

Internship Report
On
The Significance of Supply Chain & Planning of Dhaka Ice
Cream Industries Limited (DIIL) - Polar Ice Cream

An Internship Report Submitted to the Department of Business &
Technology Management in Partial Fulfillment of the
Requirements for the Degree of
BBA in Technology Management

Submitted by

Al Emran
ID: 190061140



Department of Business & Technology Management
Islamic University of Technology

Date of Submission: May 3, 2024

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BBA in Technology Management (TM)**

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Internship Report on

**The Significance of Supply Chain & Planning (Procurement and
Supplier 'Local' Development Activities) of Dhaka Ice Cream
Industries Limited - Polar Ice Cream**



A business concern of

Pandughar

LETTER OF TRANSMITTAL

Date: May 3, 2024

Md. Abdullah Al Mamun
Assistant Professor
Department of Business & Technology Management
Islamic University of Technology

Subject: Submission of Internship Report on Supply Chain & Planning at Dhaka Ice Cream Industries Limited - Polar Ice Cream.

Dear Sir,

Respectfully, I would like to say that after working as a supply chain intern with Polar for three months, I am really pleased to submit my internship report. I found this report to be extremely helpful because it represents my understanding of supply chains and my practical experiences. It brings me great pleasure to offer this document on "Supply Chain & Planning – Procurement and Supplier Development". I have cautiously followed each and every directions you gave and have made my best effort to include as much pertinent information as I have been able to. My goal was to make this writing as much informative as possible.

This experience has offered me a very deep understanding and also the practical knowledge of supply chain practices in the real business scenario. I want to express my gratitude for all of the guidance in assisting me to complete the report. I value your unwavering direction, motivation, and support. I put all of my effort and attention into drafting a report that would be useful. If you find any value or insights in this writing, it would count as a huge accomplishment for me.

Sincerely yours,

Al Emran

ID: 190061140

Department of Business & Technology Management

DECLARATION

I, Al Emran, a student at the Islamic University of Technology's Department of Business & Technology Management, hereby clarify that, while collaborating with Md. Abdullah Al Mamun, an Assistant Professor in the same Department, I independently worked on my internship report, “Supply Chain & Planning” at Polar. I haven't intentionally infringed on anyone's copyright. To the best of my knowledge, the work is genuine. I additionally affirm that the report was not given to any other person or organization in exchange for any sort of certificate.

Al Emran

ID: 190061140

Business & Technology Management

Islamic University of Technology

ACKNOWLEDGEMENT

Alhamdulillah, I am incredibly grateful to the Almighty for giving me the skills I needed to finish my internship. I'm preparing this internship report for Islamic University of Technology (IUT) as a must requirement for my undergraduate degree.

I would like to utilize the opportunity to show my sincere gratitude to Md. Abdullah Al Mamun Sir, my supervisor, an assistant professor of Business & Technology Management Dept. at IUT. Thanks to his blessings, wisdom, and direction, which I am going to follow, I am going to get really far on my way I am going to embark on. Also, he has clearly conveyed a huge interest in my report and helped me throughout the entire process by giving me all the resources I needed to establish a strong framework.

My company supervisor, Md. Masum Rana (Senior Section Manager – Procurement), as well as Syed Imtiaz Hossain (Head of Supply Chain & Planning), Md. Anisur Rahman (Senior Manager – Procurement), Md. Nehal Ahmed (Senior Manager – Commercial), and Md. Khalid Salauddin (Senior Manager - Demand Planning) all actively assisted me in putting up the report. I would want to show them all my utmost gratefulness from the core of my heart for all of their support, guidance, and hands-on training throughout my internship period. Masum Rana Sir was my organizational supervisor during my internship at Polar, therefore we worked together a lot. In all of my duties, he assisted and guided me so politely. I really thank him for helping me in putting up my report and also for introducing me with the work environment, culture, and discipline of the corporate world.

Additionally, I would like to thank the great people at different roles at Polar, such as Shanjida Azizi (Executive – Commercial), Tauhidul Islam (Section Manager - Commercial), and Tanvir Sobhan (Senior Procurement Executive). The fact that they eagerly responded to all of my queries that were so necessary for the report and for my future, as well as the concerns they showed during the internship period, has enhanced the efficacy of my experience as a whole.

My family & friends, many thanks to them, they know what they mean to me.

EXECUTIVE SUMMARY

The primary focus of this research is the procurement & supplier (local) development procedure that was created and run by Polar Ice Cream's Supply Chain & Planning Dept. Polar is the leading ice cream industry in the nation. Polar was initially unveiled and put into service in 1987. In order to supply its consumers a great, unmatched taste and texture, Polar has created over a hundred unique flavors, shapes, and designs throughout the timeframe of the last couple of years. This company's success may be ascribed to its continuous innovation program and its steadfast dedication to offering superior ice cream to Bangladeshi customers.

It has focused on improving both its core capabilities and the lives of its clientele. Polar also imports a lot of its direct and indirect ingredients from possible suppliers to guarantee that the products are of the best of qualities. Nonetheless, they employ domestic raw resources significantly and more frequently than importing the materials by a great margin. The Supply Chain & Planning Dept. is in charge of overseeing the whole procedure of importation and procurement process from local suppliers.

Purchase orders are used by the supply chain to communicate its needs for raw materials to the appropriate vendors. The CS Paper, Price Comparison, PO, vendor development, net workings, QC/QA queries, warehousing, and payments were the most significant activities I participated. The commercial segment asks for CAD papers or a LC, which is a vastly popular and well recognized method for the payment procedure of international transactions in both Bangladesh and Polar. This document also includes a brief summary of the complete procurement and supplier (local) development procedure.

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Chapter 1: Introduction

1.1. Background of the Report

Perfectionism is the result of theory and practice combining with knowledge and learning. Rendering theoretical knowledge into practice leads to its refinement. Although all parties, especially the corporation and the academic institution, have benefited greatly from the "internship" program, the main objective of the program is to educate the pupil and get all of those individuals ready for the upcoming challenges of the business world. This work was completed under the guidance of Asst. Professor Md. Abdullah Al Mamun Sir as part of my prerequisites for a BBA in Technology Management degree.

1.2. Origin of the Paper

I have to submit this report to fulfill the internship course for my BBA in Technology Management degree. I have had access to the most recent data because I have been appointed as an intern in the Supply Chain & Planning Dept. for the corporation for the last three months. As a part of my job, I had to gather data and monitor activities across the complete supply chain structure of the firm (procurement and supplier development). I was granted with the authorization to monitor the actions associated with the investigation of the supplier development and purchasing processes. Md. Masum Rana, my supervisor, assisted and directed me while I was writing the document.

1.3. Report Objectives

- To learn more about Dhaka Ice Cream Industries Limited (DIIL), also known as Polar, and the Pandughar Group.
- To understand the vision, goals, and objectives of the company.
- To comprehend DIIL's procurement & supplier (local) development procedure.
- To get an overview of the whole supply chain & planning process.

1.4. Methodology

The investigation is conducted with great care, from gathering information to presenting the results at the end. This essay recounts my internship program at the Polar Supply Chain & Planning Dept. (Procurement & Supplier 'Local' Development Section) of Pandughar Group. This experience served as the inspiration for the report. I've been using my practical experience and conducting descriptive research for the past three months.

- **Principal Source:** Several conversations with staff members from Polar's various Depts. Moreover, I got the necessary knowledge and info while doing my task.
- **Secondary Source:** A variety of information has been acquired via online platforms, social networking platforms, media sources, and the official websites of Pandughar Group and Polar.

1.5. Limitations

- ❖ There are times when gathering original data creates challenges, particularly in terms of verifying its legitimacy.
- ❖ Because the procurement area is sensitive, managers are worried about interns learning company secrets.
- ❖ It's never easy to get the most accurate image.
- ❖ Time restrictions make it very difficult to learn, comprehend, and recognize the whole procurement and supplier development process.

Chapter 2: Company Overview

2.1. Brief History

Pandughar, a group of affluent business enterprises and development projects with more than 15,000 family members, is currently active in the customer goods, real estate, IT section, dressing's brands, textiles, financial corporates, and import-export oriented agricultural firms. The Pandughar Group (PG) has consistently sought to enhance both the community and the environment in which PG does the business. Improving the lives of the less fortunate residents of the country is the Group's main goal. The Pandughar Group takes great pride in providing top-notch goods and services in each and every of PG's endeavors.

In 1995, the Pandughar Group was founded and started as Urban Design & Development Ltd. This name came from the home region in Cumilla district, Bangladesh which is the source of inspiration of chairman, Mr. Nazim Uddin Ahmed. The knowledge and abilities of Pandughar Group's important personnel are what give it strength. In order to guarantee the company's sustained expansion, the Group possesses a culture where all individuals collaborate and exchange the knowledge and abilities. Through the constant cultivation of a great culture that values its members' abilities sharing and accumulation of information.

Pandughar aims to improve and broaden the range of services it offers the nation. Pandughar is aware of its own influence on people and the environment, and it uses sustainable and ethical techniques to achieve the goal. Pandughar plans to expand its company and launch new ventures in the next few years in an effort to quadruple its family size.

In 1995, South East Textile Ltd. was first introduced. After almost five years, at the beginning period of the twenty first century, in 2000, two of the most vital companies were introduced into the market. Those are: Orbit Tech. Ltd. and Interstoff Clothing Ltd. After only one year, in 2001, there created a revolution in the printing industry when NSN Printing and Packaging Ltd. took part into the business world. After about 24 months of planning Interstoff Apparels Ltd. was introduced as one of the most significant organizations of Pandughar Group.

After doing an effective market research, and also weather forecasting and environment research, for the very first time, Pandughar came with a great idea of introducing an ice cream company named Dhaka Ice Cream Industries Ltd. (DIIL) – Polar. In the year of 2010, South East Textile Ltd.

were introduced as an amazing concern of Pandughar Group. In 2011, two of the most important organizations were shown their existence, those are: Route to Market Int. Ltd. and Pandughar Agro Corporation. Following that year, and one year later, a sister concern of Polar Ice Cream were introduced into the food and beverage market referred to as Dan Cake, widely popular and well recognized in our country, at 2012.

In 2013, Riverstone Capital Ltd. began their journey in the corporate world. 2014 was the year when two of Pandughar's most vital concerns were introduced into the business world. Those are: Rigalo Private Ltd. and Pandughar Agro and Foods Ltd. Then after almost two years of market research, in 2016, Pandughar Hasina Khanom Foundation and after about same passage of time, Auleek Ltd. were started their journey at the year of 2018. In 2021, it got the recognition of a successful journey of a great organization of almost 25+ journey. Now, till this year, it is still remaining enthusiastic.

Reducing its carbon impact is a priority for the Pandughar Group. Each of its facilities includes energy-efficient, ecologically friendly machinery as well as suitable waste-water treatment techniques that draw on other energy sources. Several of the factories are now fueled by locally produced natural gas as a consequence of the Group's concentrated efforts to promote energy and water conservation initiatives. Pandughar continuously conforms to all applicable laws and regulations. It follows the same moral criteria as a responsible corporate citizen. At Pandughar, the group accept the responsibility for the activities as well as respond fast to the stakeholders' requirements.

