maintain liquidity.

Overall, the COVID-19 pandemic has had a negative impact on MAX Group, as it has for many businesses around the world. The company has had to adapt to new challenges and find ways to continue operating under difficult circumstances.

Chapter 4

Description of Duties

4. Description of Duties:

The following chapter outlines the responsibilities and duties of my role as an intern at MAX Group, as well as the contributions I will make to the company during my three-month tenure. Additionally, this chapter highlights the learning opportunities that will be available to me during my internship.

4.1. Position and Department:

During my 3-month internship at MAX Group, I worked in the Management Information Systems (MIS) department, which focuses on enabling business automation throughout the company. Although not the oldest department of MAX Group, MIS plays a crucial role in driving digital transformation within the organization.

4.2. Task Completion:

Training on Agile Mentality:

During my internship at MAX Group, I received training on the "Agile Manifesto" and "Agile Principles," which significantly influenced my mindset and encouraged me to adopt an agile mentality. This training focused on the values and principles of agile methodology, which emphasizes flexibility, collaboration, and continuous improvement in project management.

Project on National LubHouse:

As an assignment, I was tasked with finding ways to increase revenue for National LubHouse, a sister company of MAX Group.

- To accomplish this, I conducted comprehensive research on both the domestic and international lubricant markets.
- Additionally, I performed a competitor analysis to evaluate National LubHouse's current market position.
- To gather more information about the competition, I conducted a field visit to gather data on their lubricant products, prices, availability, and market demands.
- Furthermore, I conducted a thorough market survey in Mohakhali, Bangla Bazar, Sayedabad, and Tikatuli to obtain a comprehensive price list of lubricants for both automobile and industrial purposes.
- Finally, I compiled a comparative analysis report that highlights the prices and variations of different lubricant grades of LubHouse's competitors. This report showcases my attention to detail and analytical skills.

Comprehensive Internal Audit Report:

I carried out an overview of the internal audit of the Sreepur Power Plant, Ruppur Nuclear Power Plant, and Laksham Akhaura Railway Projects to evaluate the efficiency and effectiveness of their internal controls and processes. Subsequently, I created a detailed internal audit report which amalgamated the results from all three projects. This report will aid in providing recommendations for enhancing the internal controls and processes of these projects.

Preparing LC Documents:

- Six shipments of the Sreepur Power Plant Project required proper LC documents and I successfully organized them. This task reflects my strong organizational skills and attention to detail when managing crucial documentation for shipments.
- To complete the shipment process, I diligently filled out various documents such as invoices, quality and quantity certificates, manufacturer's factory test certificates, shipping information, and many more.
- During the process, I also gained hands-on experience with LC forms and learned about the necessary documentation required for LCs. This experience showcases my eagerness to learn and improve my skill set.

Training on ERP Software:

- During my internship at MAX Group, I visited the software development office to learn about the company's in-house ERP system. This visit provided me with valuable insights into the overall ERP process of the company.
- As part of my training, I received comprehensive instruction on various ERP modules, including:
 - Procurement
 - Inventory
 - Accounting
 - Bank
 - Sub-contractor
 - Sales
 - Master-setup
 - Finance
 - Fixed Assets
 - LC
 - EMD
 - VMS
 - Portal
 - Payroll
 - Manufacture
- This training session gave me a clear understanding of how the ERP system operates at MAX Group.

- To further enhance my learning, I was given access to practice ERP modules on different practice software named JOMAKHATA, allowing me to apply the knowledge I had acquired during the training session.
- The training session covered not only the technical aspects of the ERP system but also provided me with a broader understanding of overall business automation and how it works at MAX Group.
- Also, I created an Excel file and PowerPoint presentation slide on various ERP modules and their flowcharts.

Project on MS Pipe Manufacture:

- My task was to create a comparative statement report on different vendors of machinery for MAX Group's new venture into manufacturing MS Pipes.
- I conducted extensive research on individual vendors to gain a deep insight into their products and proposals for buying equipment.
- After collecting all the necessary information, I prepared a comparative statement analysis of the new MS Pipe equipment.
- The analysis included an overview of each vendor, a comparison of the equipment features, and a technical specification chart.
- The comparative statement analysis provided valuable insights into the different vendors and their products, which will help MAX Group make an informed decision about purchasing the best quality equipment for their new manufacturing project.\

4.3. Working Conditions and Functions:

MAX Group operates from 10 am to 6 pm, Saturday to Thursday, with a two-hour lunch break and prayer time from 1:30 pm to 3:30 pm. Refreshment breaks are included within working hours. However, during Ramadan, the office hours are from 9:30 am to 3:30 pm. Although permanent employees tend to work late due to work pressure, I, as an intern, could complete my tasks within regular office hours most days. However, there were occasions when I had to stay late to attend meetings or submit my work.

