

Internship Report
on
Medical Business Solution of UniTrade Multi Corporation Ltd.



الجامعة الإسلامية للتكنولوجيا
UNIVERSITE ISLAMIQUE DE TECHNOLOGIE
ISLAMIC UNIVERSITY OF TECHNOLOGY
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Submitted to:

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

Submitted by:

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

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

Letter of Transmittal

S.M. Rakibul Anwar
Assistant Professor
Department of Business and Technology Management
Islamic University of Technology

Subject: Submission of “Internship report on Sales and Marketing department at UniTrade Multi Corporation Ltd.”

Dear Sir,

I hereby submit the Internship report titled “Internship report on Sales and Marketing department at UniTrade Multi Corporation Ltd.” which is a part of the internship program. It was a great accomplishment on my part to work under your direct guidance.

While writing this report, I did my best to portray the state of the business and to think back on my own experiences working there. Working at UniTrade Multi Corporation Ltd. has given me the chance to learn a lot about the corporate sales and marketing field and to develop personally. Working there and writing this report under your direction was a wonderful experience. If you would kindly accept my report and offer me any kind of professional advice or feedback you may have, I would be forever obliged.

Sincerely yours,

Syeda Saiyara Asgari

ID: 190061137

Supervisor Certificate of Acceptance

Syeda Saiyara Asgari, ID 190061137 has accomplished an internship from January 20th, 2024 to April 20th, 2024 according to the regulations of internship for the degree program BBA in Technology Management under the Department of Business and Technology Management of Islamic University of Technology.

S.M. Rakibul Anwar

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Declaration

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

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Acknowledgement

The completion of this report was made possible through the hard work and support of several individuals, to whom I owe my deepest gratitude.

First and foremost, I would like to express my gratitude to Allah for granting me the strength, patience, and determination to fulfill my duties as an intern at UniTrade Multi Corporation Ltd. the focus of this report.

I extend my sincere thanks to Mr. S.M. Rakibul Anwar, an assistant professor in the department of business and technology management, for his unwavering support and guidance throughout my internship. Despite his busy schedule, Mr. Anwar provided valuable assistance in drafting my report and exhibited remarkable patience in guiding me through the process.

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Special thanks go to my company advisor, Ms. Shaila Nuri Wahra, Sales and Service at UniTrade Multi Corporation Ltd, for her exceptional mentorship and support during my internship. Her insightful guidance, constructive feedback, and encouragement have played a significant role in my growth and development during this internship period. Furthermore, I extend my thanks to all the employees at UniTrade Multi Corporation Ltd. for welcoming me into their team and providing me with invaluable learning opportunities during my internship.

Last but not the least, I am also deeply grateful to my parents and my husband for their unwavering love, support, and understanding throughout this journey. Their encouragement and belief in my abilities have been my driving force and have given me the strength to overcome challenges and strive for excellence.

Executive Summary

This report represents the culmination of a transformative three-month internship journey undertaken at UniTrade Multi Corporation Ltd. as part of the Internship 4800 course in the eighth semester. Situated within the dynamic realm of the medical devices industry, UniTrade Multi Corporation Ltd. stands as a prominent importer and distributor, offering a diverse array of innovative healthcare solutions.

During the internship, the primary focus was on immersing oneself in the intricacies of sales and marketing within the commercial department. Through hands-on involvement, insights were gained into the daily responsibilities, strategies, and challenges encountered in sales and marketing roles within the organization. The overarching goal was to gain a comprehensive understanding of UniTrade Multi Corporation Ltd.'s sales and marketing operations within the context of the competitive medical devices sector. Through hands-on involvement, invaluable insights were garnered into the nuances of devising and implementing effective sales and marketing strategies to drive business growth.

UniTrade Multi Corporation Ltd. operates within the competitive medical devices market, importing and distributing a diverse range of products. This report seeks to provide a comprehensive overview of the company's sales and marketing strategies, market dynamics, and competitive landscape.

While the internship duration was limited to three months, it provided valuable learning opportunities and practical experience in sales and marketing. Despite the constraints, significant insights were gained into the complexities of the industry and the skills required to excel in sales and marketing roles.

Overall, the internship at UniTrade Multi Corporation Ltd. offered invaluable exposure to the medical devices industry and provided a platform for developing key skills in sales, marketing, and market analysis.

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Chapter One

Introduction

1.Introduction

UniTrade Multi Corporation Ltd. established in 2011, stands as a pillar in the healthcare and medical devices industry in Bangladesh. Led by experienced professionals from multinational organizations, UniTrade specializes in marketing, sales, and distribution of international products, focusing on individual therapeutic areas and business sectors. With a strong presence in major markets nationwide, UniTrade has successfully introduced numerous innovative healthcare solutions to the Bangladesh market, becoming a leader in several product categories.

UniTrade offers a comprehensive range of products, including home care products, cardiac products, anesthesia workstations, ICU products, imaging products, and more, catering to the diverse needs of healthcare facilities across the country. Our market-driven approach and well-trained management team ensure top-notch quality and service, maintaining excellent professional relationships with key opinion leaders in the healthcare industry.

UniTrade's vision is to be a leading provider of innovative healthcare solutions, enhancing the quality of life for individuals and communities. With this vision in mind, our mission is to provide access to high-quality healthcare products and services to improve patient outcomes and well-being. Through our commitment to customer satisfaction and a secure shopping experience, we aim to deliver exceptional service to our customers while contributing to the advancement of healthcare in Bangladesh and beyond.

1.1 Background of the report

When theoretical knowledge is applied in practical settings, it undergoes refinement, achieving a level of perfection. The integration of knowledge and practice is pivotal in this transformation. Internship programs serve as a bridge between academia and the corporate world, aiming to prepare students for real-world challenges. This report is a requisite for my Bachelor of Business Administration in Technology Management, completed under the guidance of Lecturer SM Rakibul Anwar.

1.2 Origin of the report

This internship study serves as the final assignment for the BBA in Technology Management program's core course Internship 4800, which was given in the eighth semester. It details the experiences and tasks I undertook during my three months as an intern at UniTrade Multi Corporation Ltd. This internship served academic purposes and allowed me to put what I had learned as a BBA Tech student in the Islamic University of Technology's Department of Business and Technology Management into practice.

1.3 Objective of the report:

As a sales and marketing intern at UniTrade Multi Corporation Ltd. the objectives of this study are to investigate into the company's sales and marketing strategies and operational practices, and to reflect on my experiences during my internship period.

- To gain insights into UniTrade's sales and marketing strategies and their implementation within the healthcare and medical devices industry in Bangladesh.
- To evaluate UniTrade's sales and marketing practices and analyze how they contribute to achieving the company's mission, vision, objectives, and values.
- To understand the company's approach to sales and marketing, particularly in terms of market penetration, customer engagement and to identify areas for improvement or optimization.

1.4 Methodology and approach

This report adopts an explanatory approach. Information was gathered directly from UniTrade Multi Corporation Ltd. through personal contact with the organization, as well as from various sources including websites, reports, historical records, and staff interviews. Primary data was collected through informal conversations with employees from different teams within the marketing department. Additionally, data was gathered through features and articles.

1.5 Limitations of the report

Several limitations were encountered during the development of this report, affecting the accuracy and depth of the analysis. Firstly, due to the busy schedules of employees, obtaining information for the report from them was sometimes challenging. Furthermore, reliance on news and articles for information may have led to missing details or inaccuracies in the report's content.

Chapter Two

Company Overview

2. Company Overview

UniTrade Multi Corporation Ltd. established in 2011 by experienced professionals from multinational organizations, operates as a private limited company focusing on individual therapeutic areas and business sectors within the healthcare and medical devices industry. Specializing in marketing, sales, and distribution of international products in Bangladesh, the company has established a robust presence in major markets nationwide. It has successfully introduced numerous products to the Bangladesh market from various international companies and now leads in several product categories. The company's management is market-driven and well-trained, maintaining excellent professional relationships with key opinion leaders. While marketing and sales teams focus on specific therapeutic groups and business areas, distribution, finance, personnel, and administration functions are consolidated for cost-effectiveness and efficiency.

2.1 Vision UniTrade Multi Corporation Ltd.

The vision of UniTrade Multi Corporation Ltd is to be a leading provider of innovative healthcare solutions, enhancing the quality of life for individuals and communities.

2.2 Mission

The mission of UniTrade Multi Corporation Ltd is to provide access to high-quality healthcare products and services to improve patient outcomes and well-being. UniTrade plans to achieve its mission by establishing strong partnerships with renowned global healthcare brands, ensuring the availability of high-quality products nationwide, and providing exceptional customer service.

2.3 Objectives

In order to achieve the mission and vision of the company, UniTrade Multi Corporation Ltd is working to develop a professionally achieved healthcare organization for bringing innovative products and services from international companies for the benefit of patients in Bangladesh and the region. Likewise, association with a number of international companies allows training and development opportunity to the personnel to maintain the high standards.