2.2. Pandugar's Corporate Profile

- ❖ **Company Name:** Pandugar Group
- ❖ **Establishing Year:** 1995
- ❖ **Named after:** Chairman's ancestral village from Cumilla, Bangladesh
- ❖ **Company Status:** Private Ltd.
- ❖ **No. of Members:** 15,000+
- ❖ **Corporate Hear Quarter:** House 43, Road 35 A, Gulshan 2, Dhaka 1212
- ❖ **Telephone:** (+88-02) 984-5183, 984-5061
- ❖ **E-mail:** info@pandugar.com
- ❖ **Website:** <https://pandugar.com/>

2.3. Business Units of Pandughar Group

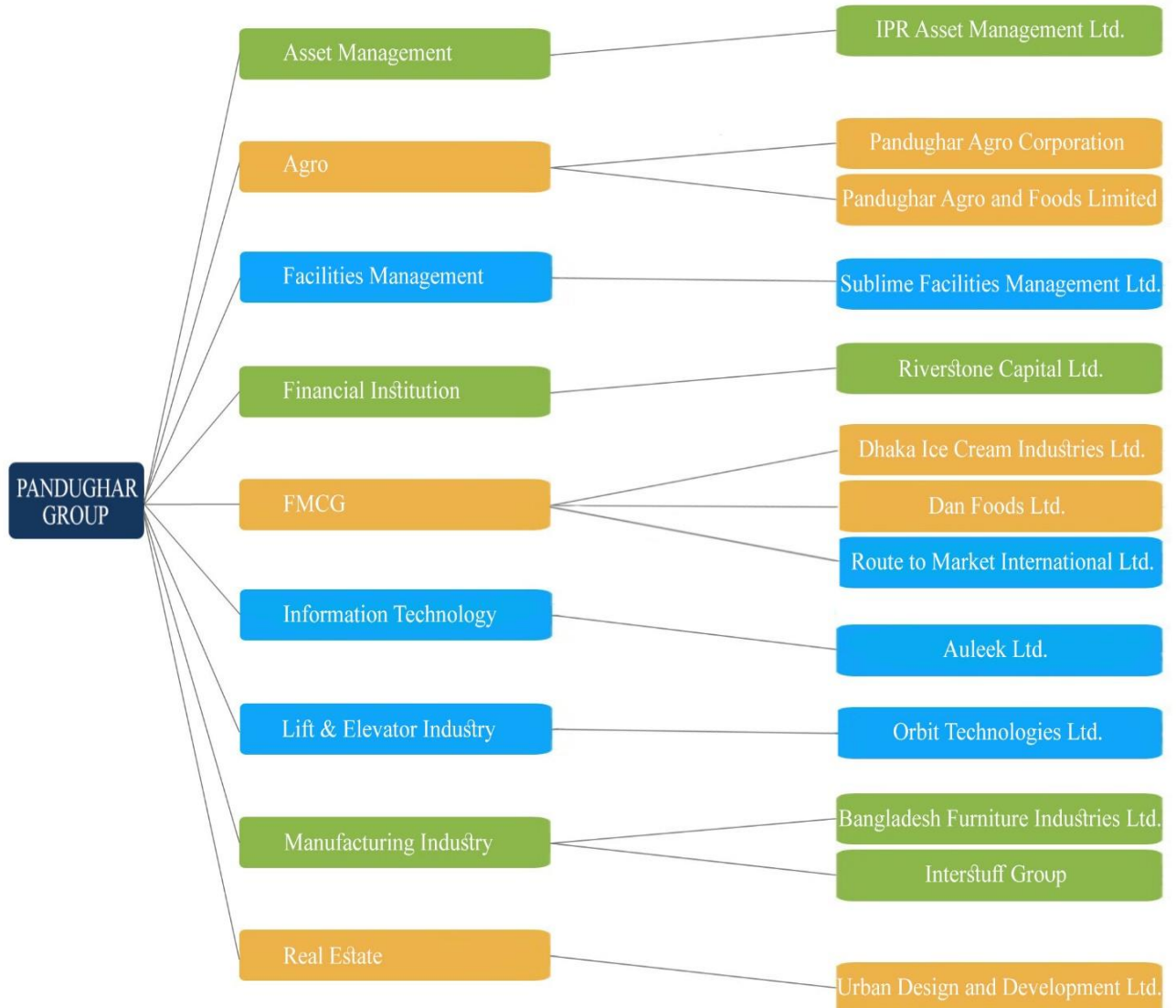


Figure 1: Pandughar Group - SBUs

IPR Asset Management Limited:

On July 7, 2022, IPR Asset Management Ltd., a licensed Asset Mgt. Company, registered with the Bangladesh Securities & Exchange Commission (BSEC). IPR was established by a group of accomplished professionals who wanted to instill the highest level of professionalism in Bangladesh's mutual fund industry.

In order to optimize the returns and reduce the risk factors for clients, the IPR fund managers regularly analyze the market and use sophisticated algorithms and tools to make the investment decisions. It also offers institutional fund mgt. and discretionary portfolio mgt. services. IPR's success is a result of its utilization of moral behavior and a professional method to build its name and the market value.

Pandughar Agro:

Nowadays, Pandughar Agro is happy to convey a scenario that comprises superior open pollinated types and a number of hybrids in each of its significant high-valued vegetable crops, such as brinjal, hot peppers, carrots, okra, cabbage, and cauliflower. Pandughar Agro contacts with the farmers via its extensive network of dealers and distributors, even though it is run completely independently by a group of competent, resilient, and productive workers. When conducting trials, the research & development, brand management, and product & service development depts. work together to have a great outcome.

Sublime Facilities Management Limited:

A facilities mgt. firm, Sublime Facilities Mgt. Ltd. was established in 2007. The company has been offering professional cleaning services since 2019. Furthermore, Sublime Facilities Mgt. Ltd. is an expert in providing MEP maintenance and repair, property mgt., and additional support services. Among the clients of Sublime Facilities Mgt. Ltd., there are reputable Bangladeshi businesses like Urban Design & Development Ltd., Concord Real Estate, Bhuiyan Academy, Runner Group, Renaissance Group, Duronto TV, SSG, and others. Under the direction of two retired Army

commanders, Sublime maintains a controlled workplace that ensures the satisfaction and safety of its clients.

Riverstone Capital Limited:

Riverstone Capital Ltd. is a registered as well as regulated merchant institution with its main office located in our country. The Bangladesh Securities and Exchange Com. has granted Riverstone Capital Ltd. a license to carry out merchant banking & portfolio mgt. activities in accordance with the Merchant Banking & Portfolio Mgt. Rules of 1996. Business operations were began in the month February 2015. With over 50 years of combined expertise in Bangladesh, the bankers on the Riverstone Deal Unit have sourced and completed more than 2 billion USD in multiple currencies for borrowers from Bangladesh. The biggest two advisories in Bangladeshi history have also been issued by them. Together with its international partners, Riverstone dominates the financial advising sector in Bangladesh. Riverstone Capital Ltd. acts as an arranger and financial advisor to help businesses, public sector organizations, and financial institutions raise debt as well as equity funding not only locally but also from abroad. The firm facilitates local syndicated loans and bonds, handle initial public offering issues, arrange cross-border private equity, and arrange financing backed issues by export credit/multilateral agencies and export credit. In addition to providing the capital stock, Riverstone also acts as advisors for mergers as well as acquisitions, project finance consulting, also corporate finance tactics to help businesses reach their goals. For astute financiers, Riverstone Capital Ltd. provides the permission for investment possibilities in our country's quickly growing economy. Thanks to its extensive local network and expertise, Riverstone is able to identify opportunities in the markets for equities as well as permanent income securities. Riverstone provides both global standards and a thorough understanding of the local environment to the astute foreign and local investors. As a merchant bank, it provides thorough research and portfolio mgt. services in addition to funding for the acquisition of securities. Via innovation and also creativity, Riverstone will continuously expand the range of the products and services it provides; through promptness as well as ownership of the clients' demands, Riverstone will strive for the perfection; and through the massive and dedicated workforce, Riverstone will cultivate complete trust and the integrity.

Dhaka Ice Cream Industries Limited (DIIL) – Polar Ice Cream:

The effort that led to the establishment of the Polar brand in 1987 was led by a creative businessman Mr. Amanullah Miah of DIIL. Polar holds the distinction of being the pioneering firm in Bangladesh to produce and package in a sanitary way. In an effort to strengthen its position even further, the firm added a well-known entrepreneur Mr. Nazim Ud-din Ahmed in 2009. With a degree not only in business but also in engineering, he built a solid performance in the work culture and used several modern mgt. theories on top of a first-rated food safety mgt. system. Under the great direction of Mr. Ahmed, Polar became the first dairy-related ISO 22000:2005 certified firm in our country.

Dan Foods Limited:

Bangladesh and Denmark, both are partners in the joint venture Dan Foods Ltd. In order to supply the Bangladeshi market with high-quality baked products and other ready-to-eat culinary items, Dan Cake A/S, Denmark and Pandughar, Bangladesh, teamed together in 2012. Dan Cake A/S was established in 1931 in Denmark and is currently the market leader in Scandinavia because of the manufacturing process and distribution system of different cakes and Swiss rolls sold under the 'Dan Cake' brand. These days, Bangladesh's major cities are the home to Dan Cake. The extremely talented, motivated, and passionate employees that manage the Dan Cake Company in Bangladesh want to raise the standard of flavor, selection, quality, and most importantly, the hygiene across the board of the food sector.

Route to Market International Limited:

Route to Market International Ltd. (RTM) formally launched in June 2012. The business provides customized, specialized channel-specific distribution solutions to its socially aware clientele. Nestlé Bangladesh Ltd., Nestlé SA Switzerland, Marico Int., Perfetti Van Melle Bangladesh Ltd., Bangladesh Edible Oil Ltd., Dan Foods Ltd., Dhaka Ice Cream Industries Ltd., Bkash Ltd., and Malee Group PLC of Thailand are some of the current popular partners. The product line includes, Full Cream Milk Powder, Infant Formula, Cereals, Food Items, Coffee, Fruit Juice, Ice Cream,

Chocolate, Bakery and Confectionary Products, Razors and Blades, Hair Care and Personal Care Products, Edible Oil, and also Electronic Cash.

Auleek Limited:

Auleek is a design as well as visualization tech company which focuses on creating visualizations and solutions via the integration of cutting-edge technologies and creative ideas. In order to provide spectators a realistic experience, Auleek builds lifelike representations of hypothetical locations, structures, and things. Auleek provides highly specialized solutions in the areas of architectural visualization, augmented and virtual realities, virtual tours, interactive apps, etc. Customers of Auleek come from a variety of nations, including the US, Canada, Australia, Vietnam, India, Saudi Arabia, Japan, Sweden, and Bangladesh. In its five years of business, Auleek has completed more than 150 visualization projects for its clients.

Orbit Technologies Limited:

Established in 2000, Orbit Technologies Ltd. provides solutions for vertical transportation materials, such as moving walkways, escalators, as well as elevators. Orbit offers a cautious curated range of technologies which meets the needs of energy efficiency, dependability in our domestic market, safety, and comfort throughout the journey.

They also provide comprehensive solutions, which include services for planning, providing, and commissioning that are tailored to the needs of each customer. Orbit is committed to providing upkeep, fixing, and emergency assistance. A dedicated team of skilled operators and technicians are there as a result.

Bangladesh Furniture Industries Limited:

Founded as Bangladesh Furniture Industries Ltd., Ayoto Furniture is a full-time service provider of board of panel as well as solid wooded furniture. The plant was founded in 2022 with the intention of setting a benchmark for manufacturing quality. To see this idea through to completion, Dewan Atif Rashid worked with the creative PG. Atif is an expert in the furniture industry, having built the leading furniture firms in our country for more than a 20 year time period. Atif, the Chief

Advisor of HATIL, the leading furniture company in our country, prior to starting Ayoto. The brand's main objective is to provide aspirational customers with outstanding style, design, and functionality at a very competitive price.

Interstoff Group:

In Bangladesh's RMG sector, Interstoff Group has built a strong name since its founding in 2000. Interstoff is made up of four companies that handle the textile, clothing, print, embroidery, and laundry divisions. The company also maintains a design bureau in London, UK. Through a range of corporate-social-responsibility activities, such as hiring people with disabilities and continuously reducing the carbon footprint in the environment, Interstoff strives to improve both the community and the environment. The company and its subsidiaries have received several awards for their operational excellence, environmental efforts, and community activities from the Govt., foreign enterprises, and foreign clients.

Urban Design and Development Limited:

The world's fastest population expansion necessitated secure, comfortable, and opulent homes, which is why Urban Design & Development Ltd. was established in 1995. Mr. Nazim Uddin Ahmed, a great young talent having a modern, creative, also imaginative attitude, started the firm using his vast real estate knowledge. Urban Development and Land Development Ltd. is a reputable company that has raised the living conditions for its clients, landowners, and stakeholders. Building long-lasting connections with clients and landowners is important to the business. More than two households in the survey have made the urban apartment selections. Urban is committed to providing tenants with lifelong after-sale services along with the highest standards of comfort also safety.