4.4. Difficulties and Challenges:

Initially, adapting to the corporate culture as an intern was a daunting task. However, with time, I was able to overcome the challenges. I was assigned to the Management Information Systems department, which primarily deals with Information Systems and Enterprise Resource Planning. In order to accomplish my tasks, I had to collaborate with various teams such as Supply Chain Management, Marketing, Project Control, MIS, and IT. There were instances where communication was challenging, but being a student of Business and Technology Management, I found it less arduous compared to someone from a core Business Administration background.

4.5. Mode of Interaction:

During my internship at MAX Group, I had the opportunity to interact with a diverse group of professionals, including the Deputy General Manager of Project Control and MIS, Deputy Manager of MIS, Asst. Manager of Branding and Promotion, Deputy Manager of Sales and Marketing, Consultant on Governance and Strategy, HR professionals, and other executives and supervisors from the corporate office. Effective communication was key in my interactions with my supervisors and team members, and I utilized various means such as email, social media platforms like Whatsapp, and face-to-face conversations. Regular team meetings were conducted to keep everyone informed about current events, exchange ideas, and encourage brainstorming.

4.6. Working Tools:

During my internship, I utilized various tools such as Google Docs, Google Sheets, and Google Slides to complete tasks efficiently. I also utilized the licensed Adobe Acrobat Reader for various tasks. Moreover, I had the privilege of using the in-house ERP Software named JOMAKHATA, which was developed by the MIS team. Furthermore, I attended an online session organized by the MIS team, which focused on how to use JIRA Software and its benefits. The session aimed to improve efficient communication among employees.

4.7. Overall Experience:

As a student of Business and Technology Management, my objective is to act as a mediator between businessmen and engineers. During my internship at MAX Group, I was able to fulfill this goal. Working in the Management Information Systems department provided me with the opportunity to work closely with both the business and IT sectors, resulting in positive outcomes. What stood out to me was that I was not given menial tasks such as data entry or repetitive duties, but instead, I was involved in meaningful projects. This allowed me to learn valuable software and skills that will aid me in my future endeavors.

Chapter 5

Analysis

5. Analysis:

The upcoming chapter will entail a comparison between the theories I have acquired and my experiences and observations at MAX Group. The analysis will be conducted from three perspectives, including the company, market, and professional standpoint. Moreover, the chapter will focus on the challenges and hindrances I encountered while interning at the organization.

5.1. Company-Level Analysis:

In this section, I will detail the procedures that I found to be highly effective during my internship, as well as those that were less efficient.

Efficient Processes: The primary purpose of the Management Information Systems department was to process and analyze vast amounts of data from various sources, enabling the creation of comprehensive reports that companies can utilize to make informed business decisions. Furthermore, the department aimed to elevate the company through next-level business automation. During my internship, I was able to observe some exceptionally effective processes that have the potential to revolutionize daily business operations.

- **Business Automation:** During my internship, I observed how the Management Information Systems (MIS) department at the MAX Group implemented a complete business automation system by eliminating paper-based processes and replacing them with in-house Enterprise Resource Planning (ERP) software developed by the full MIS team. This project was initiated eight years ago and has been continuously improved upon to reduce manual labor and optimize productivity. The ERP system has proven to be an extremely efficient tool that benefits all individuals associated with the company, as it streamlines various business operations and promotes smoother communication and collaboration across departments. Overall, the implementation of this ERP system has had a significant impact on improving the company's efficiency and effectiveness in achieving its goals.
- **Analyzing Data and Generating Reports:** At MAX Group, the Management Information Systems (MIS) department is a crucial part of the company's success. This department plays a significant role in ensuring that the company's business operations run smoothly and efficiently. One of the key areas where the MIS department excels is in data analysis and report generation. They rely heavily on data to make informed decisions and provide valuable insights into business operations.