2.4 Values

Unitrade Multi Corporation Ltd. built and follows its set of values to ensure that every aspect of its operations reflects its commitment to providing excellent service. These values serve as guiding principles, fostering trust among stakeholders and driving sustainable growth in the healthcare industry. The values that UniTrade Multi Corporation Ltd has set and follows are given below:

- **Excellence:** Striving for excellence in all aspects of business operations, from product quality to customer service, to achieve the highest standards of performance.
- **Integrity:** Conducting business with honesty, transparency, and moral principles, building trust among stakeholders and maintaining the company's reputation.
- **Customer Focus:** Prioritizing the needs and satisfaction of customers by delivering high-quality products and services that meet or exceed their expectations.
- **Innovation:** Embracing innovation and continuously seeking new ideas, technologies, and solutions to drive growth and meet evolving market demands.
- **Collaboration:** Fostering a collaborative work environment where teamwork, communication, and mutual respect are valued, both internally and externally with partners and stakeholders.
- **Accountability:** Taking ownership of responsibilities and commitments, delivering results, and holding oneself and others accountable for actions and outcomes.
- **Adaptability:** Being flexible and responsive to changes in the market, industry, and business environment, while maintaining agility to seize opportunities and overcome challenges.

2.5 Our Associate Companies

- **Furnica Industries Ltd.**

Furnica Industries Limited is a home and office furniture manufacturer. The production plant is under construction at Ford Nagar, Singair, Manikgonj around 15 kilometers from Dhaka. The site area is 40.50 Decimals and located in high land nearby to road, power and gas services. The premise is planned for a 03 (Three) storied building. The covered space comprises of 40,200 sqft (13400sqft. each floor) for production, 3,500 sqft for loading and unloading. Installation of high-quality modern machinery for producing high quality products and packaging is on process.

- **Furnica Ltd.**

Furnica Limited is a distributor for local and foreign furniture manufacturing giants in Bangladesh. We currently partner with Akther Furnishers Ltd... And Godrej Interio, India. For home furniture and office furniture distribution in designated markets. Our showroom is located at 45-Probal Tower, Ring Road, Mohammadpur, Dhaka. Currently we are on process of expanding our business with our own brand “FURNICA”.



Figure 1 Logo of Furnica Ltd.

- **Unimax Logistics Ltd.**

Unimax Logistics Ltd... Unimax Logistics Ltd. is one of our associate companies which is solely focused on Distribution and Export-Import established in the year 2015. With the vision of penetrating different markets through distributing the products of renowned companies, we always follow the best procedure to reach desired result. Our focus is on developing coverage and increasing our relationship with key stakeholders in the market. We currently employ trained employees and provide career elevation opportunities and skill development scopes. Also being a conglomerate, we offer attractive cross functional opportunities to our employees. Arranging the best men for the job to maintain clients SOP is our mission. Currently we are partnering with Marico Bangladesh Ltd. for Mohammadpur Territory. And Unilever Bangladesh Limited for Tejgaon territory. We employ highly skilled sales executives, sales supervisors, delivery personnel and administrative staffs for smooth flow of distribution in designated market.

2.6 Products

UniTrade Multi Corporation Ltd. offers a diverse range of medical products, catering to various therapeutic areas and healthcare needs. From critical care to diagnostic imaging, UniTrade ensures access to high-quality medical devices for hospitals, clinics, and healthcare facilities across Bangladesh. Some of the product categories of UniTrade Multi Corporation Ltd are shown below:

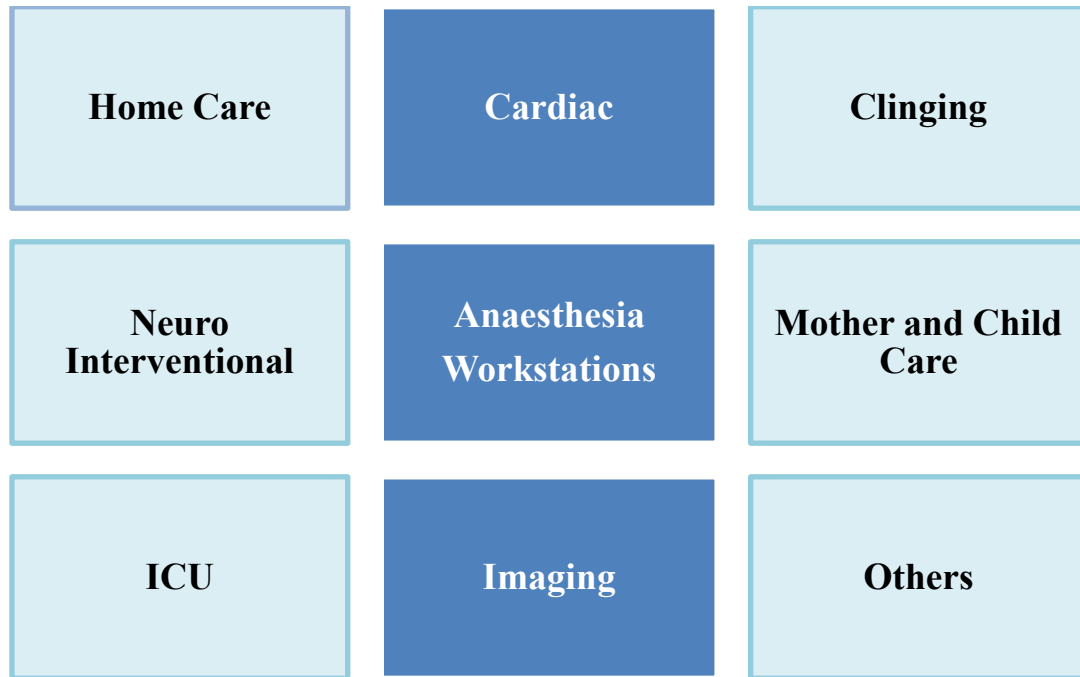
















Figure 2 Product Category of UniTrade Multi Corporation Ltd.

Product Category	Products	Pictures
<p>Home Care Products</p>	<p>UniTrade Multi Corporation Ltd. offers a range of home care products designed to enhance patient comfort and facilitate care at home, including home monitoring devices, mobility aids, and wound care products.</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>BPL Digital BP Monitor</p> </div> <div style="text-align: center;">  <p>Infrared Thermometers</p> </div> </div>
<p>Cardiac Products</p>	<p>UniTrade provides a comprehensive range of cardiac products including defibrillators, pacemakers, ECG machines, and cardiac monitoring systems to assist in diagnosing and treating cardiac conditions.</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>SE-301 3-channel ECG</p> </div> <div style="text-align: center;">  <p>RMS 3 HP Treadmill for Stress Test System</p> </div> </div>
<p>Anesthesia Workstations</p>	<p>UniTrade supplies advanced anesthesia workstations equipped with state-of-the-art technology to ensure safe and efficient administration of anesthesia during surgical procedures.</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Prima SP2 Anaesthesia System</p> </div> <div style="text-align: center;">  <p>Prima 450 Anaesthesia System</p> </div> </div>
<p>ICU Products</p>	<p>UniTrade offers a variety of ICU products such as ventilators, patient monitors, infusion pumps, and critical care beds to support</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>

	intensive care units in hospitals, ensuring optimal patient care and monitoring.	eEvolution 3e Advanced Ventilator	Inspiration 7i Flagship Ventilator
Imaging Products	UniTrade provides a range of imaging products including X-ray machines, ultrasound systems, CT scanners, and MRI machines to assist in diagnostic imaging and patient treatment planning.	 Prime Mobile C arm machine	 Xm-F99 500mA Full Wave Radiography X- ray Machine
Clinging Products	UniTrade offers a selection of medical consumables and disposables including surgical gloves, gauze, dressings, and medical tapes to meet the needs of healthcare professionals in various clinical settings.	 Aqua shampoo	 Aqua Sensitive
Mother-Child Care Products	UniTrade supplies a range of mother-child care products including fetal monitors, neonatal incubators, breastfeeding pumps, and infant warmers to ensure the well-being of both mothers and infants during pregnancy, childbirth, and postnatal care.	 Elite V5 Modular Patient Monitor	 Elite V8 Modular Patient Monitor





<p>Neuro Interventional Products</p>	<p>UniTrade provides neuro interventional products such as neurovascular stents, embolization coils, and intracranial stent retrievers to support minimally invasive procedures for treating neurological conditions like stroke and aneurysms.</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Peripheral stent SINUS- SUPERFLEX-518</p> </div> <div style="text-align: center;">  <p>Hydrogel coating embolization coil</p> </div> </div>
<p>Others</p>	<p>UniTrade Multi Corporation Ltd. also extends its product range to include essential medical equipment such as medical-grade refrigerators for storing vaccines and medications, dental units equipped with necessary tools for efficient dental procedures, and suction pumps crucial for maintaining clear airways and surgical sites</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>803 Dental Equipment Chair</p> </div> <div style="text-align: center;">  <p>7314P-U Vacuaide QSU Suction Machine</p> </div> </div>

Table 1 Product categories and description of UniTrade Multi Corporation Ltd.