The Urban team is a unique blend of very skilled individuals with technical and mgt. expertise, motivated by an innovative and creative mindset and a commitment to produce remarkable outcomes. To better fulfill the requirements of its exclusive clientele, the organization gives a great premium on the hiring and training of its human resources.

2.4. Pandughar's Organogram

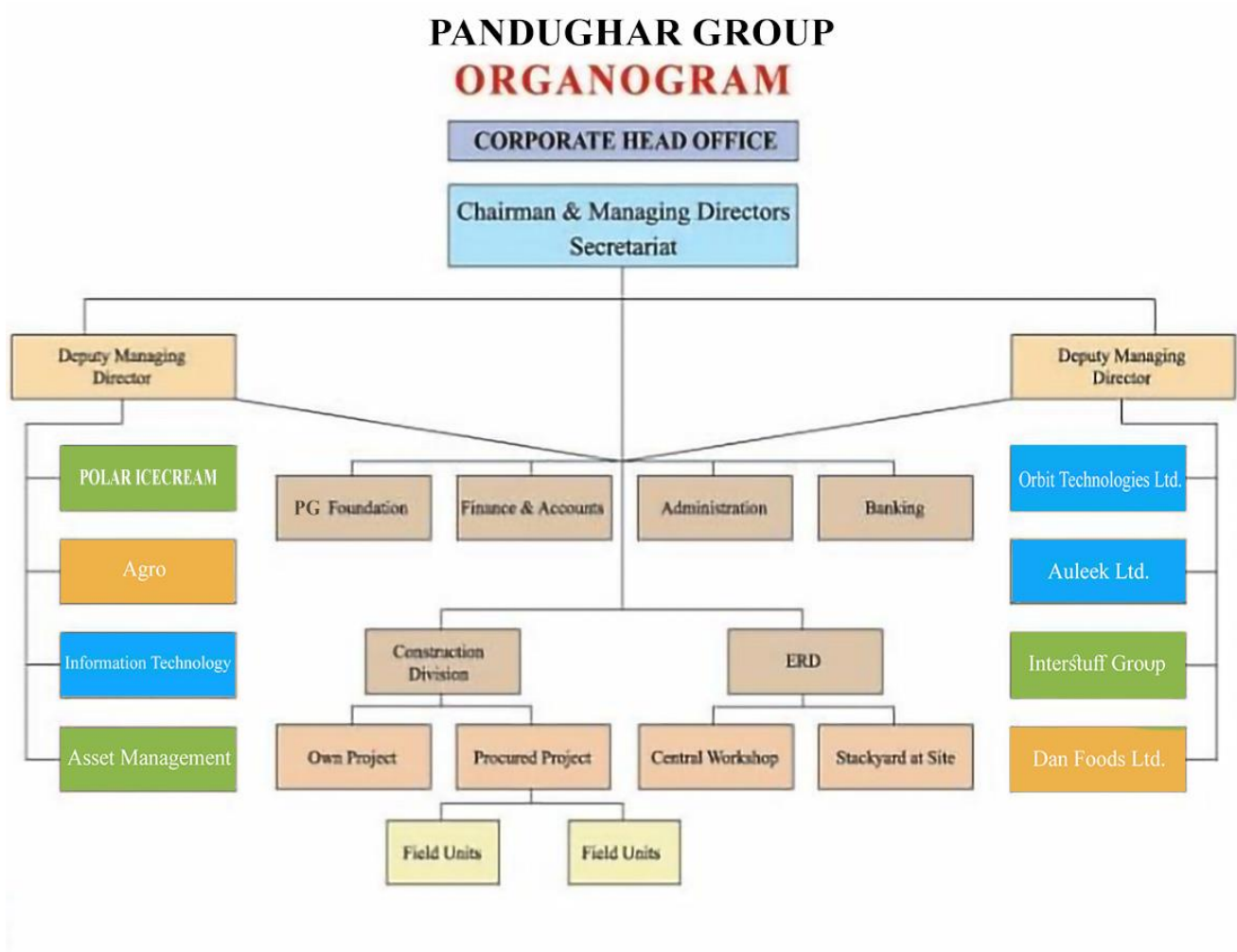


Figure 2: Organogram of Pandughar Group

2.5. Introduction of Polar



Figure 3: Cover Photo of Polar in Social Media Platforms

Polar is acknowledged as the pioneering good & beverage firm in Bangladesh for producing and presenting ice cream in a sanitary way. Polar has improved as well as, has modified the brand value throughout the time from its appearance, to more accurately reflect the exceptional growth as pioneers in bringing novel ideas to Bangladesh's food and beverage world. Having freezing facilitated dipots in Dhaka, Gazipur, Chottogram, Cumilla, Sylhet, Bogura, Rangpur, Rajshahi, Khulna, and Jessore, Polar can be delivered all over the country. As a socially conscious firm, Polar strives to enhance the enjoyment of eating their products.

Polar's primary objective is to produce premium products for its customers so they may enjoy it immediately. Polar's first concern is ensuring the hygiene of its vast consumer segment. Outstanding facilities are used to create the Polar ice cream. Food hygiene and standard measurements are maintained during the whole manufacturing procedure.

Polar possesses a huge selection of delectable products. One may choose their favorite flavor from the delicious product range, which includes sticks, lollies, cones, cups, tubs, and cake ice creams. Polar is the pioneer of dairy firms in our country. Furthermore, Polar has received several accolades

and certifications on a national and worldwide level in the fields of vegetarianism, food hygiene, and food standards.

Polar is made using the finest ingredients and adheres to international standards. Therefore, Polar guarantees ice cream that is not only tasty but also nutritious. No artificial preservatives are used in the manufacturing process of Polar. As a consequence, everyone may take equal pleasure in the nutritious arctic ice cream.

The motto of Polar is "Be Mindful." Because of this, Bahari Flavor puts the utmost love and care into crafting their delicious Polar items.

2.6. Different Varieties of Products

Polar Ice Cream is the only firm offering the widest selection of flavors of ice cream at the most affordable costs. Polar places the highest value on the desires of its customers. Polar releases a new taste in every few months because of this. Polar offers a variety of tastes, chosen according to the demographics of its customer base.

Table 1: Varieties of Polar Ice Cream

 <p>Carnival Butter scotch (100ml)</p>	 <p>Mango Mellow</p>	 <p>Strawberry Smile</p>
--	---	--



Royal Sundae (100ml)



Doi



Vanilla



**Carnival 'Strawberry'
(100ml)**



Choco Delight (100 ml)



**Twinee Cup - Vanilla
(100ml)**



Malai



Rocks



Vanilla Cake Ice Cream



Carnival 'Vanilla' (100ml)



2 In 1



Chocolate Prime (110 ml)

2.7. Task Environment of Polar

Suppliers

Polar suppliers provide different kinds of items, from sophisticated ice cream-making apparatus to simple nut coatings. In terms of the ingredients, they come both from international and domestic markets. Polar has a loyal group of suppliers in the local market sector, where the majority of the ingredients and resources are bought. Furthermore, Polar looks for the best and healthiest materials through an ongoing process called the supplier development approach. Every single indirect material (machineries) and direct material (food-related) comes from the reputable local brands.

Some of the key components are brought from Dubai, Australia, China, Denmark, Italy, Netherlands and New Zealand following the complete importation procedure. These include cocoa mass, fruit concentrate, whole milk powder, skim milk powder, flavors, and also essences. The main importers of machineries are the Netherlands, Denmark, Italy, and Switzerland. Polar supply chain & planning staff maintain a significant relationship with the suppliers. The standard of products and goods provided by the domestic suppliers is more essential than provided by the international suppliers because of the tasks being done domestically, are being done by advanced inventive business people. Local vendors are more competent, trustworthy, and dependable. Polar depends on local suppliers, thus it buys commodities from them in addition to importing those from abroad. This enables Polar to take quality, time, and cost into account while maintaining the process consistency.

Distributors

Polar wishes to position themselves as a go-to supplier in the food and beverage corporate world via significant mediums in each area where they operate in order to effectively and efficiently serve the target clientele. From its plant in Dhaka's Khagan, Savar Industrial Area, the distribution networks are activated. After being produced, ice cream goods are kept in a storage in the facility's central warehouse between -30°C and -35°C. Polar is available nearly all across the country, with ice-cold centers mostly in Dhaka, Gazipur, Chottogram, Cumilla, Sylhet, Bogura, Rangpur, Rajshahi, Khulna, and Jessore. Our crew of freezer transports are built specifically for delivering cargo to far-flung locations. Via main medium in every business region they serve, they want to

become the go-to provider in the ice cream business by figuring out the most efficient and reliable ways to reach their target clients. Distributors' primary duty is to build a number of effective connections that will give the company a significant advantage as well as ensure a steady flow of its goods to customers. The firm's statewide connection of refrigerated vans that transport items to retail outlets is the foundation of its distribution network, which is established in Khagan, Dhaka.

Freezer on Wheeler (FOW) is used in the DDS to transport goods between operational points. FOW makes sure that the quality of the ice cream is maintained by using big refrigerated trucks that are kept below -200° C. To guarantee that proper temperature levels are maintained, strict regularity is observed. Rural places and roads with easy opportunity to retail outlets are the best places to adopt the DDS.

FOW provides the necessary quantity to the retailers in these places. Retail establishments use DRCs, to determine whether to offer money discounts, weight discounts, another incentives, as well as to rank themselves.

To guarantee the appropriate storage and display, Polar offers retail businesses the sophisticated deep freezers attached with the logos of various flavors. Polar's primary aim is selling the products to particular retail locations via DDS in Chittagong, which serves the country's southwest and south-central regions. Polar is the only company in Bangladesh using the DDS system in the following locations: Rajshahi, Barisal, Khulna, Cumilla, and Chittagong. Each warehouse sales officer is responsible for distributing the products to the distributors within a designated area.

Customers

Customers are the vital part to the success of Polar Ice Cream (DIIL) as they are the company's main source of revenue. Since customer satisfaction is what keeps Polar in business, they are making every effort to ensure that the clients are satisfied. Customers in this instance include all families, especially children of different ages as well as young people from a range of socio economic backgrounds. The risks and potential consequences of changing the number and kind of customers. Polar takes into account the personalities and likings of its consumers since it operates in a world where tastes and preferences are always changing. In this very competitive market, they

are constantly looking for ways to improve and expand their firm, and they value their client feedback greatly.

Competitors

The rivals of a firm are a constant source of worries. Companies that make goods that are exact replicas of one's are known as product competitors. Rivals to consider of Polar (DIIL) are Bloop, Igloo, Kwality, Savoy, Zaa n Zee, and others. Rather than seeing these small businesses as rivals, Polar Ice Cream (DIIL)'s branding function considers them as incredibly common participants in the same business sector.

Table 2: Direct vs Indirect Competitors

Direct Competitors	Indirect Competitors
Lovello	All Asian Countertrade
Igloo	Lemon Square
Kwality	John Gross & Company
Za N Zee	Danora
Bloop	Mojo
Savoy	Smc

Table 3: Local vs Global Competitors

Local Competitors	Global Competitors
Igloo	Coca Cola
Bellissimo	Ispahani
Smc	Bombay Sweets
Za N Zee	Danish
Savoy	Pepsi
Pran	Nestle

Chapter 3: Industry Analysis

3.1. Size of the Industry and its Further Growth

Changes in dietary choices, cultural shifts, and improvements in power penetration have all contributed to the growth of the ice cream sector. Bangladesh's ice cream business worth almost BDT 7.5 billion, with popular suppliers accounting for roughly 88% of the whole market share and unpopular suppliers making up covering the rest portion. Business analysts forecast that the regions of high humidity, rising urban disposable earnings, and enhanced supply infrastructure would all contribute to Bangladesh's ice cream industry's rapid growth in the next few years. According to a recent study, sociological and economic advancements have led the food and beverage industries to flourish, exceeding neighboring nations and also competing with global business.

The ice cream sector got harmed tremendously as a result of COVID-19's disruption of the supply chain mgt. system and decline in customer need for cold treats. In addition, many individuals avoided eating ice cream out of concern that it would spread the coronavirus or make them sick with a cold. Polar Ice Cream lost a lot of money that year, and a significant portion of its future sales were in jeopardy. Furthermore, recent years have seen major harm from the war between Russia and Ukraine, the unexpected rising of the foreign exchange rate, and the ultimate developments in the world economy. Furthermore, because of increased self-concerns surrounding ice cream, conscientious customers are increasingly looking for items that are organic, less-fat, devoid of hormones, chemicals, and preservatives.