The MIS department is equipped with advanced technology and software tools that allow them to process large amounts of data from multiple sources quickly and efficiently. The data is then analyzed and interpreted to generate detailed reports that provide critical information on different aspects of the business operations. These reports are shared with the relevant departments and top management to help them make strategic decisions that are in line with the company's goals and objectives.

As a result of their expertise in data analysis and report generation, the MIS department has been able to secure numerous government projects in the infrastructure and power industries. The trust and confidence that top management has in the MIS team is a testament to their ability to provide accurate and detailed reports that help the company make informed decisions.

- **Internal Audit Report Review:** The Management Information Systems department at MAX Group is responsible for reviewing internal audit reports that are conducted every three months for each project. The MIS department focuses on comprehensive report-making by comparing multiple projects in a single report. This helps to identify areas where projects may be lagging behind or where improvements can be made. By reviewing and analyzing these reports, the MIS team is able to identify areas for improvement and make necessary changes to increase efficiency and effectiveness. This allows MAX Group to maintain a high level of quality control and ensure that all projects are running smoothly and meeting their objectives.

Inefficient Process: During my internship at MAX Group, I observed that the lack of proper training for employees was the only inefficient process. Specifically, there was a lack of training in effectively utilizing the in-house ERP software. However, I am pleased to note that MAX Group has recently taken steps to address this issue and is actively working on improving employee training and support for the software. With the implementation of proper training programs, employees will be able to utilize the in-house ERP software more efficiently, which will ultimately contribute to the overall effectiveness and success of the organization.

5.2. Market-Level Analysis:

MAX Group's competitive edge over its rivals can be attributed to its authoritative culture and well-trained workforce. The employees are driven by a desire for success and are constantly exploring new possibilities and innovative tactics for long-term growth. MAX Group places a strong emphasis on the quality of their projects, which has helped them establish a reputation as market leaders in the industry. The MIS department's expertise in analyzing data and generating accurate reports is another contributing factor to MAX Group's industry dominance. Ultimately, MAX Group's successful implementation of these measures has allowed it to establish itself as a leader in the industry.

- **Data Analysis:** During my internship at MAX Group, I observed how the company places great importance on data analysis as an integral part of their daily operations. They strongly believe that "great data brings great responsibilities." By carefully analyzing data, they can identify opportunities to create new and innovative products that meet consumer demands. Moreover, they use data analysis to identify the most appropriate and cost-effective equipment and materials for their projects while maintaining high-quality standards. This highlights their emphasis on data analysis and how they recognize its potential to drive business success.
- **Acquainting with Projects:** MAX Group has strategically focused on undertaking government-involved projects, as highlighted on their website, which has enabled them to attract potential clients and establish a higher level of credibility compared to their competitors. The ongoing projects listed on their website include a range of significant infrastructure

projects, such as railway and mass rapid transit projects, roads and highways projects, Ruppur nuclear power plant project, HFO-based power plant project, transmission line projects, elevated expressway project, and modern food storage facilities project.

By participating in these large-scale projects, MAX Group has demonstrated its capability to handle complex and challenging projects while meeting strict quality and safety standards. Furthermore, by working on government-involved projects, MAX Group has been able to establish a reputation for reliability, professionalism, and adherence to regulatory compliance, which has positioned them as a trustworthy partner for potential clients.

With a proven track record of successful project delivery, MAX Group has established itself as a leading player in the infrastructure industry in Bangladesh. Their ongoing projects demonstrate their commitment to the development of the country's infrastructure, which is crucial for the country's economic growth and development. By participating in these significant infrastructure projects, MAX Group is contributing to the modernization of Bangladesh's infrastructure and improving the quality of life for its citizens.

- **Diversified Businesses:** MAX Group has diversified its business operations into various industries, including infrastructure development, power generation, construction materials, pre-stressed concrete production, steel fabrication, and real estate. Its subsidiaries include Max Infrastructure Limited, Max Power Limited, Kushiara Power Company Limited, Max Pre-Stress Limited, Max Industries Limited, Inox Industries Limited, Max Building Technologies Limited, AFA Steel Industries Limited, Lub House Industries Limited, Heavy Equipment & Motors Limited, SCICOSSO, and Maxcrete Limited. By expanding its business portfolio across different sectors, MAX Group has been able to mitigate risks and generate revenue from multiple streams. This approach has helped the group to establish a strong presence in the Bangladeshi market and has positioned it as a leading player in various industries.