2.7 Clients of UniTrade Multi Corporation Ltd..

UniTrade Multi Corporation Ltd. is covering almost all potential retailers, wholesalers and institutions through its own distribution network. An organization has been developed to serve the needs of all the business groups and their products with a view to distribute all over Bangladesh. Our Core Customers in Bangladesh Government Hospital are mentioned below

- National Institute of Neuro-Sciences & Hospital (NINS&H)
- National Institute of Cardiovascular Diseases (NICVD)

- Dhaka Shishu Hospital
- Islami University Kushtia
- Bangladesh Institute of Research and Rehabilitation in Diabetes, Endocrine and Metabolic Disorders Hospital (BIRDEM)
- Bangladesh TB Hospital-Bangladesh
- Head & Neck Institute
- Central Medical Store Department Bangladesh
- Dinajpur Medical College & Hospital
- Central Jail, Dhaka
- Police Hospital Bangladesh
- Dhaka Medical & Hospital
- Rajshahi Medical College
- Bogura Medical College

2.8 Marketing Practices

UniTrade Multi Corporation Ltd. implements a comprehensive marketing strategy to effectively promote its range of medical devices and equipment. With a focus on distributing high-quality products and exceptional customer service, UniTrade aims to establish itself as a trusted partner in the healthcare industry. By leveraging its extensive network and expertise, UniTrade employs various marketing tactics to engage with healthcare professionals and ensure the optimal delivery of its products. The marketing mix includes product offerings tailored to meet specific healthcare needs, competitive pricing strategies, efficient logistics for timely product delivery, and personalized promotional activities that prioritize direct interactions with medical officers.

2.8.1 Marketing Strategy

UniTrade Multi Corporation Ltd.'s marketing strategy is tailored to establish its presence and leadership in the medical equipment distribution industry. Recognizing that UniTrade does not have a robust online presence, the strategy prioritizes direct engagement and relationship-building with its target audience.

UniTrade engages in face-to-face interactions by meeting with hospital representatives to showcase and sell their products. Additionally, UniTrade participates in tender processes to secure contracts with healthcare facilities.

Continuous communication with customers is a key aspect of UniTrade's marketing strategy. By actively seeking feedback and understanding their experiences and preferences, UniTrade aims to strengthen customer relationships and tailor its offerings to meet their needs effectively.

The strategy also emphasizes thought leadership within the industry. UniTrade aims to position itself as a knowledgeable and reliable partner by sharing insights, expertise, and innovative solutions with its customers through various channels such as seminars, workshops, and industry events.

Overall, UniTrade's marketing strategy focuses on personalized engagement, customer feedback, and industry leadership to drive growth and success in the medical equipment distribution market.

2.8.2 Marketing Mix

The marketing mix plays a crucial role in implementing effective marketing strategies to achieve company objectives. Here is how Unitrade Multi Corporation Ltd. utilizes the marketing mix:

- **Product:** Unitrade offers a diverse range of medical equipment, including anesthesia products, ICU products, cardiac products, imaging products, neuro interventional products, and others. These products cater to the needs of hospitals, clinics, and healthcare facilities.
- **Price:** Pricing strategies are determined based on the specific products and services offered by Unitrade. The pricing structure reflects the quality and value of the medical equipment provided, ensuring competitiveness in the market.
- **Place:** Unitrade's products are distributed through offline channels. Unitrade benefits from its logistics sister concern, which ensures faster and safer delivery of products to customers nationwide. Leveraging this logistics network, Unitrade can provide prompt and reliable distribution of medical equipment to hospitals, clinics, and healthcare facilities across the country.
- **Promotion:** Recognizing the importance of personal interactions, Unitrade excels in showcasing its products directly to medical officers through engaging sales meetings and presentations. Leveraging its extensive network and strong relationships within the medical community, Unitrade ensures that its products are effectively promoted and understood by

key decision-makers. While the company currently lacks a digital presence, it is exploring strategies to transition towards digital marketing in the future, aiming to expand its reach and enhance brand visibility.

- **People:** Unitrade employs a team of experienced professionals who are knowledgeable in the field of medical equipment distribution. Continuous training and development programs ensure that employees stay updated with the latest advancements in the industry, providing quality solutions to customers.
- **Process:** Unitrade follows a well-defined process for providing medical equipment distribution services, from product selection to delivery and after-sales support. The company adheres to industry standards and works closely with customers to meet their specific requirements throughout the process.
- **Physical evidence:** Customers can expect a professional and welcoming atmosphere in Unitrade's physical offices. The company ensures that both customers and employees have a positive experience when interacting with its facilities.

Overall, Unitrade's marketing mix focuses on delivering quality products, competitive pricing, effective promotion, knowledgeable staff, streamlined processes, and a professional environment to meet the requirements of its customers in the medical equipment distribution industry.

2.9 Distributor for leading international medical brands

UniTrade Multi Corporation Ltd. serves as a trusted distributor for renowned international companies, providing access to high-quality medical equipment and devices from global manufacturers. Through its extensive distribution network, UniTrade ensures the timely delivery of these products to healthcare facilities across Bangladesh, contributing to improved patient care and outcomes. It has been at the forefront of distributing high-quality medical equipment since 2012. As a trusted partner to renowned companies in the healthcare industry, UniTrade ensures that healthcare providers have access to cutting-edge technology and reliable products. Here's a brief overview of some of the companies UniTrade collaborates with:

- **BPL Medical Technologies:** With a legacy dating back to 1967, BPL Medical Technologies is an Indian multinational that pioneers medical technology and innovation.

Their ISO 9001:2008 and 13485:2003 certified facility ensures that their products adhere to global standards of quality assurance. UniTrade has been proud to partner with BPL Medical Technologies since 2012, providing reliable products and services to customers worldwide.

- **DRTECH:** Founded in 2000, DRTECH is a leading global provider of superior quality flat-panel x-ray detectors for digital radiography. Their products are USA FDA cleared, ensuring safety and reliability for medical professionals and patients alike. UniTrade has been distributing DRTECH's products since 2012, offering dependable solutions in digital radiography.
- **NewTech:** NewTech is a professional producer and marketer in the medical field, catering to hospitals and clinics worldwide. With its international headquarters and offices, NewTech provides products and services to thousands of users through distributors and partners, ensuring accessibility and quality. UniTrade has been a trusted distributor of NewTech's products since 2012, delivering innovative solutions to healthcare facilities globally.
- **SG HealthCare:** As a global leader in the medical diagnostic equipment industry, SG HealthCare offers cutting-edge technology advancements in X-ray, MRI, and ultrasound systems. Their products are widely used, ranging from mobile clinics to national hospitals, and they continue to revolutionize the field of medical diagnostic systems. UniTrade has been collaborating with SG HealthCare since 2012, providing world-class technology advancements to healthcare professionals worldwide.
- **MicroVention-Terumo:** Setting the standard of excellence in the neuro-endovascular device industry, MicroVention-Terumo develops new and innovative devices through research and development teams in Tustin, CA, and Japan. Their commitment to innovation ensures a wide range of products to meet the needs of medical professionals worldwide. UniTrade has been distributing MicroVention-Terumo's products since 2012, offering cutting-edge solutions in neuro-endovascular care.
- **CA-MI:** Founded in the early 1980s, CA-MI is a family-run factory specializing in electro-medical equipment, including aerosol delivery systems for respiratory therapy. With over 30 years of experience, CA-MI exports to more than 90 countries, providing wide-ranging

solutions to medical operators worldwide. UniTrade has been partnering with CA-MI since 2012, supplying their high-quality aerosol delivery systems to healthcare facilities globally.

- **Medtronic:** Medtronic is a global trailblazer in medical technology, services, and solutions. With a mission to lessen pain, restore health, and extend life, Medtronic offers a wide range of innovative products and therapies in areas such as cardiac and vascular health, diabetes management, neurological disorders, and surgical technologies. UniTrade has been distributing Medtronic's products, contributing to their mission of improving patient outcomes and advancing healthcare worldwide since 2012.



Figure 3 UniTrade is working as a distributor of these companies in Bangladesh

2.10 Organization structure of UniTrade Multi Corporation Ltd.

An organizational structure with organizational chart of UniTrade Multi Corporation Ltd. is provided below

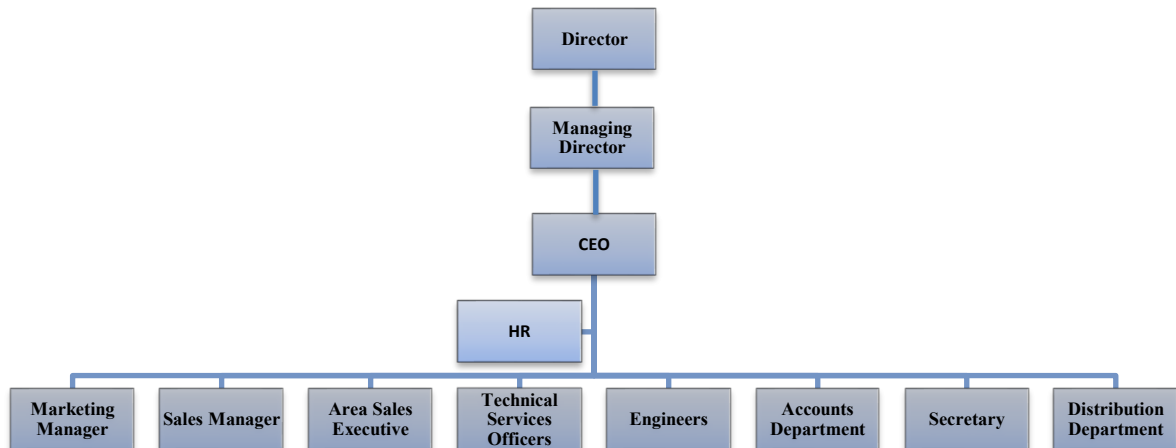


Figure 4 Organizational chart of UniTrade Multi Corporation Ltd.