Sales of ice cream manufactured in the country have recently increased dramatically. This is partly because of public awareness initiatives that assert consuming sweet, frozen items like ice cream does not substantially raise the chance of getting the covid. A major factor propelling market growth might be the rising demand for premium ice cream. These ice cream types have become more popular among affluent, health-conscious consumers since they are simpler to locate and provide less disruption than standard versions.

Strong temptation and unique flavorings are driving the market's expansion and development. To have a competitive edge and appeal to a wider clientele, ice cream manufacturers are producing items with distinctive and varied ingredients. It also results in a rise in the quantity of people utilizing their goods and products. Moreover, the favorable practices are designed to account for

the developments that have occurred in the field under study. Many reasons have contributed to the rise in ice cream consumption, such as industrialization, rising consumer spending, rising temperature, remote areas' accessibility to the power grid, and ice cream firms' public awareness initiatives.



Figure 4: Ice Cream Market in Pandemic Situation

3.2. Maturity of the Industry

The 1950s saw the beginning of the growth of our national business that is currently estimated to be worth BDT 10,000 M. The sector is becoming more modern each day as a result of factors including rising economic performance, rising living standards, shifting food preferences among millennials, improved infrastructure for energy, longer summers, and so on. Because there aren't as many firms participating, this business hasn't gotten great importance as other businesses. However, there are already about a dozen of other businesses vying for customers' attention. One of the most potential segments markets in the world for businesses that produce consumer products and services is Bangladesh.

One of the most exciting and dynamic trends in the region is the economy's progress. The most well-known industry within the FMCG unit is ice cream. Igloo Ice Cream was first presented in Bangladesh in 1971, the year of the country's independence. The brand was nationalized right away. Polar thereafter made its debut in the business, resulting in the first instance of the competition. A lot of marketing work helped Polar becoming the leading company in this particular sector last year. Since, it has been one of the most well-known regional brands that is accessible. According to the industry experts, more businesses are entering the food and beverage sector.

Golden Harvest aims to emulate the success of Kazi Farms, the massive chicken company, which launched its product a couple of years ago as a result of consumers' growing spending power. As a result, Polar had to step up its marketing initiatives to maintain its market position. They thus continuously look for new market possibilities and develop innovative marketing techniques in order to maintain their leadership. The ice cream market is expanding at a rate of fifteen percent per year on average, which has opened up opportunities for different brand positioning tactics in undiscovered markets.

For example, the luxury ice cream company Bellissimo aimed to differentiate itself by offering superior goods at a premium cost, whereas Polar focused on more reasonably priced and sanitary choices. Gaining control of the bulk of the market is their common objective. To overcome their competitors, Polar must ensure that the quality of the goods were reasonably priced as well as comfortably available.

3.3. The SWOT Analysis

Polar employs a SWOT analysis to verify its possible outer opportunities as well as threats in addition to its inner strengths as well as weaknesses.

Strengths

Among the organization's strong points are the development and implementation of focused, graphically valuable organizational and operational level testis and as the adaption of feasible plans; these attributes have aided the business in forging a solid market position, which has been bolstered by a sizable market share and an extensive product offering; Included are the following features:

➤ Innovation and Quality

To deliver on its commitment to quality, Polar relies on its reaches and development division, skilled QA/QC inspectors, and TQM. All of the raw components and packing materials are supplied by the most reputable local and foreign suppliers. The experienced and trained QC unit reviews and controls each segment of the manufacturing procedure, including POs, merging, supply chain, product manufacture, packing and storing (central warehouse), distribution, and deliver the finished good to the retailer.

➤ Qualified Leaders

Polar's mgt. possesses exceptional smartness; some leaders have educational backgrounds in global business from prominent institutions like Harvard, MIT, and others. Its incredibly devoted staff also contribute to the company's ultimate profitability and organizational success.

Production and Storing Capacity: The use of state-of-the-art equipment is remarkable, combining traditional techniques with cutting-edge technology.

Industrial Method: The straight line method is used to make premium ice cream.

Also,

- The market leadership held by Polar at the moment.

- The organization's honesty and reputation popularity.
- An effective distributing connection since the goods are available in each district in Bangladesh.
- A large selection of products.
- Regularly adding creative and novel delicacies.
- Committed to maintaining the greatest caliber standards by continuous research and development.
- Affordable costs.
- Good-quality packings.
- Hygiene consciousness.

Weaknesses

The largest flaw that Polar has is its R&D expenses. The firm incurs significant maintenance and operational expenditures due to its wide-ranging operations. The IT Dept. has to be improved. And it must become more organized. The dependence on external resources has become more and more time-consuming and unmanageable.

- There is a dispersed mgt. structure;
- Only the managing director has decision-making authority;
- Decisions are not made rapidly.
- Less discussion sessions.

Opportunities

Opportunities are categorized by DIIL according to the prospects' potential. It takes more than just industry expertise to build core capabilities. Polar (DIIL) is a fervent supporter of the notion that a business needs to provide the best importance to its customers in to grow as well as maintain the

allegiance each day. One of the most important aspects of an organization's success is recognizing and seizing the possibilities in the market sector.

To take advantage of this potential, Polar has started to diversify into other related sectors recently:

- Increasing the range of products that are available.
- Trying to accelerate the growth of the market.
- Identifying and leveraging growing market niches.
- Increasing output.
- Establishing a foundation for JIT process.
- The demand for ice cream is growing and nowadays, it is quite high.

Threats

Polar classifies threats according to the likelihood and seriousness of each event. Putting differently, threats are obstacles resulting from negative patterns or inclinations that, in the absence of a vigorous marketing strategy, would lead to a reduction or cessation of sales or profitability.

The following are the main threats to Polar:

- **Increasing Competition:** Polar considers similar ice cream firms to be more peers than rivals, although potential enemies might take the shape of competing businesses.
- **Shift in Consumer Preference:** As more people who are concerned about their health become more aware of the negative effects of ice cream consumption, their preferences may alter.

Escalation of the Local domestic competitiveness:

- A rise in the number of new or replacement products.
- Changes to the composition of the political forces.

- The characteristics of the demography are also changing.
- The insufficient electricity supply in the nation poses a challenge for the preservation of produce in the refrigerator.
- Businesses operating illegally are imitating Polar Ice Cream's packaging.



Figure 5: SWOT Analysis

3.4. Analysis of Porter's Five Forces

The analysis of Polar with the help of Porter's Five Forces is as follows:

Danger of New Competitors: Since the climate and atmosphere of the ice cream industry are so favorable to the industry, it is very easy for new companies to emerge and compete with established ones. Nevertheless, building a loyal customer base requires resources and effort.

Buyers' Bargaining Power: Within the beverage industry, purchasers possess a significant bargaining power. Because there are so many companies offering the similar services, customers can easily compare the prices and choose the company that offers the best value.

Suppliers' Negotiating Power: In this business, suppliers' negotiating power is comparatively modest. The selection of domestic and international providers is enormous. To guarantee the greatest final items Polar offers, businesses must take caution while selecting suppliers who offer premium goods and services.

Danger of Substitutes: Businesses must put in a lot of effort to convince customers that they are valuable and that the money they spend on them is worthwhile.

Competitive Rivalry: This industry is characterized by fierce competition. Because there are so many businesses offering similar services and the market is getting congested, businesses must work hard to set themselves apart from the competition and give their customers great service if they want to flourish in this fiercely rivalry sector.

PORTER'S FIVE FORCES

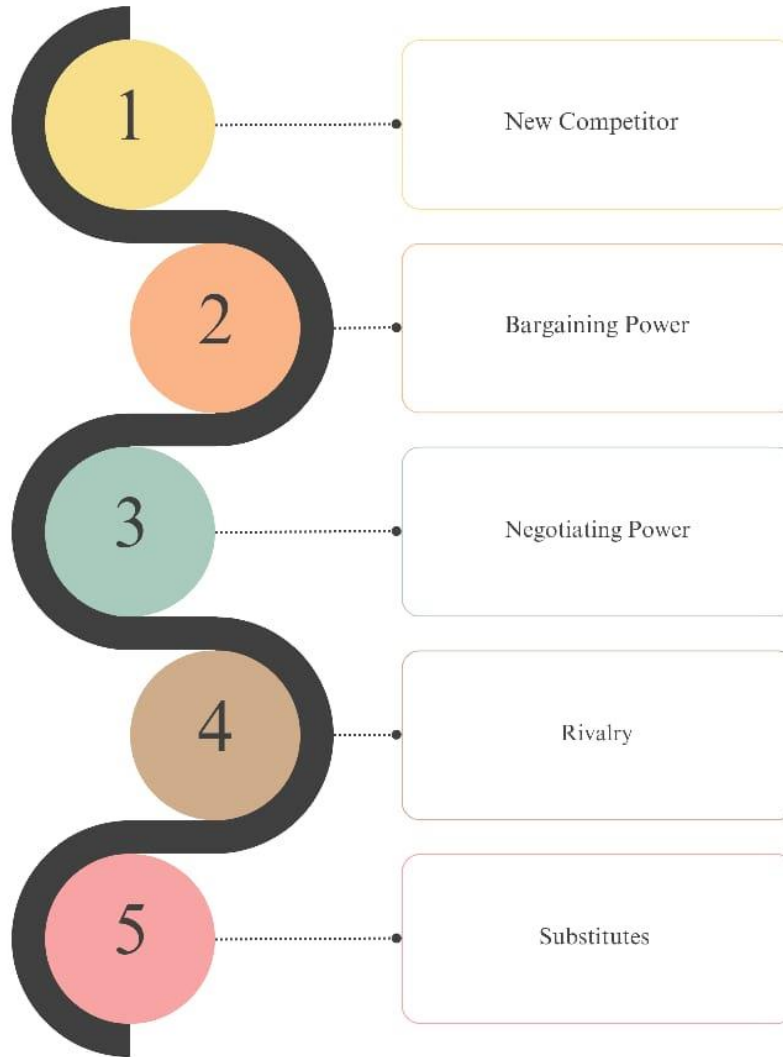


Figure 6: Porter's Five Forces Analysis

3.5. PESTEL Analysis

A graphical framework called PESTEL analysis helps businesses assess external factors that might affect their operations. This acronym covers the mentioned topics: political, economic, sociocultural, technological, legal, and environmental. It is possible to look at each of these factors independently to understand how it can affect the business's operations, financial situation, and potential for expansion. A PESTEL study of Polar is provided below.

Political: Since it guarantees a steady economic environment, political stability frequently helps this industry.

Economic: Decreased expenditure on upscale meals like ice cream might result from economic downturns.

Sociocultural: Shifting consumer tastes and habits may have an impact on the demand for particular upscale dining experiences.

Technological: In order to be competitive, businesses must keep abreast of the most recent developments in tech. This is because tech and skills are now the foundation for all of the industries.

Environmental: In general, the food business has less of an influence on the environment than other industries, though there is a growing emphasis on sustainability and on lowering carbon emissions.

Legal: The food business must abide by a number of laws.

Generally speaking, the PESTLE analysis points up a few external factors that could impact the company that the employees worked for. By keeping these factors in mind, the company may adjust its operations and strategy to remain competitive and meet the changing demands of its clients.