5.3. Professional Level Analysis:

During my 3-month internship at MAX Group, I gained invaluable experience that will serve as a crucial stepping stone for my future career. I was immersed in the company's corporate culture and environment, allowing me to gain a deeper understanding of how the organization operates. Throughout my time there, I learned that MAX Group values hard work, dedication, and the pursuit of new possibilities and tactics for long-term success. My internship experience at MAX Group has given me a solid foundation for my career aspirations, and I am grateful for the opportunity to learn from such a reputable and established organization.

- **Influence on Future Career Plan:** During my three-month internship at MAX Group, I had the opportunity to work in the Management Information Systems (MIS) department, where I was tasked with managing and analyzing a vast amount of project-related data. This experience made me realize the importance of gaining insights from data in today's digital age. Working alongside the MIS and IT team, I was able to learn about the company's in-house ERP software and business automation.

As part of my internship, I also worked on supply chain management, where I had the chance to communicate with employees from different departments, including SCM. This experience improved my communication skills significantly, as I had to collaborate with personnel from various departments to collect data on different subjects. Overall, my internship at MAX Group provided me with valuable opportunities to enhance my interpersonal and communication skills, which will serve as a stepping stone for my future career.

- **Correlation with University Knowledge:** During my internship in the Management Information Systems (MIS) department, I found it to be particularly advantageous that I was able to effectively communicate with both the IT and business teams. As a student of Business and Technology Management, I strongly believe in bridging the gap between businessmen and engineers. This was a key aspect of my role during my internship, and I am proud to say that I was successful in this endeavor.

Working in the MIS department allowed me to see firsthand how the theoretical concepts I had learned in my courses could be applied in a practical setting. For example, my ongoing project management course helped me to understand various project management terminologies, which I was then able to apply to the projects I worked on during my internship. Similarly, my MIS course gave me insight into how IT applications are used in a business setting, while my CSE courses helped me to communicate more effectively with the IT team and better understand their perspectives and concerns. Overall, my internship provided me with a valuable opportunity to apply my academic knowledge in a real-world setting and to enhance my communication and teamwork skills.

- **Difficulties and Challenges:** At the start of my internship at MAX Group, I encountered some difficulties in adjusting to the new workplace environment. It was a new experience for me, and I was nervous about interacting with my colleagues and superiors. However, as I began to immerse myself in the work, I found the organization's work culture to be supportive and collaborative. I was impressed by the teamwork and cooperation that existed among the employees, which created a positive atmosphere. My colleagues were always willing to lend a helping hand and answer any questions I had, making it easier for me to navigate through the challenges I encountered. As I continued to work on various projects, I gradually gained confidence and started to contribute meaningfully to the team's efforts. The friendly and open work culture of the organization made it easier for me to ask for help and seek feedback, which helped me improve my performance.

Chapter 6

Conclusion and Recommendations

6. Conclusion and Recommendations:

The purpose of this chapter is to provide a summary of my analysis, compare my expectations with the reality I experienced, and offer recommendations based on my personal observations and opinions.

6.1. Conclusion:

During my three-month internship at MAX Group, I had a highly fulfilling experience contributing to the development of the company's diversified businesses and activities. MAX Group is a leading company in the infrastructure and power industry in Bangladesh, and I felt proud to be a part of its efforts to play a significant role in the country's economic growth.

One of the things I appreciated about MAX Group was its strong commitment to its clients, which has resulted in an increasing number of customers choosing its products and services. The company's modernization efforts have made it even more competitive in the industry, and I could see that its highly qualified employees were a testament to the company's success.

During my internship, I was able to gain valuable exposure to the corporate culture and apply my academic knowledge to real-life situations. This experience helped me to improve my skills in dealing with challenges in a corporate environment and provided me with a new perspective that will be beneficial in my future career.

I am grateful to MAX Group for the privilege of working with such a reputable organization that prides itself on quality and excellence. I wish the company continued success in the future. If I were to have the chance to redo my internship, I would choose to remain in the same department and approach my work with even greater professionalism and dedication. I would focus on learning more and improving my skills, and I would seek out opportunities to gain knowledge from other departments to expand my understanding of the company's operations.

To make the most of my internship, I would also focus on building a network and making connections. I believe that being more communicative with people from other departments would provide valuable insights and expand my understanding of the company's operations. Overall, I would aim to be more proactive and take advantage of every opportunity presented to me during my internship to gain considerable insight and familiarity that would assist me in subsequent attempts in my upcoming career.