- **Human Resources Department:** Responsible for recruiting and onboarding new employees, managing employee benefits and payroll, and implementing HR policies and procedures to ensure a positive work environment.
- **Marketing Manager:** Marketing manager oversees all marketing activities, including advertising, promotions, and market research, to ensure the company's products are effectively promoted and positioned in the market.
- **Sales Manager:** Sales manager manages the sales team, sets sales targets, and develops sales strategies to achieve revenue goals, while also maintaining strong relationships with key clients and partners.
- **Area Sales Executive:** Area sales executive is responsible for generating sales leads, visiting potential clients, and negotiating sales contracts to achieve sales targets within designated territories.

- **Engineers:** Engineers are responsible for providing technical support to customers, conducting product demonstrations, and ensuring the proper installation and maintenance of medical equipment.
- **Technical Services Officers:** Technical services officers handle customer inquiries, provide technical assistance, and coordinate service requests to ensure the timely resolution of any issues or concerns.
- **Secretary:** Secretary manages administrative tasks, schedules appointments, and handles correspondence to support the smooth operation of the office and assist other departments as needed.
- **Accounts Department:** Accounts Department handles financial transactions, maintains financial records, and prepares financial reports to ensure accurate and efficient financial management.
- **Distribution Department:** Distribution Department manages inventory, coordinates product shipments, and ensures timely delivery of products to customers, while also optimizing distribution processes to meet customer demands effectively.

Chapter Three

Industry Analysis

3. Industry Analysis

The medical equipment distribution industry in Bangladesh has seen significant growth over the past decade due to various factors such as growing healthcare expenditure, rising demand for quality healthcare services, and government initiatives to improve healthcare infrastructure. Here's an overview of the industry size and growth in Bangladesh:

3.1 Industry Size

The medical equipment distribution industry in Bangladesh is significant and growing rapidly. The anticipated revenue in the Medical Devices market in Bangladesh is expected to reach US\$372.20m in 2024. Among the numerous markets, Cardiology Devices is projected to be the largest, with a projected market volume of US\$47.05m in 2024.

Over the period of 2024 to 2028, the revenue in this market is anticipated to grow at an annual growth rate (CAGR 2024-2028) of 11.37%, resulting in a market volume of US\$572.70m by 2028. With a population of over 160 million people, there is a substantial demand for medical equipment to support healthcare facilities across the country.

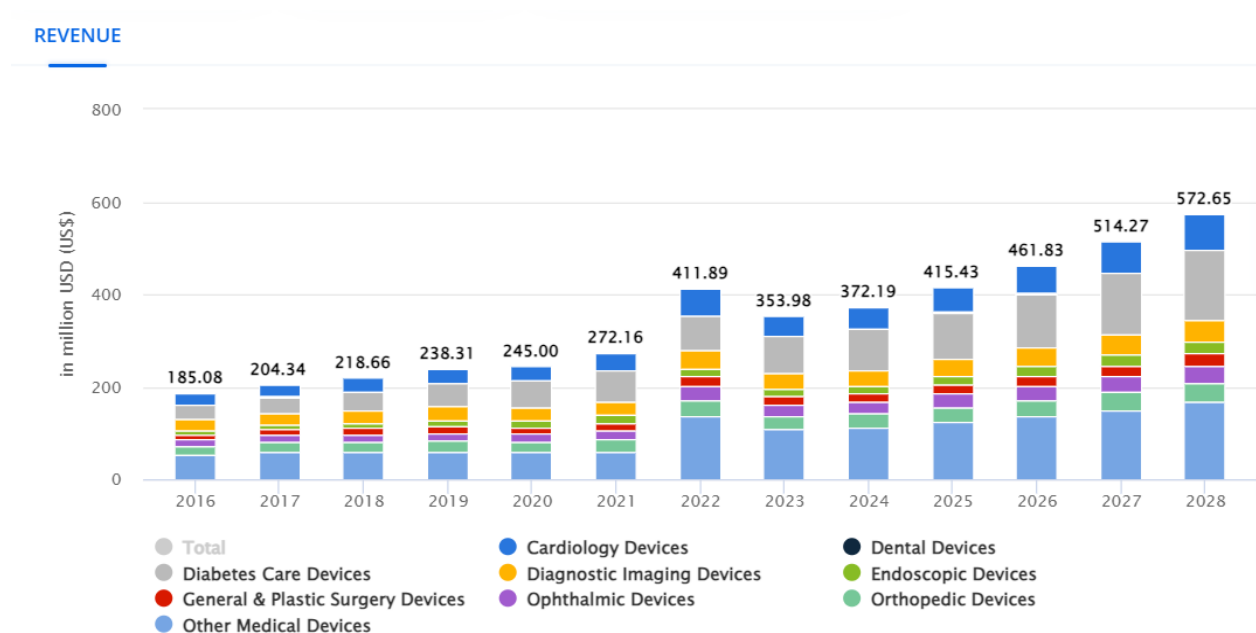


Figure 5 Revenue model of the medical equipment devices

3.1.1 Growth Factors

Rising Healthcare Expenditure: Increased government spending on healthcare and rising disposable income have led to higher healthcare expenditure in Bangladesh. This has resulted in greater demand for medical equipment and devices.

Healthcare Infrastructure Development: The government of Bangladesh has been investing in the growth of healthcare infrastructure, including hospitals, clinics, and diagnostic centers, which has driven the demand for medical equipment.

Technological Advancements: Advances in medical technology have led to the introduction of more advanced and innovative medical equipment in the market, stimulating demand for newer products.

Growing Healthcare Awareness: With improving healthcare awareness among the population, there is a growing demand for quality healthcare services, including access to modern medical equipment.

COMPARABLE ESTIMATES - MEDICAL TECHNOLOGY (WORLDWIDE)

 in trillion USD (US\$)

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
*Statista	0.40	0.42	0.45	0.47	0.46	0.52	0.57	0.58	0.61	0.64
EvaluateMedTech		0.41								

Figure 6 Cost estimates in worldwide medical technology

Increasing Incidence of Diseases: The rising prevalence of chronic diseases and the aging population have created a greater need for diagnostic and treatment equipment.

3.1.2 Market Trends

In the ever-evolving landscape of healthcare, market trends serve as guiding beacons, shaping industry dynamics and consumer preferences.

- **Change towards Digital Health:** There is a growing trend towards digital health solutions, including telemedicine, remote patient monitoring, and digital diagnostics, driving the demand for related equipment.
- **Emphasis on Preventive Healthcare:** Increasing awareness about preventive healthcare measures is leading to the adoption of screening and diagnostic equipment for early detection of diseases.
- **Demand for Quality and Affordable Equipment:** There is a strong demand for high-quality medical equipment at affordable prices, especially in rural areas and smaller healthcare facilities.

3.1.3 Future Outlook

The medical equipment distribution industry in Bangladesh is expected to continue growing steadily in the approaching years, motivated by factors such as population growth, urbanization, and increasing healthcare needs. Continued government investments in healthcare infrastructure and technology are likely to further fuel the growth of the industry. The acceptance of digital health solutions and the focus on preventive healthcare are expected to shape the future direction of the industry. Overall, the medical equipment distribution industry in Bangladesh presents noteworthy opportunities for growth and investment, driven by the country's evolving healthcare landscape and growing demand for quality healthcare services.

3.2 Healthcare Industry in Bangladesh

The inception of the medical equipment distribution industry in Bangladesh can be traced back to the country's increasing healthcare needs and the growing demand for modern medical technology. As the healthcare sector expanded, there was a growing requirement for access to advanced medical equipment and devices to meet the needs of hospitals, clinics, and other healthcare facilities.

The industry began to take shape with the emergence of companies specializing in the importation, distribution, and sale of medical equipment from international manufacturers. These companies played a crucial role in bridging the gap between Bangladesh's healthcare sector and global advancements in medical technology.

UniTrade Multi Corporation Ltd... entered the medical equipment distribution industry in Bangladesh in 2012, contributing to the sector's growth and providing healthcare facilities with reliable access to high-quality medical products from renowned global manufacturers.