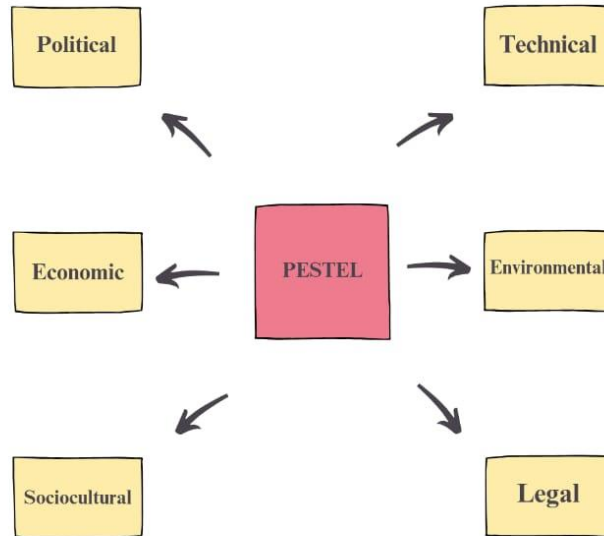


Figure 7: Analysis of PESTEL

3.6. External Factors of Economy

Businesses must take economic factors into account because those impact their capacity to offer goods and products which consumers desire as well as are willing to pay for. Furthermore, the providence may provide a useful assessment for the betterment of a country. Polar takes into account several economic factors, with the most important ones being the per head earning, exchange rate, and inflation rate of a country. In order to make its goods accessible to all of the societal groups, Polar uses this to attentively review its budgeted spending not only for local

purchasing but also for imported raw materials as well as to maintain a close watch on the business trends to define its cost analysis.

3.7. Seasonality

Seasons possess a significant effect on the demand for beverages. For example, Customers frequently believe that it's not a good idea to eat ice cream in the cold. Based on the sales projection, we may split a year into four seasons: Super-peak, Peak, Off-peak, and Super-off-peak.

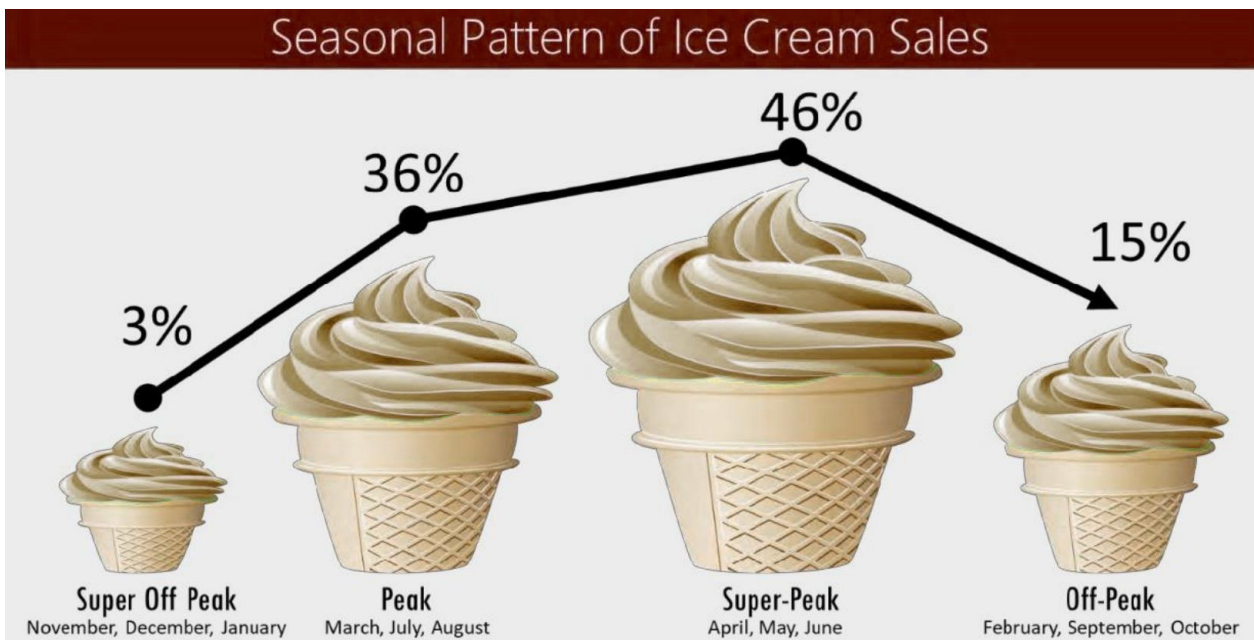


Figure 8: Seasonal Ice Cream Sales Trends

Ice cream sales peak in the "Super-peak season" (April through June) while the temperature is super high. In only these three months, revenue makes up about 46% of the overall revenue for the year. March, July, and August are the busiest months for sales, which average 36% yearly. February, September, and October make up a mere 15% of the year's overall revenue. Winter sales account for just 3% of annual sales, which is why they are referred to as "Super-off-peak."

One of the largest yearly venues for Polar to be seen is the Dhaka International Trade Fair (DITF). January is when it takes place, which is the Super-off-peak season. Polar debuts and promotes new

goods during this month-long campaign; in contrast, several other firms focus on increasing sales of their current items. While at DITF, several new varieties were also introduced, such as butterscotch, strawberry cheesecake, French vanilla, and blueberry yoghurt. Beyond Polar's own booth, the exhibition vigorously promoted these premium ice creams. Once the newest kind of ice cream hits the shelves, marketers know just where and when to celebrate its big presentation. They also have a precise estimate of the level of demand. They also run a marketing campaign to provide one cream of any flavor to an individual if the person agrees to take a selfie with the ice cream and upload it to his or her social media accounts.

3.8. Factors regarding Technology

In today's corporate world, IT is perceived as the amalgamation of skills as well as assets which strategists employ on a regular practice. Among the innovative technology found at Polar (DIIL) are computerized cone production machines, cocoa-producing facilities, chilled body cells, and pasteurization machine. Their facilities can store hundreds of liters of ice cream since their cutting-edge technology allows them to create ice cream significantly quicker without compromising standard requirements.

3.9. Regulatory, Political, and Legal Concerns

For any business to be founded, run, or even exist, a country's political and legal systems should be somewhat steady and secure. The company's thorough analysis of political and jurisdictional concerns helps - Polar preserve worthwhile in its working procedure. Understanding the many rules (example, those pertaining to capital machines, producing materials, and packaging) that regulate the acquisition and import of building supplies is the fundamental component of this strategy.

3.10. Competitive Environment



Figure 9: The Renowned Competitors

It is found that our county's ice cream business is worth BDT 10,000 million, with brands accounting for nearly 98% of the sales. Three major players have dominated the ice cream industry in the recent years: Igloo from Abdul Monem Ltd., Kwaliti from Golden Harvest Ice Cream Ltd., as well as Polar from Pandugar. When combined, this accounted for a reasonable amount of food and beverage market share in our country.



Figure 10: Increasing Era of Polar in Bangladesh’s Industry

These two businesses were Polar's primary rivals at the time. While this has been the case for a few years, the frequency of occurrences has lately grown. The Bangladeshi ice cream industry has seen a number of new rivals arrive in the recent years. Among them are Lovello, Bloop, Savoy, and Za'n Zee. Bellissimo, which positioned itself as the well-known ice cream company, was one of the modern companies that entered the business specifically to challenge Polar market dominance. However, the market sees Polar as a unique organization that stands apart from the competition. Since they established the circumstances necessary for their success in the market, the bulk of these entrants are already there.

Three brands account for more than 82% of the business, with a combined worth of 1,400 crore: Polar, Bloop, and Igloo. In Bangladesh, the two companies with the biggest market shares at the moment are Polar and Igloo. Last year, Polar became the undisputed leader in the sector with a sizable market share. Nothing has changed in the industry since its beginning period. But before it, the top three firms in the business were: Polar, Kquality, Igloo.

For a number of years, Kquality has been having difficulty keeping up with the influx of new rivals. Bloop, Bellissimo, Za'n Zee, Savoy, also Lovello may all be bought as of today. Together, they account for thirty percent of the market. Bloop is yet another recent release from Golden Harvest. Because to its persistence, Golden Harvest presently has an 18% market share. Another brand, Lovello, was just unveiled. Lovello is a significant competitor to the industry leaders, in spite of having a very tiny market share.

Chapter 4: Breakdown of Main Duties

The primary tasks and obligations I had during my internship at Polar of Pandughar, are covered in this part. The goal is to describe my job as an intern apart from that of a complete staff of the organization. In this writing, I'll talk about my overall duties and activities I performed for the company.

Departmental Designation: Intern, Dept. of Supply Chain & Planning (Procurement & Supplier 'Local' Development), Polar.

4.1. Work Environment and Tasks

For a required precondition of my bachelor degree, I began a job as an intern with Pandughar's Polar (DIIL) on February 1, 2014. The Supply Chain & Planning Dept. chose me as an intern of them. I was basically entrusted with supporting the procurement and development procedures. During the beginning period of my internship program, I received an extensive training on the whole procedure, from demand generation, to the requirements of demand mitigation.

I also achieved knowledge about the workings of other Depts. including finance & accounting, audit, insurance, supply chain, logistics, branding, sales & marketing, and audit. All of these Depts. have some connection to the general operations of my Supply Chain Dept., directly and indirectly. I'll talk about several current programs which I'd given the opportunity to assist and these are pertinent to the summary of the writing.

4.2. The Concerning Topics during the Internship Program

Main duties that were the focused of the internship period at Polar (DIIL) were:

- Supply chain & planning methods, items, as well as records.
- Understanding the requirements and vendor development processes.
- The evolution of Excel's functionality.
- Introducing a brand-new project with a wide range of uses.
- Meetings and contact with suppliers.
- Creating user guides and feedback sheets.

From the internship, I have gained a broad variety of skillset and proficiency in the fields of supply chain mgt., demand & supply, and planning - in short, the overall chain development procedure at Polar.

4.3. Supply Chain Management

Demand - Supply mgt.

To consistently generate the best impartial estimate of the future need for the different goods is the goal of the demand planning operations. Throughout the whole supply chain, this single set of prediction statistics is utilized to optimize milk allocation, reserve labor and equipment capacity in the dairy industry, and guarantee adequate supplies of packaging and additives.

What marketing for sales and goods would want to sell of each item accomplishment is provided. Ineffective demand planning frequently results in subpar supply chain performance.

For instance:

Consumer Service:

- Manually moving funds between important accounts
- Poor customer service

Planning of Materials:

- Inaccurate Purchase Data

Scheduling of Production:

- Preparing for interruptions

Inventory Management:

- High cost of obsolescence, excessiveness of safety stock, and suboptimal inventory mix

Management of Suppliers:

- Unable to meet demand

Logistics:

- Excessive expense as a result of speeding up

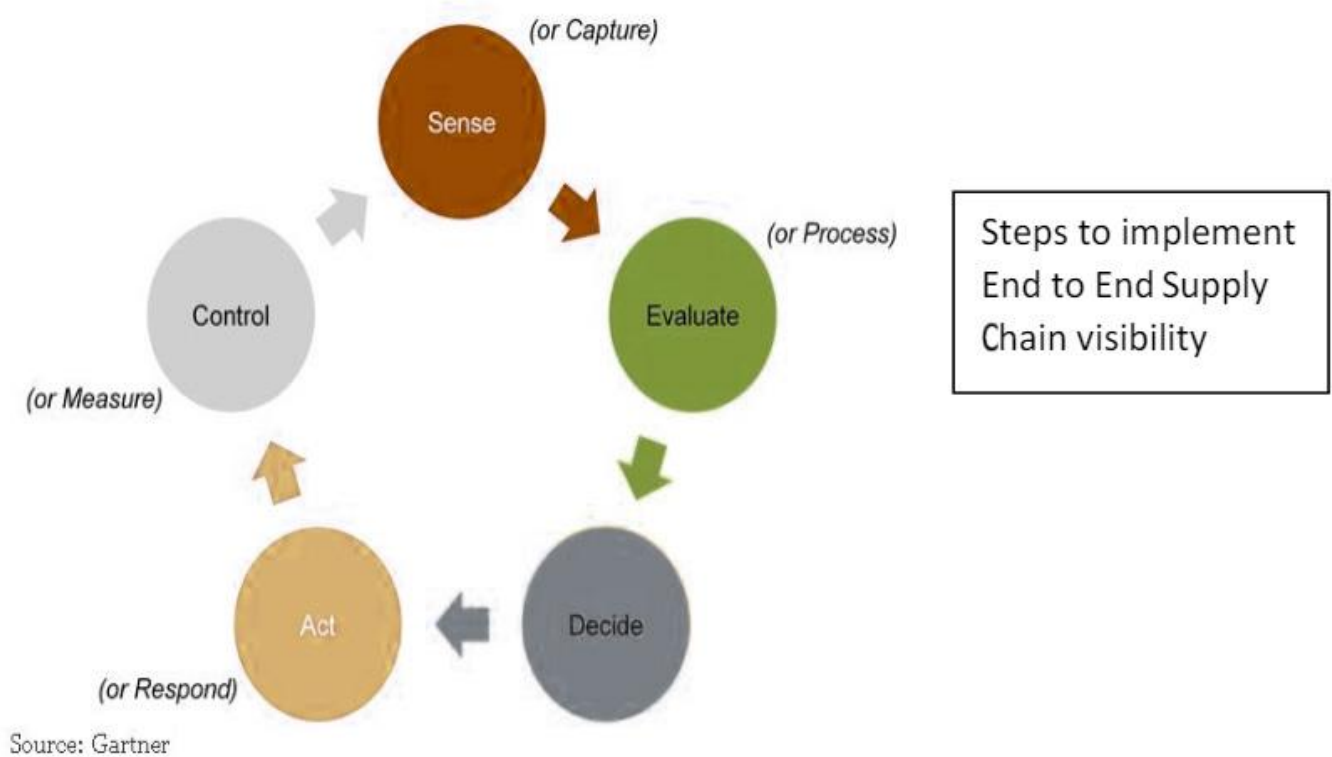


Figure 11: End to End Supply Chain

4.4. Major Responsibilities

I learned all there is to know about the purchasing process, adding how to implement the supplier (local) development technique, from this experience. I had to supervise and handle the following duties as a result:

- Assisting the Demand Planner in determining the competence of stock condition for the products under observation and producing a prioritized list of things that require purchase, as well as keeping an eye on the production team's purchase requests (PR).
- Two distinct but equally relevant and vital components are in charge of the whole demand planning section. One is that all of the company's executives are seated in a discussion. They studied the market analysis document, the success of the firm in the previous years, the hiring and firing of new employees, creativity, risk mgt., as well as the strategies and advancements of the rivals. Two: The prior meeting produced the majority of the proposal. The demand planning unit now works with the supply chain, planning, managers, and the Head to break down the plan into manageable chunks so that it can be put into practice.
- After that, the procurement unit is tasked with choosing a supplier. This process includes researching the business, preparing a price requisition (PR), creating comparative statements (CS), obtaining value approval that aligns with the stock, and ultimately getting a PO from the project in charge.
- I am required to collaborate with the procurement unit manager. Thus, I was primarily tasked with identifying vendors, developing them, and making purchases, in short.
- After then, I had to obey my supervisor's instructions. I then got to work looking for the right suppliers that provide the requirements of the needed item or service. I needed to get in touch with all of the pertinent parties.

- The first communication process is a complicated undertaking. It's a delicate but crucial subject to match the work and skills to the requirement they make on the internet. It's time for me to make their demand known. Also, in the event that the response is affirmative, the PR will be requested to be submitted as soon as feasible, per the request.
- Several parties are going through the same process, and now I have numerous PR documents in my possession.
- I will create the CS with all the elements included, such as cost, time consumption, quality, delivery cost, delivery time, payment options, payment process, service quality, etc.
- The senior manager will view the CS. He will choose which vendor is more suitable as the reliable supplier for the needed goods, consulting with other managers and the manager in charge.
- If all goes according to plan, the Dept. head will speak with the supplier and give me the go-ahead to issue the work order (WO) to the designated vendor.
- Three WOs will be present. There will be a dummy order at first. The supply chain unit will get a modest quantity of items. It's for tasting samples. The good will be delivered to the QA/QC Inspection unit after being independently inspected by the Supply Chain Dept. and found to be in good condition.
- The QA/QC Dept. will make an effort to achieve our standards with the features of the product that is given. They will also report back to us. They will have another opportunity to go through the same procedure if the report is not up to the par. Should things go wrong again, the delivery will be canceled immediately. However, if the document is accepted this time, additional steps will be taken accordingly.
- Once more, a dummy purchase order will be created again; but, this time, the order - known as the principal order - will be substantially larger. The process, called the random sample

tasting technique, will be carried out in the same way with a few chosen goods. This has to go smoothly.

- The random sample testing process determines the primary order. This will result in the order being closed if it falls short of our expectations. This will be where the major order procedure starts, if all goes well.
- Now, it's crucial to take note of the payment issue. The majority of suppliers offer 50/50 payment terms, meaning that half of the payment must be given in advance (before the delivery) and the remaining amount can be paid later.
- Within a very quick timeframe, we set up the payment process. It is paid for with cash occasionally or via the banking financial system.
- Now that the delivery has been made, we receive it, inspect it, store it in the warehouse, and prepare it for manufacturing.

➤ **Production:**

Polar's Manufacturing Process Flow Diagram:

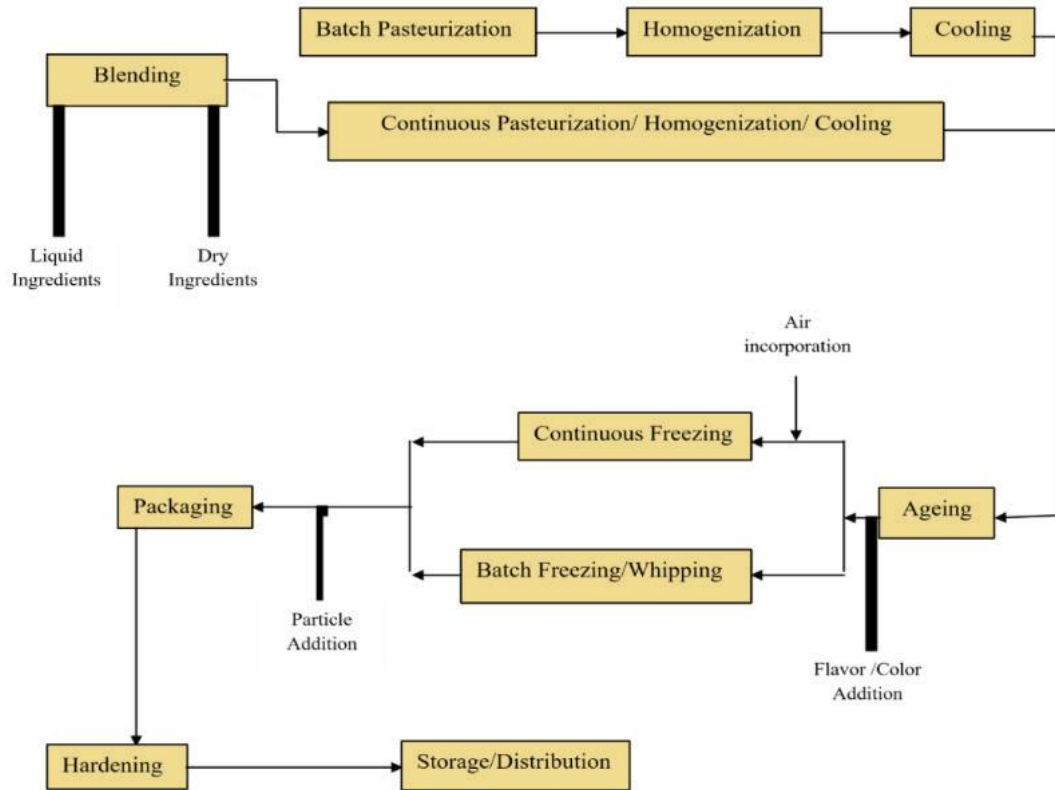


Figure 12: Production Process

- When entering bills linked to payment issues, tax issues, etc., we utilize several papers.
- Subsequently, the necessary quantity of items is dispatched to our depots located in various areas around the nation. And they are sent to the merchant store by depots managers.

These are the activities that I contributed to, mostly supplier development and procurement.

Consequently, the mentioned provides a summarized scenario of the entire Polar Ice Cream supply chain operation:

Step 1: The higher level bosses provide the goal and the task.

Step 2: Planning for demand.

Step 3: Development of suppliers and short listings.

Step 4: CS paper creation after PR collecting.

Step 5: Choose a vendor and issue a work order (WO).

Step 6: The QA/QC staff tests samples.

Step 7: Granting authorization to furnish and testing a random sample.

Step 8: Acquiring the supplies and resolving any payment-related concerns.

Step 9: The final step involves storing the finished goods in the depots or distribution building, in which those can be kept for up to 6-7 days before being distributed.

4.5. Systematic Approach of Supply Chain & Planning Process

The methods and strategies employed by managers to plan, carry out, oversee, and manage projects are referred to as supply chain & planning procedures, tools, as well as documentation. The following phases are commonly included in the mgt. processes:

Initiation: The Company's needs serve as the starting point. The managers at the top organized many meetings, examined the state of the market, and placed expectations on the planning and supply chain divisions.

Planning: The whole demand document has been sent to the planning team. It is their responsibility to structure the plan such that, during the course of the plan, there will be neither a shortage nor an excess of direct and indirect materials. Project planning managers also draft a

complete project plan at this stage, that contains the complete budget, timeframe, as well as stock using and risk mitigation tactics.

Execution: At this point, the planning unit's strategy is put into action by the full supply chain mgt. unit. To put it briefly, they execute the project's actual work and translate the plan into reality.

Monitoring and Controlling: In this stage, the mgt. monitor the supplier development and then procurement procedures, detect and minimize risks, and adjust the purchase plan as needed.

Closure: Managers finish the work at this point, evaluate its performance, as well as consolidate any requirements learned for purchases that are seasonal and one-time only.

The project mgt. paper contains all the documents, reports, and additional data generated at the time of each purchase - not only from local providers but also from foreign providers. Typical supply chain mgt. report have demand papers, project plans, progress document, risk mgt. plans, and also further lessons documents. These reports are used by the senior mgt. to evaluate the state of affairs, pinpoint areas in need of improvement, and locate chances for originality and creativity. They also help them to clarify how they are operating.