6.2. Recommendations:

It is undeniable that MAX Group has an exceptional corporate culture and efficient processes for all its functions. However, having been a part of the organization for three months and working closely with the team, I was able to make some critical observations that I believe could provide valuable recommendations for the organization.

- During my 3-month internship at MAX Group, I noticed some instances of communication gaps between departments, which sometimes caused delays in the execution of certain functions. Although the tasks were eventually completed within the deadline, minimizing these communication gaps could enhance overall efficiency.
- Despite the strong motivation and team spirit within the organization, there appears to be an overwhelming amount of work pressure. However, as an intern, I was fortunate enough to have my issues considered and did not experience such pressures.
- During my time as an intern at MAX Group, I noticed that due to heavy work pressure, the organization sometimes overlooks the importance of employee morale and does not celebrate events or occasions frequently. I believe that taking care of these things can boost employee motivation and enhance overall efficiency.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student Name: Ahanaf Shahriar

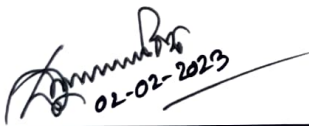
Student ID: 180061103

Week: 1st week

Date: From 29th January to 2nd February, 2023

List of activities with brief description:

1. An introduction to the company's culture and basic information.
2. Attended a couple of meetings regarding placement with HR professionals and Consultant on Governance and Strategy.
3. A discussion about internship chances and prospects with the organization Chairman.
4. Visiting the corporate headquarters and learning about the divisions.
5. Training on the "Agile Manifesto" and "Agile Principles" with the Deputy General Manager of the MIS department.
6. A discussion with the supervisor on the use of the agile mentality in the workplace.
7. The supervisor assigned a task related to the company's lubricant business.
8. Market research on the domestic and international lubricant market.



02-02-2023

Company Supervisor

Mushfique Salaheen

DGM, Project Control and MIS

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3-2-2023

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student Name: Ahanaf Shahriar

Student ID: 180061103

Week: 2nd week

Date: From 4th February to 9th February, 2023

List of activities with brief description:

1. A competitor analysis of National LubHouse was conducted to assess the company's position in the market. The report covered the products offered by competitors, their prices, and market share.
2. A report on the products offered by National LubHouse's competitors and their respective market shares was prepared to understand the competition and potential opportunities for the company.
3. A series of meetings were held to discuss the growth and opportunities of National LubHouse with the deputy general manager, MIS department. The discussions focused on finding new ways to improve the company's performance and market presence.
4. A field visit was conducted to gather first-hand information about the lubricant products, prices, availability, market demands, etc. of National LubHouse's competitors. This information will be used to improve the company's product offerings and stay ahead of the competition.
5. An overview of the internal audit in the Sreepur Power Plant project was obtained to assess the efficiency and effectiveness of the internal controls and processes. The audit was conducted from 7th to 14th November, 2022.
6. A comprehensive internal audit report was compiled that integrates findings from the Sreepur Power Plant project, the Ruppur Nuclear Power Plant project, and the Laksham Akhaura Railway project. The report will be used to make recommendations for improvements to the internal controls and processes in these projects.


08-02-2023

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27/2/2023

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Name: Ahanaf Shahriar

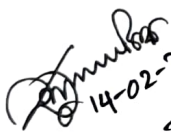
Student ID: 180061103

Week: 3rd week

Date: From 11th February 2023 to 16th February 2023

List of activities with brief description:

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


14-02-2023

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24/2/2023

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student Name: Ahanaf Shahriar

Student ID: 180061103

Week: 4th week

Date: From 18th February to 23th February, 2023

List of activities with brief description:

1. A brief session on Agile Project Management was held. The session covered the fundamental principles of Agile methodology and its applications in project management.
2. A meeting was held with the Deputy Manager, MIS to gather insights about the supply chain management of projects. During the meeting, various aspects of supply chain management were discussed, including procurement, inventory management, and logistics.
3. A market survey was conducted in Mohakhali to collect information about automotive engine oil. The survey covered various aspects, including customer preferences, product features, and pricing.
4. A meeting was held with the Asst. Manager, Branding and Promotion to discuss insights about the lubricant markets and competitor products. The meeting covered topics such as market trends, branding strategies, and product positioning.
5. A market visit was conducted in Bangla Bazar, Sayedabad, Tikatuli to gather information about industrial lubricant oil. The visit covered various aspects, including product features, customer preferences, and pricing.
6. A meeting was held with the Deputy Manager, MIS to update every information gathered during the market survey and market visit.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student Name: Ahanaf Shahriar