3.3 Analysis of Product Revenue Distribution in UniTrade Multi Corporation Ltd.

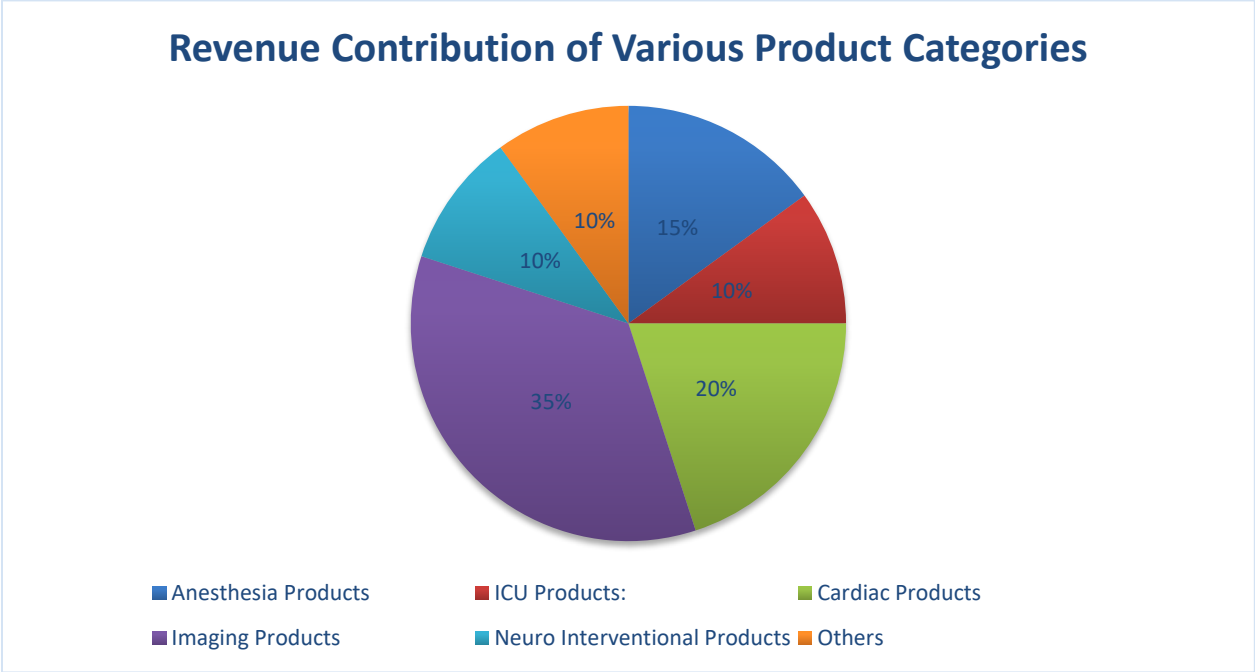


Figure 7 Analysis of product revenue distribution in UniTrade Multi Corporation Ltd.

The pie chart visually represents the revenue contribution of various product categories, including Anesthesia Products (15%), ICU Products (10%), Cardiac Products (20%), Imaging Products (25%), Neuro Interventional Products (15%), and Others (15%). This analysis offers valuable insights into the company's revenue streams and highlights the significance of each product category in UniTrade's overall business performance.

3.4 SWOT Analysis

SWOT analysis is a strategic planning tool used to recognize and assess the Strengths, Weaknesses, Opportunities, and Threats involved in a business venture or project. It involves assessing the internal and external factors that can influence the success or failure of a business. Here is the SWOT Analysis for UniTrade Multi Corporation Ltd.

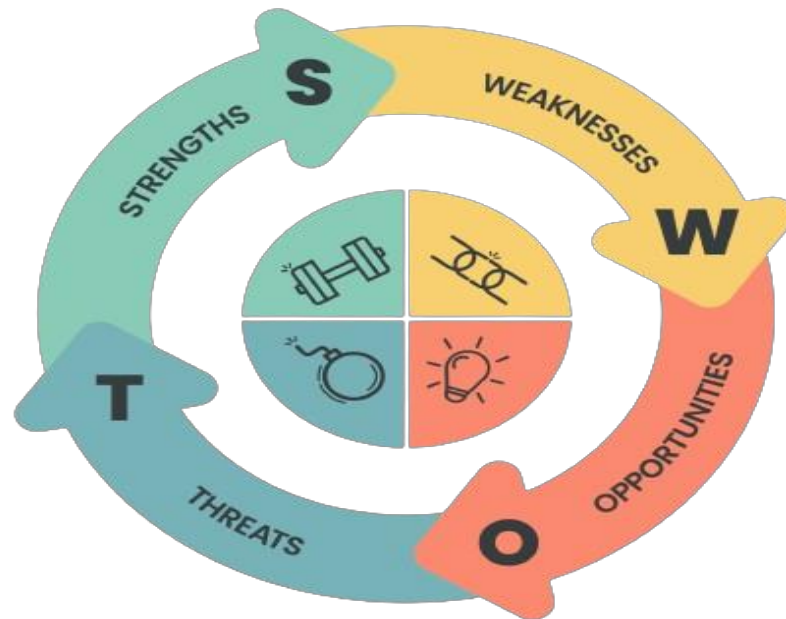


Figure 8 SWOT Analysis of UniTrade Multi Corporation Ltd.

- i. **Strengths:** Strengths are the internal positive attributes of the organization, such as its resources, capabilities, and competitive advantages. By recognizing strengths, businesses can leverage them to capitalize on opportunities and overcome challenges. Strengths of UniTrade Multi Corporation are described below:
 - **Established Market Presence:** UniTrade Multi Corporation Ltd. has been operating since 2011 and has become a market leader in various product groups within the medical equipment import and distribution sector in Bangladesh.
 - **Experienced Management:** The company was founded by professionals with extensive experience in multinational organizations, providing strong leadership and strategic direction.

- **Well-Trained Sales and Service Team:** UniTrade has invested in a well-trained and qualified sales and service team, ensuring satisfactory support to customers and enhancing the company's reputation for quality service.
 - **Strong Distribution Network:** With a presence in almost all major markets of Bangladesh, UniTrade benefits from a robust distribution network, enabling efficient marketing, sales, and distribution of international products.
- ii. Weaknesses:** Weaknesses are internal factors that delay the organization's performance and competitiveness. Conducting a SWOT analysis helps in pinpointing areas of improvement, such as inefficient processes, lack of resources, or skill gaps, which need to be addressed to enhance the overall effectiveness of the business. Weaknesses of UniTrade Multi Corporation Ltd. are given below:
- **Dependency on International Suppliers:** UniTrade's reliance on international suppliers for its product portfolio may expose it to risks such as supply chain disruptions, currency fluctuations, and changes in import regulations.
 - **Limited Product Diversification:** The company's focus on specific therapeutic areas and business sectors may limit its ability to diversify its revenue streams and mitigate risks associated with fluctuations in demand or market trends.
 - **Opportunities:** Opportunities refer to external factors in the business environment that can be leveraged to achieve growth and success. By identifying opportunities, organizations can change policies to capitalize on emerging trends, market developments, technological advancements, or untapped customer segments. The opportunities of UniTrade Multi Corporation Ltd. are:
 - **Expansion of Product Portfolio:** UniTrade could explore opportunities to expand its product portfolio by introducing new medical equipment and devices to address emerging healthcare needs in Bangladesh.
 - **Geographical Expansion:** There may be opportunities for UniTrade to expand its presence beyond Bangladesh into neighboring countries, leveraging its established reputation and distribution network.
- iii. Threats:** Threats are external factors that pose risks or challenges to the organization's performance and sustainability. These may include intense competition, changing market dynamics, regulatory changes, economic uncertainties, or disruptive technologies. Through

SWOT analysis, businesses can anticipate threats and develop contingency plans to mitigate their impact. The threats that UniTrade Multi Corporation Ltd. might face are described below:

- **Competitive Pressure:** Intensifying competition in the medical equipment import and distribution sector could impact UniTrade's market share, pricing, and profitability.
- **Regulatory Challenges:** Changes in import regulations, quality standards, or pricing policies may pose challenges for UniTrade's operations and market access. Acquiescence with evolving regulations is essential to mitigate risks.
- **Economic Uncertainty:** Economic instability, currency fluctuations, and inflationary pressures could affect consumer purchasing power and demand for medical equipment, impacting UniTrade's sales and profitability.

3.5 Porter's 5 forces

Porter's Five Forces analysis provides a framework for assessing an industry's competitive environment. Following is how UniTrade multi corporation Ltd. was analyzed using Porter's Five Forces:

- i. **Threat of New Entrants:** The medical equipment imports and distribution industry in Bangladesh is attractive due to the country's rising healthcare sector. UniTrade Multi Corporation Ltd. being a leading distributor, faces the threat of new entrants looking to capitalize on this growth.
 - **Barriers to Entry:** UniTrade benefits from significant barriers to entry and they are given below:
 - **High Capital Requirements:** Establishing a distribution network requires substantial investment in infrastructure, logistics, and inventory.
 - **Regulatory Approvals:** Compliance with regulations from the Bangladesh Directorate General of Drug Administration (DGDA) and other regulatory bodies is necessary, which can be time-consuming and expensive.
 - **Established Relationships:** UniTrade has longstanding relationships with international suppliers such as Terumo Microvention and Medtronic, making it difficult for new entrants to secure similar partnerships.

- **Brand Recognition:** UniTrade's reputation and brand recognition within the industry act as a barrier for new competitors.
- ii. **Bargaining Power of Suppliers:** UniTrade relies on international suppliers for its medical equipment, including BPL Medical Technologies, DRTECH, and others. The bargaining power of these suppliers can impact UniTrade's productivity and operations.
- **Supplier Concentration:** The medical equipment industry is characterized by a few dominant suppliers, such as BPL Medical Technologies and Medtronic. This concentration can give suppliers significant bargaining power.
 - **Switching Costs:** Switching suppliers may involve significant costs for UniTrade in terms of reestablishing relationships, logistics, and potential disruptions to the supply chain.
 - **Product Differentiation:** Suppliers offer differentiated products and technologies, giving them leverage in negotiations.
 - **Impact on UniTrade:** The bargaining power of suppliers is moderate. While UniTrade relies on these suppliers for high-quality products, its established relationships and volume purchases may provide some negotiation leverage.
- iii. **Bargaining Power of Buyers:** UniTrade's customers, including hospitals, clinics, and diagnostic centers, have varying degrees of bargaining power.
- **Buyer Concentration:** While specific buyers may have limited bargaining power, collective purchasing groups or large hospital networks can exert noteworthy influence on pricing and terms.
 - **Product Importance:** Medical equipment is essential for healthcare providers, giving them, some leverage in negotiations. However, the quality and reliability of UniTrade's products may mitigate this power.
 - **Switching Costs:** Switching suppliers may involve costs and disruptions for buyers, particularly if they are satisfied with UniTrade's products and services.
- iv. **Threat of Substitutes:** While medical equipment has limited substitutes, UniTrade faces potential competition from alternative products and technologies.
- **Substitute Availability:** While there are few direct substitutes for medical equipment, there may be alternatives such as refurbished equipment or lower-cost generic brands.
 - **Price Sensitivity:** Buyers may consider cheaper alternatives, especially in cost-conscious markets or for less critical equipment.