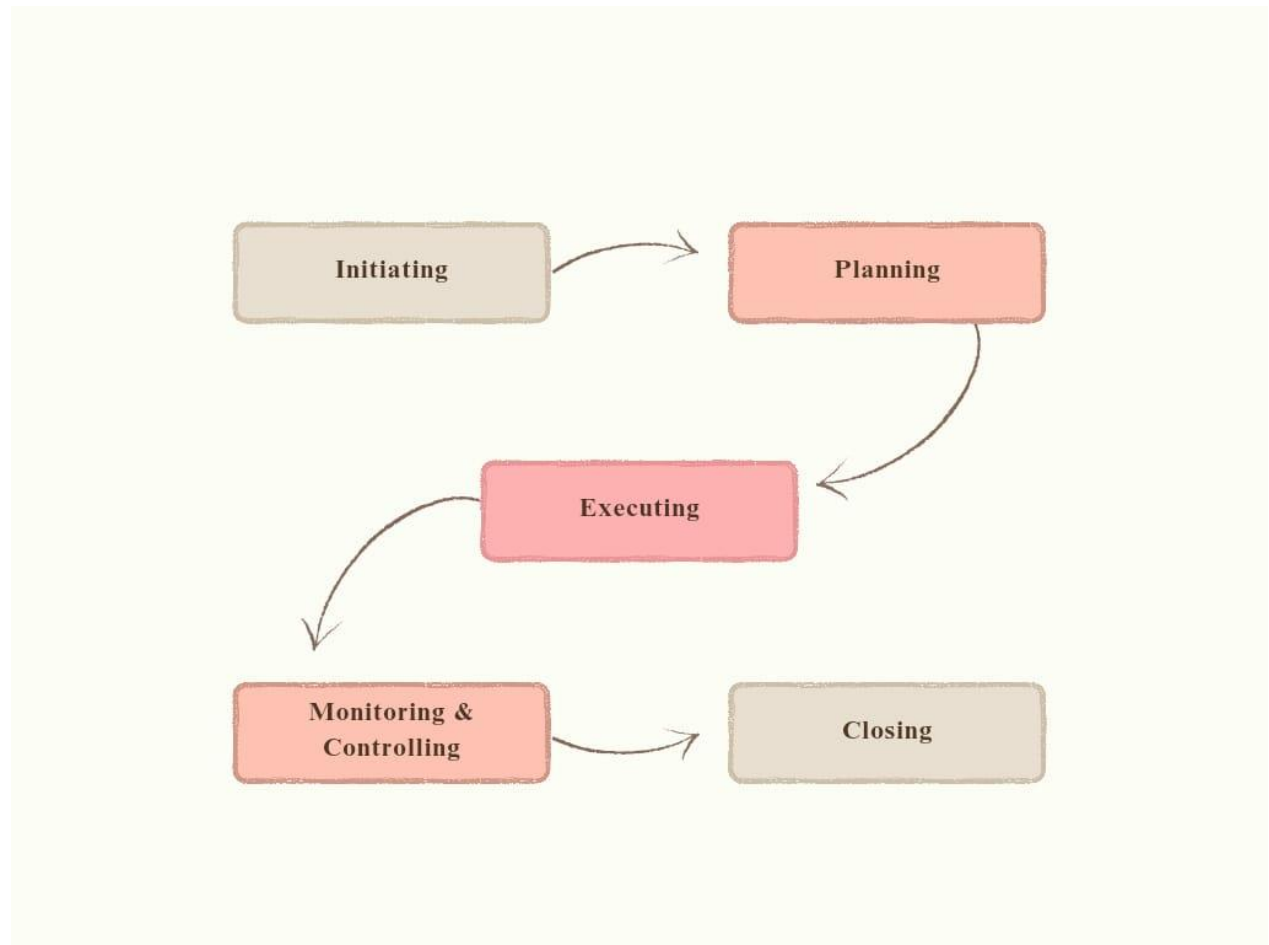


Figure 13: SC Systematic Approach

4.6. Supply Chain Relationship Management (SCRM)

Supply chain relationship mgt. is the business strategy used to improve connection between the enterprises and the important networks. The beginning step to effectively supporting a supply chain connection is being able to evaluate the effectiveness of a supply chain partner. The next stage is to have technology that helps automate procedures and lessens tedious work. The third is a widely accepted idea on how to evaluate, manage, and measure associates in public. The fourth is the connections - long-lasting, mutually beneficial ones - that suppliers genuinely wish to establish for

themselves. The likelihood of finding mutual benefits increases when one is aware of the advantages held by supply chain partners.

In order to uncover stability, quantification are in place in order to comprehend key performance criteria, such as proposed tenders, received tenders, timely deliveries, pick-ups, as well as any instances in which an authorized tender is subsequently rejected. After these baseline measures are established, mutual possibilities can be explored. Three things usually come together to create an opportunity: the item needs to travel, a delivery provider can manage this, and additional traffic will bolster the network.

As one starts talking about these choices with supply chain partners, natural fits will emerge; this can provide a clearer understanding of roles and capacity levels. Even if they might not be ideal, responsibilities are necessary to guarantee supply chain viability in the event that capacity limits materialize.

When capacity is scarce, transportation companies will often choose higher-paying freight if they don't have strong relationships, mutual commitments, and a complete grasp of the values of each partner supply chain.

The item will be delivered and picked up on time if technology is used. TMS technology may be used to monitor provider effectiveness and eliminate private preference by transparently discussing issues and roadblocks. A partnership built upon these core values promotes confidence and provides the basis for mutual achievement.

4.7. Some Other Key Topics related to SCM

Possibilities and Risks Supply Chain List Management

The Excel list is manually updated. There are instructions and a template on the website of the sales and operations team. Global Sales and Operations owns the list. Every market has an obligation to refresh its material. The risks and possibilities are listed together with the associated financial ramifications.

The benefits of this list are:

The Risk and Opportunity list gives a summary of the uncertainties which important to global planning and the supply chain but are not included in the projection.

Using the risk and opportunity list, scenarios that illustrate potential impacts on production capacities and the ratio of fat to milk may be created.

The risk as well as the potential list is "offline" as the producing products, also the capacity availability are not calculated for it. For these calculations to work, the prediction has to be placed.

An Agile and Lean Supply Chain

Today's dynamic global economy benefits from having a sustainable supply chain for businesses. It is commonly known that merging lean and agile leads to a hybrid supply chain strategy. A hybrid supply chain method can be successful for a corporation trying to be a "mass customizer" by creating gradually bigger batch dimension (sometimes as short as one item) in response to from time to time individual consumer preferences. Finding and eliminating waste that adds no value while still offering value to the client is the aim of a lean supply chain. Conversely, being agile and responsive enables your supply chain to maintain a constant flow while swiftly adapting to unforeseen events.

Polar Ice Cream from Bangladesh keeps its supply chain structure flexible and quick to adjust. It uses a wait-and-see strategy to meet customer demand by postponing manufacture of the final product until the actual requirement is understood. They can respond to real demand and, to some extent, replace inventory with data by working together and integrating with important clients and providers.

4.8. Suppliers Requirements and the Process of Procurements Feedback

The supplier requirements and feedback mechanism are crucial components of our chain management system. They help ensure that processes adhere to vendor requirements and that recommendations are incorporated into the plan to meet those needs. When it comes to a certain management system idea, many firms fail to consider the needs, goals, and aspirations of their

suppliers—who are an essential component of their business. It is the responsibility of section managers and senior managers to ensure that the project crew is meeting these requirements as best they can.

Conducting surveys, interviews, and other types of research may be necessary to fully grasp their demands. The information offered here may be used to improve the procedure of the development of vendor, demand planning, procurement planning, and innovative activities. This maintains it compliant with the provider's criteria and indicates areas that require modification. A comprehensive breakdown of the suppliers' requirements for the work for which the procurement is being made, engaging details on different special needs, attributes, and functionalities. A plan that details how changes to the plan will be managed and how approvals are obtained. A plan detailing how stakeholders' communications will be managed throughout the project.

Significantly, having feedback methods and efficient standards is essential to Polar's performance. SC Managers may guarantee that the Project complies with Polar's and suppliers' quality by coordinating tactics with those specifications as well as integrating comments throughout the working schedule.

4.9. Meetings and Communications

Ensuring that the production procedures are going and that every party's requests as well as expectations are being fulfilled is made possible by the SCM system's meeting and communication requirements with vendors. The management system has to consider the following crucial elements pertaining to the interactions and correspondence between suppliers and vendors:

Organize frequent meetings: Arrange for frequent meetings with the vendors to go over different issues they may be experiencing as well as to give them the recent news on the demand situation. Communication may be held weekly, biweekly, or monthly, depending on the scope and complexity of the demands.

Utilize communication resources: To remain in touch with the providers during the time between meetings, utilize email, phone calls, or video conferencing. This will enable you to remain in touch with them and take care of any potential problems right away.

Establish a timetable: Make an agenda for every meeting and provide copies to all people involved so they have time to prepare any questions or concerns.

Record discussions: Make a note of every conversation that occurs during the important meetings, as well as any decisions or directives that are made. This would assist making sure that everyone in attendance is informed of its findings as well as they may use those as needed.

Remain open-minded: The key is to be open and truthful about any problems or difficulties that may come up along the route with all parties concerned.

Control expectations: You may control their expectations by being upfront and honest about any difficulties or delays, as well as by regularly updating them on the state of the needs for both supply and demand. Both the international and local suppliers will be better able to control expectations if they are cautious of the organizations status as well as timeframe.

All things considered, the outcome depends on productive meetings and effective communication. Managers may guarantee the contentment of vendors and owners with the projects results by means of transparent communication, effective expectation mgt., and prompt resolution.

4.10. Retail Market and the Demand Function

Many stores assert that in some locations with significant demand, dealers are unable to deliver enough inventory. Many companies complain that there isn't enough ice cream available to meet the amount of need. Furthermore, while presenting an offer to retailers, they often buy in bulk; yet, sales personnel claim that there is a scarcity of inventory at some specific points. Every now and again, an unanticipated situation occurs when a retailer owes a dealer a substantial sum as well as makes additional large buy prior to paying the outstanding obligation. In other cases, system maintenance may also become difficult to prevent items from being sent to stores that possess a few little stock left over after payments.

I can think of just one more DSR issue. When a DSR resigns from the job or spends illness leave, dealers must assist the backup DSR. Consequently, a distribution gap occurs, which the shop keepers see as inadequate mgt.

As mentioned before, there are times when the DSR isn't accessible. Furthermore, there is still an additional issue with new stores. Often, the sales team is unaware of the new retailers that are eager to partner with Polar. Moreover, a few shops that didn't sell ice cream in the past are now selling it.

Numerous retailers are always in need of freezers. Some of them are adamant about purchasing a new freezer because their current one is almost beyond repair. While some request for smaller freezer's in exchange for the larger ones, others request for larger freezers in exchange for the current ones. Many new retail stores possess also opened, and their landlords are excited to get freezers of Polar so the retailers can sell Polar products.

Retailers may want to hold onto more inventory due to strong demand, but they may not have the funds to do so at this time. They thus approach the dealer for assistance with finance, but the merchant occasionally says no. This causes retailers to become dissatisfied.

But these days, Polar is highly serious about the retail market. They always have opportunities to interact with retailers. Recent research indicates that most employees believe their employer is always there to assist them immediately. Moreover, most of them know the company's sales support hotline number and contact protocol. Gentle exchanges are necessary to keep your connection with merchants pleasant. In the end, the success of the firm as a whole depends equally on the retailer and supplier markets.

4.11. Working Discipline

Working Days:

Workdays at Polar (DIIL): The regular working week runs from Saturday to Thursday, when Polar Ice Cream is open. We have to perform half-office hour duty on Thursday. I was assigned to a role in the company headquarters during my tenure here. With its headquarters in:

Address: Khagan, Birulia, Savar, Dhaka.

Time: 9:00 AM to 5:00 PM

At 1:00 PM, there is a break of 1 hour to have lunch and say the noon prayer at the corporate headquarters. Refreshments are served throughout regular business hours. Male and female employees get the same leave time. I start a typical workday by making a list of everything I need to do, working with my team to do tasks as fast and effectively as we can, and reporting to my supervisor as needed.

In Polar's Supply Chain & Planning Dept., working from home is not standard procedure, therefore on unpredictable workdays with a lot of meetings scheduled or a sense of urgency, I remain late to complete everything for the day. Most of the work is done on the very old tradition system, on papers, and so still ERP system is not as much important, which are only useable within the business connections and maynot be used remotely.

4.12. Workplace Interactions

During my internship period at Polar, I got the opportunity to interact with the CEO, CFO, Head of Planning and Supply Chain, Senior Manager, Senior Sec. Manager, Audit Dept., Accounts unit, Head of Marketing and Brand Mgt. Dept., and other executives and supervisors from the plant. After leaving our quarter, I kept staying in touch with our suppliers via phone calls, WhatsApp messages, as well as occasional letters.

It was mandatory for me to correspond with my supervisors and fellow team members using email, digital networking platforms such as WhatsApp, and both online and offline meetings. The team meets almost on a regular schedule to share information, talk about ideas, and remain informed about current events.

4.13. Working Tools

During my internship, I was mostly required to utilize the ERP software, MS Word, MS Excel, MS PowerPoint, Canva, and MS Outlook. I wasn't quite familiar with ERP software because I wasn't previously permitted to deal with it. Still, I received some training in the following areas:

- Creating purchase orders (PO),
- Generating general reports,

- As well as how to input supplier data.
- A PO for a separate code is issued at the conclusion of the process, which began with the manufacturer entering a PR for a specific product under a PR code in the ERP.
- The MRR is created with the distinct PO no. when a material is delivered to the manufacturer.

ERP

Businesses employ enterprise resource planning (ERP) systems to oversee their everyday operations. The main goal of an ERP system is to facilitate the integration of corporate processes into a unified network for the aim of increasing organizational efficiency. Stated differently, it establishes thorough connection across many departments. ERP and supply chain management each have distinct roles to play, but they may complement one another to raise an organization's performance level.

In order to support continuous innovation, it gives importance on ensuring which businesses may adjust to update by embracing new technology and keeping abreast of market trends. Planning, forecasting, getting coverage changes with stock getting scenario as well as running stock inventory, logistics, and control are just a few of the cutting-edge features and functionalities it offers. Purchase requisition lists, quotation requests, quotation entries, purchase order generation, and order management are all included.