Student ID: 180061103

Week: 5th week

Date: From 25th February to 2nd March, 2023

List of activities with brief description:

1. Our team visited the National LubHouse office to collect the prices of the company's various lubricant products available in the market. This activity demonstrates our dedication to staying updated with market prices of the company's products.
2. Based on the data we collected in the previous weeks; we created an analytical report on the prices of available lubricant products. This report highlights our attention to detail and analytical skills.
3. Throughout the week, we attended several meetings with different personnel of the organization. We met with the DGM of Project Control and MIS, which showcases our role in overseeing project management and MIS operations. Additionally, we attended a meeting with the Deputy Manager of MIS (Accountant), Asst. Manager of Branding and Promotion, and the Deputy Manager of Sales and Marketing. These meetings indicate our involvement in diverse business operations, including accounting, supply chain management, branding, and sales and marketing.
4. We organized LC documents for two different shipments of Sreepur Power Plant Project. This activity highlights our organizational skills and attention to detail in managing the necessary documentation required for shipments.
5. We filled out LC documents and gained hands-on knowledge about the required documentation for LCs. This activity demonstrates our willingness to learn new things and improve our skills.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student Name: Ahanaf Shahriar

Student ID: 180061103

Week: 6th week

Date: From 4th March to 9th March, 2023

List of activities with brief description:

1. I visited the software development office of Max Group. During my visit, I had the opportunity to gain valuable insights into the overall ERP process of the Max Group.
2. I received comprehensive training on some specific modules, which provided me with a clear understanding of how the ERP system operates in Max Group. The modules are:
 - Procurement
 - Inventory
 - Accounting
 - Bank
 - Sub-contractor
 - Sales
 - Master-setup
3. I was granted access to practice ERP modules, which enabled me to apply the knowledge I had acquired during the training session.
4. The training session not only covered the technical aspects of the ERP system but also provided me with a handful of knowledge on overall business automation and how it works in Max Group.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student Name: Ahanaf Shahriar

Student ID: 180061103

Week: 7th week

Date: From 11th March to 16th March, 2023

List of activities with brief description:

1. During the training, I gained insights into various modules such as Finance, Fixed Assets, LC, EMD, VMS, Portal, Payroll, and Manufacture. The training covered a wide range of topics related to finance, manufacturing, human resources, and asset management.
2. The finance module provided me with an overview of facility letter, loan disbursement, bank guarantee, interest posting, repayment, and other key financial terms.
3. I gained some information about LC and learned some terms regarding the creation of indent, proforma invoice, LC swift, landed cost, LC charges, and other related topics. This module helped me understand how to manage international trade transactions.
4. The Fixed Assets module described capital work in progress, fixed assets capitalizations, asset depreciation calculation, asset transfer, and other important topics related to asset management.
5. The EMD module provided me with some knowledge about how to maintain equipment efficiently. This module covered topics such as equipment maintenance, equipment breakdown, and other related topics.
6. The VMS module covered how to manage vehicles effectively. I gained some knowledge about managing vehicle registration, vehicle maintenance, and vehicle expenses through this module.
7. The Portal module provided me with some insightful knowledge about HR roles. I learned how to manage employee information, attendance, and payroll through this module.
8. The Payroll module covered a range of topics related to managing employee salaries, taxes, and other related topics. I gained some knowledge about the calculation of salaries, employee benefits, and tax deductions through this module.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student Name: Ahanaf Shahriar

Student ID: 180061103

Week: 8th week

Date: From 18th March to 23rd March, 2023

List of activities with brief description:

1. I attended a couple of meetings with the Deputy Manager from the MIS department regarding the ERP training session.
2. We created an Excel file and PowerPoint presentation slide on various modules and their flowcharts.
3. I created shipping information for four different shipments. I ensured that I followed the standard procedures for creating shipping information.
4. I created quality and quantity certificates for four different shipments. I ensured that I followed the standard procedures for creating quality and quantity certificates.
5. I created manufacturer's factory test certificates for four different shipments. I ensured that I followed the standard procedures for creating manufacturer's factory test certificates.
6. I created warranty certificates for four different shipments. I ensured that I followed the standard procedures for creating warranty certificates.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student Name: Ahanaf Shahriar