- **Quality and Performance:** UniTrade's focus on high-quality products and reliable service may mitigate the threat of substitutes to some extent.

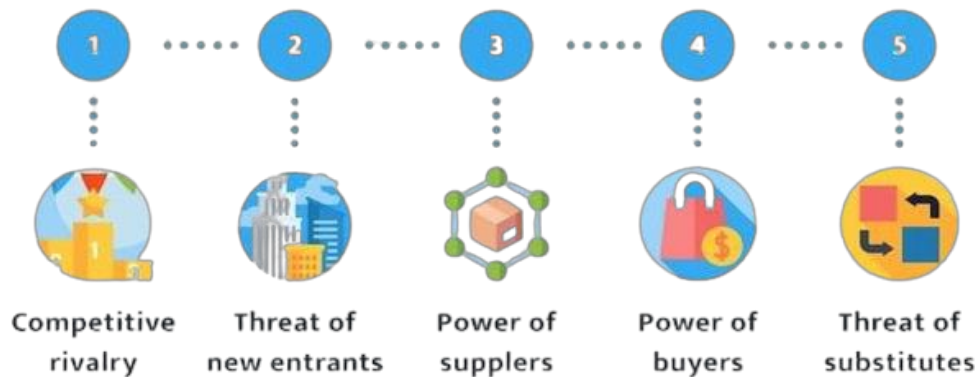


Figure 9 Porter's five forces model analysis on UniTrade Multi Corporation Ltd.

- v. **Competitive Rivalry:** UniTrade faces competition from both domestic and international distributors of medical equipment, including Victor Trading Corporation, UniMed UniHealth, and Meditech.
 - **Industry Growth:** The medical equipment distribution industry in Bangladesh is growing, attracting new competitors and intensifying competition.
 - **Market Share:** UniTrade holds a significant market share due to its established presence and strong relationships with suppliers and customers.
 - **Product Differentiation:** Competitors may offer similar products, but UniTrade's focus on quality, reliability, and after-sales service can differentiate it from competitors.
 - **Barriers to Exit:** Exiting the market may involve significant costs, such as liquidating inventory or terminating contracts, which can discourage competitors from leaving the industry.

3.6 PESTLE Analysis

PESTLE analysis, is a strategic tool used to evaluate the external macro-environmental factors that can influence an organization's performance and decision-making. The acronym stands for Political, Economic, Sociocultural, Technological, Legal, and Environmental factors. The PESTLE Analysis of UniTrade Multi Corporation Ltd. are given below:

- i. **Political Factors:** These refer to the impact of government policies, regulations, and political stability on business operations. Political factors include taxation policies, trade tariffs, government stability, regulatory frameworks, and political ideologies. Changes in political landscapes can impact businesses, affecting areas such as market access, investment opportunities, and regulatory compliance.
 - **Stable Government Policies:** Bangladesh has a stable political environment, which is conducive to business operations. However, changes in government policies related to healthcare, import regulations, or taxation could impact UniTrade's operations and profitability.
- ii. **Economic Factors:** Economic factors incorporate the broader economic conditions that affect business operations and consumer behavior. This includes factors such as economic growth rates, inflation, exchange rates, unemployment rates, interest rates, and fiscal policies. Economic trends can influence consumer spending patterns, business investments, market demand, and overall business profitability.
 - **Economic Growth:** Bangladesh has experienced robust economic growth in recent years, leading to increased demand for healthcare services and medical equipment. However, economic fluctuations, inflation, and currency devaluation could affect consumer purchasing power and impact UniTrade's sales and profitability.
 - **Import Regulations:** Changes in import regulations, tariffs, or duties could affect the cost of importing medical equipment, potentially impacting UniTrade's pricing and profit margins.
- iii. **Social Factors:** Sociocultural factors relate to societal values, norms, lifestyles, demographics, and cultural influences that shape consumer preferences and behavior. This includes factors such as population demographics, social attitudes, cultural trends, lifestyle changes, consumer behaviors, and social values. Understanding sociocultural dynamics

helps businesses tailor their products, services, and marketing strategies to meet the needs and preferences of diverse consumer segments.

- **Healthcare Needs:** Bangladesh's growing population and increasing awareness of healthcare issues contribute to rising demand for medical equipment and devices. UniTrade can capitalize on this trend by offering a wide range of high-quality products to meet diverse healthcare needs.
 - **Changing Demographics:** An aging population may lead to increased demand for medical devices and equipment related to elderly care, rehabilitation, and chronic disease management.
- iv. **Technological Factors:** Technological factors encompass the influence of technological advancements and innovation on business operations and industry landscapes. This comprises factors such as technological innovation, research and development (R&D) activities, automation, digitalization, and disruptive technologies. Technological advancements can generate new opportunities for businesses, advance operational efficiency, and transform industry dynamics.
- **Advancements in Medical Technology:** Rapid advancements in medical technology present opportunities for UniTrade to introduce innovative products to the market, enhancing its competitive edge and meeting evolving customer needs.
 - **Digitalization:** Digitalization in healthcare, such as electronic medical records and telemedicine, may create opportunities for UniTrade to offer complementary products or services.
- v. **Legal Factors:** Legal factors refer to the legal and regulatory framework within which businesses operate. This includes laws, regulations, government policies, industry standards, and acquiescence requirements. Legal factors cover areas such as consumer protection laws, employment regulations, health and safety standards, intellectual property rights, and environmental regulations. Adhering to legal requirements is vital for businesses to avoid legal risks and ensure compliance with applicable laws.
- **Regulatory Compliance:** UniTrade complies with various regulations and standards related to the import, distribution, and sale of medical equipment in Bangladesh. Changes in regulations regarding product quality, safety standards, or licensing requirements could impact UniTrade's operations.



Figure 10 PESTLE Analysis of UniTrade Multi Corporation Ltd.

- vi. **Environmental Factors:** Environmental factors relate to the environmental considerations that influence business activities and sustainability. This includes factors such as climate change, environmental regulations, sustainability initiatives, resource scarcity, and ecological trends. Businesses need to assess their environmental impact, adopt sustainable practices, and address environmental concerns to mitigate risks and ensure long-term sustainability.
- **Sustainability:** UniTrade may face increasing pressure to adopt environmentally sustainable practices in its operations, such as reducing waste, energy consumption, and carbon emissions. This could involve selecting eco-friendly products and packaging materials.

3.7 Competitors of UniTrade Multi Corporation Ltd.

UniTrade Multi Corporation Ltd., a key player in Bangladesh's healthcare sector, has established itself as a leading importer and distributor of medical devices. With a focus on delivering high-quality healthcare solutions, UniTrade has garnered a strong reputation for reliability and innovation in the industry. As we delve into the competitive landscape, it's essential to recognize the formidable competitors that shape the dynamics of the market.



Victor Trading Corporation: Established in 2012, Victor Trading Corporation is a distributor of medical diagnostic equipment and reagents in Bangladesh. It serves as the authorized distributor of "Erba Mannheim" from Germany, providing diagnostic healthcare support to over 400 customers nationwide.



UniMed UniHealth: Since its inception in 1997, UniMed UniHealth has been a pioneer in introducing life-saving and innovative pharmaceutical products to Bangladesh. Partnering with pharmaceutical companies like Grunenthal, Biotest, Abbott, Janssen, and Vifor.



Meditech: Established in 1983, Meditech is a supplier of electro-medical equipment and accessories in Bangladesh. Offering a wide range of products including X-ray machines, ECG machines, ultrasound machines, OT lights, OT tables, baby incubators, baby warmers, country.

3.8 Competitive Analysis of UniTrade Multi Corporation Ltd.

As we venture into the realm of competitive analysis, the attention falls on UniTrade Multi Corporation Ltd., a prominent player in Bangladesh's healthcare industry. With its focus on importing and distributing medical devices, UniTrade has carved out a niche for itself in the market. By examining its competitive landscape, we aim to unravel the factors that contribute to its success and distinguish it from its peers in the industry.

Aspect	UniTrade Multi Corporation Ltd...	Victor Trading Corporation	UniMed UniHealth	Meditech
Pricing	Offers competitive pricing with flexible payment options.	Pricing may vary depending on the brand and product.	Offers premium pricing due to the quality and innovation of products.	Offers competitive pricing across a wide range of products.
Delivery	Ensures prompt delivery of products nationwide with efficient logistics.	Provides reliable and timely delivery to over 400 customers across Bangladesh.	Ensures timely delivery of pharmaceutical products to various regions in Bangladesh.	Offers efficient delivery services for medical equipment and accessories to hospitals and clinics.
After Sales Service	Offers comprehensive after-sales support with dedicated customer service team.	Provides excellent after-sales service with technical support and maintenance services.	Provides ongoing support and assistance to healthcare providers regarding product usage and effectiveness.	Offers prompt and efficient after-sales service including technical support and repairs.