The MIS team of Pandughar is in a position of setting up and maintaining the internal enterprise resource planning (ERP) system for the business. The ERP system is managed internally rather than being outsourced as the MIS team was particularly employed by the company and their work is optimized for this purpose. Additionally, we can just walk into the MIS Department, address any issue, and get it resolved as quickly as possible. We can easily apply any modifications we would like to make to the system to improve its performance by simply discussing the features or choices we would like to see incorporated with the staff.

Microsoft Excel

I worked primarily using Microsoft Excel.

To update a number of documents and spreadsheets that list the year's delivered and ongoing consignment statuses:

- Figuring out how much money is needed.
- Producing top sheets.
- Top sheets based on MRR and bills.
- Producing CS.
- Public relations efforts are effective.

Chapter 5: Analysis of Duties

DUTY ANALYSIS

The purpose of the section refers to demonstrate ultimate results of the participation in my three-month internship program which I previously mentioned. This research will be written from three perspectives: the professional, market, and corporate levels. I will be studying the three elements mentioned above in this chapter, focusing specifically on the parallels and divergences between the knowledge I gained from my undergraduate program and the experiences I had during my internship.

5.1. Analysis of Corporate Level

1. Forecasting Methodology

There are serious flaws in how it describes the forecasting process utilized by this company. More precisely, it is evident when consumption surpasses both budgeted and expected levels for a certain duration, leading to a bad losing scenario throughout polar's manufacturing process. When the situation happens, emergency supply also got finished. On the severity of this crisis, deliveries are frequently sent by air emergency, and more local product purchases are made. Polar's supply chain & planning division is recently making each step to rule out the chance of an unforeseen circumstance, nevertheless.

2. Safety Stock and Lead Time

There is no cap on the quantity of buffer materials that can be kept on hand. Decisions regarding the purchase and storage of raw materials are primarily based on forecasts and historical trends as there isn't a specific process in place. The duration of local procurement is very short, but in the case of importation, purchased goods are held in inventory for around two months following their receipt. The entire purchase process is delayed by the time it takes to form an LC, communicate with the vendor, shop keeper, and freight forwarder, and deal with custom clearance concerns.

3. Backdated ERP

This company does not employ automated enterprise resource planning software. Productivity suffers when an organization's ERP software starts to stand in the way of its goal for enough flexibility. The consequences can be dire. Corporate processes may be automated with the help of digital enterprise resource planning and systems integration. For instance, the program will immediately get in touch with the seller to make arrangements for repurchasing if there is a shortfall of goods in the warehouse. By facilitating supply requests running smoothly, the opportunity enables the company to meet the demands of the expanding, changing environment.

Also, there is less chance of error because human involvement is small. For instance, because the machine promptly looks after it, a supervisor cannot forget to replenish a brief need. In this way, employees may also refocus their whole attention on the company's essential operations instead of spending it on seemingly insignificant yet crucial details.

5.2. Analysis of Market Level

A corporation will use a set of strategies known as the Corporate Marketing Mix while trying to market its brand. According to Balmer (2006), a corporation's behaviors are influenced by these six specific factors.

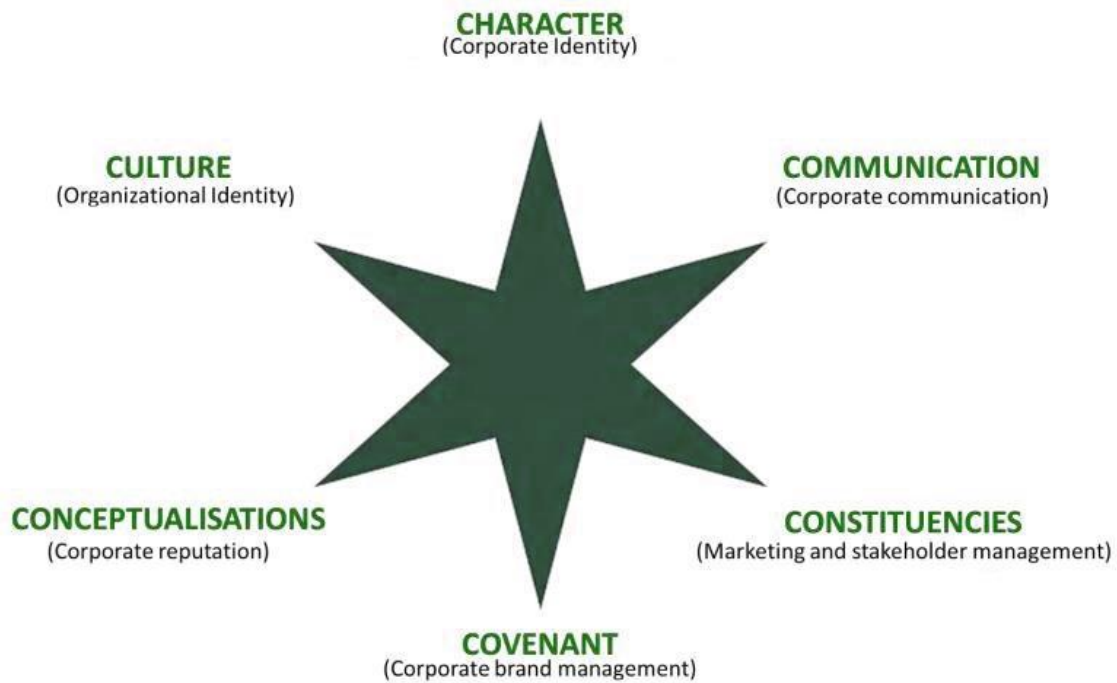


Figure 14: Corporate Marketing Mix

Character

This dimension poses some questions, "What are the unique and distinguishing subjects of the enterprise?" Here, we're discussing about the topics as the key components of a company (physical and intangible), products and services, internal operations, and market performance, along with a few extra topics like the people by whom the company is run, in which way it's managed, its purpose and vision, and the distinguished past.

To say this plainly, Polar possesses a significant advantage over the competitors as this firm holds the membership of one of the biggest and most established business groupings in the nation. As a result, a proposition made through a member of the firm's any specific team to a client has a higher chance of being politely accepted.

Culture

This section displays employee contentment, good leader-assistant-follower relationships, as well as many extra features of the firm's inner environment. It is unusual to get a company run by policies as reasonable as Polar's. The CEO directly supervises business personalities as well as officials, as is customary in today's industrial age.

Conceptualisations

Here, we want to show how vital the opinions of stakeholders are to us. Due to Pandugar Group's interactions with the government of Bangladesh and foreign and international institutions like the Asian Development Bank and the World Bank (WB), the company has already developed a solid and favorable corporate image. However, Polar Ice Cream has been excellent in terms of high quality, hygienic practices, and variety for almost forty years. The corporate sales staff at Polar is most likely to gain from this information. In recent years, Polar has won several awards, solidifying its status as the most well-liked ice cream producer and guaranteeing 100% hygienic service.

Constituencies

This section addresses the proprietors of the company as well as, the procedure by which they manage the company's working process. Pandugar is comparable to a tight-knit, compact, and resilient group of people. Because of this, the organization's performance is mostly impacted by how quickly decisions are taken. To say about the particular topic of public perception, Polar holds favorable connections and communication with the specific two parties in addition to governments and private persons.

Communication

These dimensions center on the opinions that customers have of a business. This also includes brand awareness and promotional plans. CSR initiatives are included in this specific area as well. In order to maintain a fantastic brand image, Polar Ice Cream always strives to establish solid, long-lasting relationships with its customers. The first creation of corporate sales was a direct response to this need.

Covenant

The promises a company makes to its shareholders are highlighted in this discussion. Polar's first priority is always its products. Every part, substance, and ingredient used in Polar's production procedure is obtained from a range of domestic as well as international providers for this reason. Polar assures its clients that using its 100% hygiene services will be a wonderful experience.

5.3. Analysis of Professional Level

The internship actually turned out to be a lot less difficult and demanding than I had anticipated. I was concerned that overseeing the workday and communicating with my line manager and supervisor would be challenging, but my supervisor made it much simpler than I had anticipated. When it came to making sure that certain rules were followed, HR and Admin backed all of my efforts and time constraints. They also took into consideration my scholastic requirements when they extended their offer of extra internship period to me. This experience made me realize how crucial it is to develop solid working connections with everyone around you, even if your internship is just for a few weeks.

I express my gratitude to the institutional supervisors for developing a curriculum which enabled the pupil to obtain practical knowledge in a commercial environment, at the same time remaining enrolled in university courses. The students will be brave enough to stay marked and more favorites of the competition in the employment world as a consequence. I will like to use the occasion for expressing the gratitude to my instructors and university once again as they provide the individuals a chance to interact with a real-world trending situation. I discovered a lot about who I am and where I want to go with my career during my three-month internship.

Relevance to Affiliation with Companies

Pandugar Group employs hundreds of people in just one of its businesses, establishing Polar one of the biggest in the food & beverage industry. Overall, I gained some valuable knowledge from the internship program. If the business don't know the customers, there stays no one-size-fits-all formula for business growth, HR guidelines, or brand mgt. strategy which would guarantee the sustainability. Large local purchase, import, and rate budgets for Polar depend on a strong network

of vendors, banks, customs, and also C&F agents. I've found out a way to make sure the company's objectives are reached while also keeping everyone in agreement.

The Head of Supply Chain & Planning Dept. of Polar occasionally communicates to a domestic supplier personally to make sure that working process continues to perform well for all the segments related to. Even though Polar possesses an entirely unique work environment and ethics, they nonetheless ensure that maintaining power distance between each rank holder is important. For me, adapting to a different surroundings was a unique experience. Although bottom-line workers are frequently the party who suffer from a company's poor infrastructure, if this marketing is done correctly, it may have a significant impact on a business's bottom line.

Difficulty Levels

That being said, despite the warm attitude, I had some trouble adjusting. The high turnover rate at Polar Ice Cream can be attributed to low employee satisfaction.

The worst aspect of my internship was the long trip from my residence to the business headquarters. Additionally, the awful traffic in Dhaka made it difficult to visit the local sellers at least twice a week.

Chapter 6: Findings

6.1. Recommendations

Boost Prediction Effectiveness: With respect to demand volatility, seasonality, competitiveness, business trends, as well as company insights, Polar must reconsider its prediction methodology and forecasting. Enough training and system data transparency are prerequisites for successfully introducing a new process.

Local Supplier Development: In order to enjoy long-term rewards, Polar must do more to support our nation's local suppliers. They must thus teach the local raw material providers about their farming techniques. Present-day local enterprises are also prospering in terms of manufacturing materials and commodities of superior quality. Establishing a nearby supplier for flavorings and milk powder is feasible. Polar will help our country and save a ton of money and time.

Reducing Import Lead Time: The majority of raw materials that are currently imported have lengthy import lead times (from order to factory delivery times). Most orders have a two-to four-month wait period. Here, Polar Ice Cream must bargain with foreign suppliers or their intermarket subsidiaries to shorten the lead time.

Upgrade to SAP: Since the existing system is not automated, Polar should upgrade its ERP software to SAP. When ERP software turns into a significant barrier to a company's demand for complete flexibility, the results can be harmful. Digital business resource tactics and system integration can be advantageous to corporations. For example, the procedure may communicate the vendor right away for making arrangements for extra items if there aren't sufficient at the warehouse capacity. Our fast-paced environment requires more from our organization, and we can stay up by managing supply demands on the go.

Digitization: Polar has to put a lot of effort into digitizing its documents and information. It takes a lot of time to physically read through these documents; however, modernizing the system would both help in time consuming and enhance the ultimate standard of the work.

6.2. Conclusion

Pandugar Group's industrial debut was quite some time ago. At the moment, they rank among the most significant businesses worldwide. As a result, they play a major role in the growth of our economy. In reality, what matters is that their diversity, contacts with the government, and a group of hardworking intellectuals enable them to run their business effectively. Working for such a large corporation was undoubtedly an incredible experience. I never imagined I would get to witness directly how Polar Ice Cream deservedly came to dominate the market and the perceptions. Furthermore, I acquired expertise in organizing and assigning tasks for each delivery, in addition to overseeing a substantial budget for local purchases meant for Polar Ice Cream alongside my team. It was also really amazing how involved they were in the supplier development process. All of these experiences will be useful to me as I advance in my career, for sure.

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Annexure
(Internship Weekly Reports)