Student ID: 180061103

Week: 9th week

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

List of activities with brief description:

1. ERP (Enterprise Resource Planning) software is a suite of integrated applications that helps organizations manage their business processes efficiently. It allows companies to streamline their operations and improve productivity by automating various functions such as procurement, finance, inventory management, HR, and more. In this report, we will focus on some of the key modules of ERP software and their benefits.
2. The manual process flow for procurement, finance, and LC management, etc. is typically a paper-based process that is prone to errors, delays, and inefficiencies. With ERP software, these processes are streamlined and automated, reducing the risk of errors and improving efficiency. For example, the procurement module automates the process of creating purchase orders, which can help to reduce the time and effort required to manage the purchasing process. Similarly, the finance module automates the process of loan disbursement and bank guarantee management, reducing the risk of errors and improving accuracy.
3. Implementing ERP software has many benefits for Max Group, including improved efficiency, reduced costs, increased accuracy, and improved decision-making. By automating various business processes, Max Group can improve productivity and reduce the risk of errors. Real-time data and analytics provide valuable insights into business operations, enabling informed decision-making.
4. To maintain ERP software, regular updates and patches are required to ensure that the software is running smoothly and securely. In the event of errors or issues, the ERP software should have a support system in place to assist users in correcting mistakes or resolving technical issues. Additionally, user training is essential to ensure that employees can use the software effectively and efficiently.



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Javed Tazbeed Choudhury

Deputy Manager, MIS

Max Infrastructure Limited



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student Name: Ahanaf Shahriar

Student ID: 180061103

Week: 10th week

Date: From 1st April to 6th April, 2023

List of activities with brief description:

1. We had a meeting with the sourcing and procurement manager to discuss the new MS pipe manufacturing project. During the meeting, the manager provided us with the task of making a comparative statement on different vendors of machineries.
2. We conducted extensive research on individual vendors to gain a deep insight into their products and proposals for buying equipment.
3. After collecting all the necessary information, we prepared a comparative statement analysis of the new MS pipe equipment. The analysis included an overview of each vendor, a comparison of the equipment features, and a technical specification chart.
4. The comparative statement analysis provided valuable insights into the different vendors and their products. It helped the sourcing and procurement manager to make an informed decision regarding the purchase of new MS pipe manufacturing equipment.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student Name: Ahanaf Shahriar

Student ID: 180061103

Week: 11th week

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

List of activities with brief description:

1. I attended a couple of meetings with the Deputy Manager from the MIS department regarding the arrangement of LC documents.
2. I organized LC documents for two different shipments. This activity highlights our organizational skills and attention to detail in managing the necessary documentation required for shipments.
3. I have participated in a few meetings with a consultant who specializes in governance and strategy. These meetings have provided me with the opportunity to learn from an expert in the field and gain valuable insights into the best practices and strategies for effective governance and strategy implementation.
4. I have gained some specific knowledge in the Supply Chain Management sector. Through research and hands-on experience, I have learned about the various components of supply chain management, including procurement, production, logistics, and distribution. This knowledge has allowed me to better understand the complexities of managing a supply chain and the challenges that arise in this sector.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student Name: Ahanaf Shahriar

Student ID: 180061103

Week: 12th week

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

List of activities with brief description:

1. A meeting was held with the Deputy Manager of Management Information Systems (MIS) to gather insights about the supply chain management of projects. The objective of the meeting was to discuss various aspects of supply chain management, including procurement, inventory management, and logistics. The Deputy Manager shared valuable insights and best practices related to supply chain management, which provided a better understanding of the complex processes involved in managing a project's supply chain. The discussion helped to identify the key challenges faced by the project team and how they can be addressed through effective supply chain management.
2. I organized LC documents for different shipments. This activity showcases our organizational skills and attention to detail in managing the necessary documentation required for shipments. It involved verifying and cross-checking the documents to ensure that all the required paperwork was in place and complied with the regulatory requirements of the destination country. This process was critical in ensuring that the shipment reached its destination without any delays or issues.
3. I created different Receiving Cum Damage Reports (RCDR) based on the LC documents and invoices. This process involved carefully inspecting each shipment to identify any damages or discrepancies and preparing a report that highlighted the findings. This report was crucial in ensuring that any issues were addressed promptly and that the project team could take corrective action to prevent similar issues in the future.



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