Product Range	Offers a diverse range of medical equipment and devices from reputable international brands.	Specializes in medical diagnostic equipment and reagents from "Erba Mannheim" Germany.	Specializes in life-saving pharmaceutical products from renowned global companies.	Offers a wide range of electro-medical equipment and accessories for hospitals and clinics.
Quality	Ensures high-quality products sourced from trusted manufacturers.	Ensures high-quality diagnostic solutions with products from "Erba Mannheim."	Ensures quality pharmaceutical products from reputable international partners.	Offers high-quality medical equipment and accessories compliant with international standards.

Table 2 Competitive Analysis of UniTrade Multi Corporation Ltd.

Based on the competitive analysis, UniTrade Multi Corporation Ltd. stands out for its competitive pricing, prompt delivery, comprehensive after-sales service, and diverse range of high-quality products sourced from trusted manufacturers. While its competitors specialize in specific areas such as medical diagnostics and pharmaceuticals, UniTrade offers a broader range of medical equipment and devices, catering to the diverse needs of healthcare providers across Bangladesh. Additionally, UniTrade's commitment to quality, reliability, and customer satisfaction positions it as a preferred choice for healthcare facilities in the country.

Chapter Four

Description of Main Duties

4 Description of main duties

This chapter primarily focuses on relevant information about my internship at UniTrade Multi Corporation Ltd. Here, I aim to highlight the duration of the internship, details about the business and departments, interactions with employees, as well as job titles and assigned duties.

4.1 Types of recurring tasks completed during the internship

I've been appointed as an intern in the sales and marketing department at UniTrade Multi Corporation Ltd. Since joining, I've had several months, each with its own set of responsibilities. In addition to preparing various reports, my duties included conducting market research, analyzing customer data, and assisting with the development of marketing campaigns.

During my internship at UniTrade Multi Corporation Ltd. I was involved in various recurring tasks and projects within the Sales and Marketing Department. Here's a breakdown of my responsibilities:

- **Inventory Management**

Updated Microsoft Excel spreadsheets with obtained data to maintain updated records of inventory.

Checked inventory levels regularly to ensure we had enough stocks of products, including Intensive Care Unit products, Imaging products, and Cardiac products.

- **Meeting Coordination**

Updated the Google Calendar with new meeting schedules with customers and within the sales team.

Used email to plan meetings with clients alongside the sales team, arranging convenient times to discuss potential partnerships or address any concerns they may have.

- **Product Checklist and Delivery Updates**

Worked on the product checklist during the arrival of newly arrived products to ensure all items were accounted for.

Updated Microsoft Excel after the successful delivery of the Intensive Care Unit products, Imaging products, and Cardiac products to maintain updated records of inventory.

- **Sales Training and Analysis**

Joined sales training sessions to improve my skills and understanding of sales techniques.

Analyzed sales data to identify trends and opportunities for improvement in sales strategies.

In order to fulfill these tasks, I had to use software. Those are mentioned:

below;

- MS Excel
- MS Word
- Canva
- MS PowerPoint

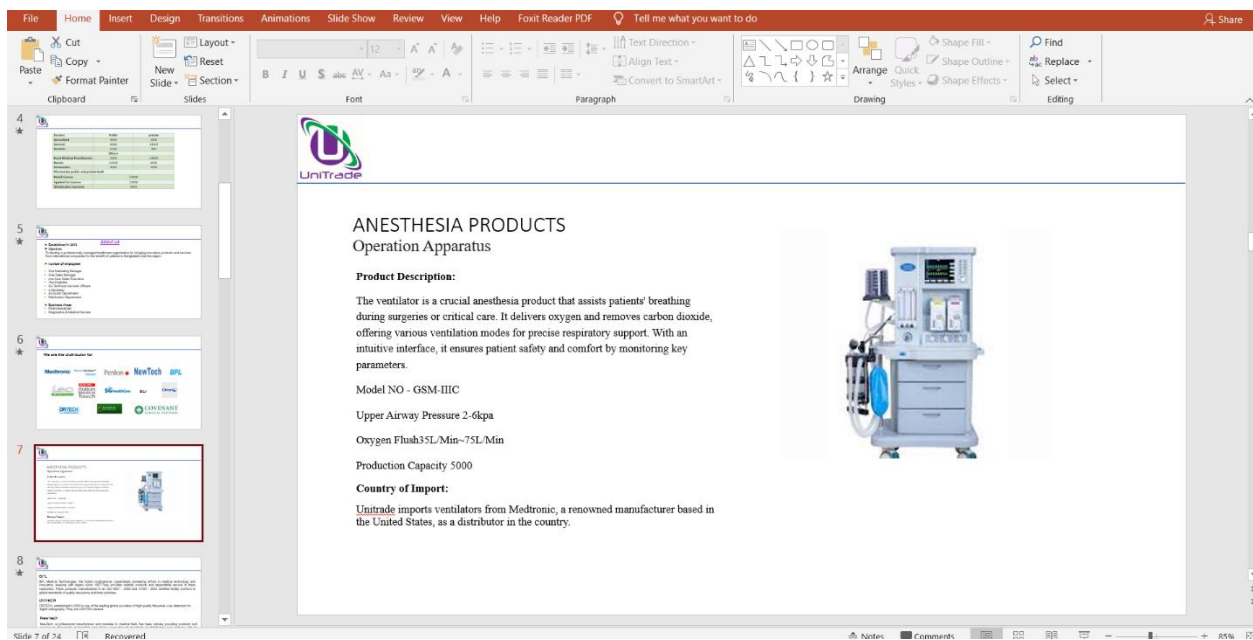


Figure 11 My work on the sales catalogue during my Internship

Through these tasks and projects, I gained valuable experience in inventory management, meeting coordination, product checklist management, and sales analysis. This internship at UniTrade Multi Corporation Ltd. provided me with practical insights into the sales and marketing operations of an importer and distributor, enhancing my skills and preparing me for future career opportunities in the field.

4.2 Working Conditions and Functions

UniTrade Multi Corporation Ltd. provided me with the opportunity to intern at their company. UniTrade is a leading business involved in various sectors, including healthcare, medical devices, and pharmaceuticals, operating in Bangladesh.

- My internship lasted for three months, starting from January 10, 2023, and concluding on April 10, 2023. The internship site was located at Address: 2/5, Humayun road (2" Floor), Block-B, Mohammadpur, Dhaka-1207, Bangladesh.
- During my internship, my working hours were from 10:00 AM to 5:00 PM, with a one-hour break for lunch.
- I worked five days a week, with Fridays and Saturdays as off days.

4.3 Difficulties and Challenges

During my internship at UniTrade Multi Corporation Ltd. I encountered several challenges, including:

- **Non-familiarity with Products:** As a newcomer, I was not initially familiar with the wide range of products offered by UniTrade. It took time to grasp the details and specifications of each product, which sometimes slowed down my progress in completing tasks.
- **Adaptation to Corporate Culture:** Adjusting to the corporate culture and norms of UniTrade was initially challenging. Understanding the company's policies, procedures, and communication channels required time and effort.
- **Technical Knowledge Gap:** Some tasks required a deeper understanding of technical concepts related to healthcare and medical devices, which I lacked initially. Acquiring this knowledge took extra effort and time.

4.4 Experiences that I have gained throughout my internship period

Throughout my internship at UniTrade Multi Corporation Ltd. I gained valuable experiences that will serve as a foundation for my future career in the corporate world. Here are some of the key learnings:

- **Technical Skills Development:** During my internship, I honed my technical skills by using various software tools essential for the Sales and Marketing Department. I became proficient in Microsoft Word, PowerPoint, and Excel, which were crucial for creating presentations, reports, and analyzing data. Additionally, I learned to use Canva for designing marketing materials, enhancing my creativity and graphic design abilities.
- **Interpersonal Skills Enhancement:** Engaging with colleagues, clients, and vendors allowed me to improve my communication and interpersonal skills. I gained confidence in conducting phone calls, negotiating with vendors, and presenting ideas effectively. These interactions helped me build relationships and collaborate more effectively within the team.
- **Personal Growth:** My internship at UniTrade provided me with significant personal growth, transitioning from a student to a professional environment. I learned about the company culture, work ethics, and industry dynamics, which expanded my perspective on corporate life. It was a transformative experience that prepared me for the challenges and opportunities in the corporate world.

Chapter Five

Analysis of Internship Site

5. Analysis of Internship Duties at UniTrade Multi Corporation Ltd.

During my internship at UniTrade Multi Corporation Ltd. I analyzed the company's operations at various levels: company level, market level, and professional level

5.1 Company Level Analysis for UniTrade Multi Corporation Ltd.

During my internship at UniTrade Multi Corporation Ltd. I observed several internal processes that were both effective and inefficient. Here's a breakdown of my analysis:

5.1.1 Efficient Processes

UniTrade Multi Corporation Ltd. a prominent importer and distributor in the healthcare and medical devices industry, has implemented several effective procedures within its Sales and Marketing Department:

- **Market Research:** The department considers market research essential for understanding client needs, preferences, and trends. Various techniques such as surveys, data analysis, and industry reports are utilized to gather market data, enabling the department to select products that meet consumer demand.
- **Product Selection:** UniTrade collaborates with international suppliers to select high-quality products that align with market demand and regulatory requirements. The department evaluates product features, pricing, and market competitiveness to ensure the best offerings for its customers.
- **Distribution Strategy:** UniTrade focuses on efficient distribution channels to ensure timely delivery of products to its clients. By working closely with logistics partners and leveraging technology, the company optimizes its supply chain to meet customer needs effectively.
- **Customer Relationship Management:** UniTrade places a strong emphasis on building and maintaining relationships with its clients. The Sales and Marketing Department provides personalized support, addresses customer queries promptly, and offers after-sales service to ensure customer satisfaction and loyalty.
- **Pricing Strategy:** The department adopts a competitive pricing strategy by analyzing market trends and competitor pricing. UniTrade ensures that its pricing remains attractive to customers while maintaining profitability and competitiveness in the market.

Overall, UniTrade Multi Corporation Ltd. effectively manages its sales and marketing processes to meet customer needs and drive business growth.

5.1.2 Inefficient Processes

Despite its strengths, UniTrade Multi Corporation Ltd. faces several challenges that hinder the efficiency of its Sales and Marketing Department:

- **Dependency on International Suppliers:** UniTrade's reliance on international suppliers may expose it to risks such as supply chain disruptions, currency fluctuations, and changes in import regulations. This dependency can impact product availability and pricing stability.
- **Inventory Management:** Managing inventory levels and ensuring product availability can be challenging, especially for imported goods with long lead times. UniTrade needs to optimize its inventory management processes to minimize stockouts and excess inventory.
- **Brand Awareness:** Unlike manufacturers, UniTrade may face challenges in building brand awareness and differentiation in the market. The company needs to participate in marketing efforts to promote its brand and products effectively among its target audience.
- **Limited Control Over Product Quality:** As an importer, UniTrade may have limited control over the quality of products obtained from international suppliers. Ensuring consistent product quality and compliance with regulatory standards is essential to maintain customer trust and satisfaction.

Despite these challenges, UniTrade Multi Corporation Ltd. has the opportunity to overcome them through strategic planning, effective partnerships, and continuous improvement initiatives in its sales and marketing operations.

5.2 Market Level Analysis for UniTrade Multi Corporation Ltd.

UniTrade Multi Corporation Ltd. operates in a competitive market environment, competing with both domestic and international players in the healthcare and medical devices industry. Here's an analysis of the market level perspective:

- **Strong Supplier Relationships:** UniTrade maintains strong relationships with international suppliers of medical devices, ensuring access to high-quality products. This

enables the company to offer a diverse range of medical devices to healthcare facilities and consumers.

- **Robust Distribution Network:** UniTrade has established a robust distribution network across Bangladesh, facilitating the efficient delivery of medical devices to hospitals, clinics, and pharmacies. This ensures timely access to medical equipment and enhances customer satisfaction.
- **Growth in Healthcare Sector:** The growing demand for medical devices, especially in light of global health crises like the COVID-19 pandemic, boons opportunities for UniTrade to increase its market share and revenue. The company's focus on supplying essential medical equipment positions it well to capitalize on this growth.
- **Emphasis on Research and Development:** UniTrade invests in research and development to innovate its product line and stay ahead of competitors. By introducing new and advanced medical devices, the company can meet the evolving needs of healthcare providers and improve patient care.
- **Strong After-Sales Support:** UniTrade provides excellent after-sales support for its medical devices, including maintenance, repairs, and training for healthcare professionals. This commitment to customer service enhances customer satisfaction and trustworthiness, contributing to the company's success in the market.

5.3 Professional Level Analysis for UniTrade Multi Corporation Ltd.

From a professional viewpoint, my internship experience at UniTrade has meaningfully contributed to my career development. Here are the key insights:

- **Career Path Exploration:** My internship at UniTrade has provided me with exposure to the healthcare industry, particularly in sales and marketing of medical devices. This experience has sparked my interest in pursuing a career in healthcare procurement or sales, leveraging the skills and knowledge I gained during my internship.
- **Technical Skills Enhancement:** Throughout my internship, I utilized various software tools including Microsoft Word, PowerPoint, and Excel. These experiences have enhanced my proficiency in these applications, making me more adept at data analysis, report generation, and presentation development.

- **Academic Relevance:** My academic background in business and technology management has been directly applicable to my internship at UniTrade.
- **Practical Experience:** During my internship, I engaged in tasks that required manual work such as data entry, report preparation, and analysis using Excel. These hands-on experiences have provided me with valuable practical skills and a deeper understanding of the healthcare sector.

Overall, my internship at UniTrade has been instrumental in enhancing my technical skills, aligning with my academic background, and providing me with valuable insights into the healthcare industry.

Chapter Six

Recommendations and Conclusion

6. Recommendations and Conclusion

As the closing remarks of my internship report, I have tried to draw a conclusion on my internship experience and have given some recommendation based on what I thought might help UniTrade Multi Corporation Ltd. even more in the future

6.1 Recommendations

Based on my understanding of UniTrade Multi Corporation Ltd.'s operations and the challenges faced during my internship, here are some recommendations to enhance efficiency and effectiveness:

- **Streamline Manual Processes:** Since UniTrade relies heavily on manual processes, there's a significant opportunity to streamline these processes to improve efficiency. Implementing standardized templates for documentation, such as sales reports and market analysis, can help reduce the time spent on repetitive tasks.
- **Enhance MS Office Skills:** Given the reliance on MS Office tools, providing training and resources to improve employees' MS Office skills can greatly benefit the organization. This includes advanced training in Excel for data analysis, PowerPoint for presentations, and Word for document creation.
- **Invest in Data Management:** As UniTrade deals with a large amount of data, investing in better data management systems and practices can improve decision-making processes. This could involve implementing a centralized database system or improving existing systems for better data organization and accessibility.
- **Improve Communication Channels:** UniTrade can benefit from improving communication channels both internally and externally. Internally, implementing a unified communication platform, such as Microsoft Teams, can facilitate collaboration among team members. Externally, establishing regular communication channels with suppliers and partners can help streamline procurement processes.
- **Develop a Digital Presence:** While UniTrade's operations may be mostly manual, establishing a basic digital presence, such as a professional website or social media profiles, can enhance the company's visibility and credibility in the industry. This can be particularly useful for communicating with potential clients and showcasing product offerings.

- **Focus on Customer Service:** UniTrade can differentiate itself by providing excellent customer service. This includes prompt response to inquiries, personalized support, and efficient and effective resolution of customer issues. Executing a customer relationship management (CRM) system can help track interactions and ensure a consistent level of service.
- **Implement Training Programs:** Develop training programs tailored to the specific needs of UniTrade's sales and marketing teams. These programs should focus on improving product knowledge, sales techniques, and customer service skills to empower employees to perform their roles effectively.
- **Regular Performance Evaluation:** Implement a system for regular performance evaluation to identify areas for improvement and recognize outstanding achievements. This can help motivate employees and ensure that the sales and marketing teams are meeting their targets effectively.

By implementing these recommendations, UniTrade Multi Corporation Ltd. can enhance its operations, improve employee productivity, and better serve its customers in the healthcare industry.

6.2 Conclusion

UniTrade Multi Corporation Ltd., established in 2011 by experienced professionals from multinational organizations, has emerged as a leading importer and distributor of medical devices in Bangladesh. The company specializes in marketing, sales, and distribution of international products, focusing on individual therapeutic areas and business sectors within the healthcare industry. Despite operating in a highly competitive market, UniTrade has successfully carved a niche for itself through its assurance to delivering high-quality products and excellent customer service.

Throughout my internship at UniTrade, I gained valuable insights into the company's operations and the healthcare industry as a whole. From honing technical skills to enhancing interpersonal abilities, the experience has equipped me with the necessary tools for a successful career in the corporate world.

UniTrade's comprehensive marketing strategy encompasses tailored product offerings, competitive pricing, efficient logistics, and personalized promotional activities. These efforts underscore the company's dedication to meeting the specific needs of healthcare providers and ensuring the timely delivery of high-quality products. While facing challenges such as manual processes and limited digital presence, UniTrade is continuously striving for improvement and innovation to stay ahead in the market.

Collaborating with renowned international companies in the healthcare industry, UniTrade ensures that healthcare providers have access to cutting-edge technology and reliable products. The company's contribution to the growth of the healthcare sector in Bangladesh is evident in its efforts to meet the rising demand for medical equipment and devices.

Looking ahead, UniTrade Multi Corporation Ltd. has the opportunity to further strengthen its market position by investing in training programs, digitalization, and customer service enhancements. By leveraging its extensive network and expertise, UniTrade can continue to drive growth and innovation in the healthcare sector, ultimately fulfilling its vision of becoming a trusted partner in improving the quality of life for individuals and communities.

In conclusion, my internship experience at UniTrade has been invaluable, providing me with firsthand insights into the operations of a leading healthcare importer and distributor in Bangladesh. I am grateful for the opportunity to learn and grow alongside a team of dedicated professionals who are committed to excellence and innovation. As I embark on the next phase of my career, I carry with me the lessons learned and experiences gained at UniTrade, which will undoubtedly shape my future endeavors in the corporate world.

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Appendices