

# Internship Report

on

## Integrative Work Systems at Marketing Insights:

### ACI Pharmaceuticals Limited Bangladesh



Submitted to

## Islamic University of Technology

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

I am aware that the BBA in Business and Technology Management program at the Islamic University of Technology will keep my final report as part of its collection. I give permission for my final report to be shared with any reader upon their request.

Submitted by:

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**Integrative work Systems at Marketing Insights:  
ACI Pharmaceuticals Limited Bangladesh.**

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

## Letter of Transmittal

17<sup>th</sup> May, 2024

Md. Abdullah Al Mamun  
Assistant Professor,  
Business and Technology Management  
Islamic University of Technology  
Board bazar, Gazipur

**Subject:** Submission of internship report on “Integrative work Systems at Marketing Insights: of ACI Pharmaceuticals Limited Bangladesh.”

Dear Sir,

With great pleasure to finally submit my internship report on “Integrative work Systems at Marketing Insights” of ACI Pharmaceuticals Limited Bangladesh. For this report, I have consulted the internet, books, lectures in class, and other pertinent materials alongside my personal experience while writing and compiling this report. Despite my best efforts, there might be some unintended mistakes in it.

I sincerely hope that this report meets your expectations. Any inquiries about this report are welcome, and if more information is required, I will be happy to offer it with due diligence.

Yours faithfully,




..... 16.5.24

Mushfiq Khan  
ID: 190061143  
Business and Technology Management Department  
Islamic University of Technology

## Declaration

I, Mushfiq Khan, Student ID: 190061143, student of Business and Technology Management in Islamic University of Technology, declare that this BBA internship report is accurate and completed on the topic “Integrative work Systems at Marketing Insights: ACI Pharmaceuticals Limited Bangladesh”. The report has been delivered to Islamic University of Technology (IUT) under the guidance of Md. Abdullah Al Mamun, Assistant Professor, department of Business and Technology Management, Islamic University of Technology (IUT). This is my own work, and it has not been submitted for a certificate or degree at any other institution.

I further declare that I am solely responsible for any error that may have entered into my internship report.


  
16.5.24  
.....

Mushfiq Khan

ID: 190061143

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17-05-2024  
.....

Md. Abdullah Al Mamun

Assistant Professor,

Business and Technology Management

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## **Acknowledgement**

The fruitful attainment of this internship report is the culmination of unwavering support, guidance, and encouragement from numerous individuals to whom I owe my deepest gratitude. First and foremost, I am profoundly thankful to Almighty Allah for granting me the physical ability, patience, and perseverance required to undertake and succeed this endeavor.

I show my sincere gratitude to my academic supervisor, Md. Abdullah Al Mamun Sir, for their invaluable guidance, insightful feedback, and continuous encouragement throughout my endeavor. Their insight and advice were key in the culmination of this report.

A special note of thanks goes to Md. Abu Sayem, (Manager, Marketing Insights), my supervisor at ACI Limited, whose support, mentorship, and constructive feedback were crucial in helping me navigate through my internship. Their willingness to share knowledge and provide practical insights into the sales and marketing functions was immensely beneficial.

I further pay tribute to the entire team at ACI Limited for their warm welcome and for providing a conducive learning environment. Their collaboration and assistance allowed me a comprehensive assessment of the organizational processes and the FMCG industry.

My heartfelt gratitude extends to the Business and Technology Management Department of Islamic University of Technology (IUT) for offering a robust curriculum that prepared me well for this practical experience. The theoretical knowledge and skills imparted during my academic tenure were foundational in carrying out my responsibilities effectively.

I would also like to state the continuous enthusiasm and support of my household and my peers. Their trust and constant inspiration provided the emotional support necessary to persevere through challenging times.

Lastly, I pay thanks to all those who, first hand or behind the scenes, contributed to the successful completion of this report. All the support, your encouragement has been pivotal in achieving this milestone.

Thank you all for your invaluable contributions.

## Executive Summary

In this report, I have tried to provide a summary of my 3-month internship experience, which was designed to give me real-world professional experience. The paper describes my time, duties, achievements and learnings at ACI Pharmaceuticals Ltd.'s **Marketing Insights** Department. ACI Pharmaceuticals stands out as a significant player in Bangladesh's pharmaceutical industry, employing over five thousand individuals across the country. Renowned for its progressive approach and commitment to improving the health of Bangladesh's citizens, ACI Pharma is dedicated to introducing innovative and reliable pharmaceutical products and cutting-edge ideas. As a trailblazer in the field, ACI has been at the forefront of promoting the concept of quality management systems in Bangladesh. Achieving ISO 9001 certification in 1995 was a landmark achievement, signaling ACI's steadfast dedication to quality and excellence. This certification not only affirmed ACI's reputation for quality but also paved the way for ongoing improvement across its operations. ACI's pioneering efforts have set a benchmark for the industry, driving progress and fostering a culture of innovation. The Integrated and supportive work system is a very important and crucial part of **Marketing Insights** department at ACI Pharmaceuticals Ltd. aimed to build the operations as more efficient by ensuring effective use of resources through automation. As an intern, I got the opportunity to closely monitor how the various elements and parts of various departments function. Though I was under the supervision of Manager- Marketing Insights, **Md. Abu Sayem**, I got the opportunity to work in various work scenarios and teams from which I have gained substantial personal growth, both in skillset and knowledge base. I was also grateful to have been able to contribute in some small projects undertaken by the department.

Throughout my internship, I was able to learn about as well as integrate myself into the corporate culture for three very substantial and eventful months. It expanded my knowledge of what it was like to work in a corporate setting, fostering both my professional and personal development. My professional aspirations have undoubtedly been significantly impacted by this. It demonstrated to me my areas of growth, my learnings, my contribution and my shortcomings in this particular venture. I have included detailed, yet concise information about the overview of the company, company analysis, industry analysis, etc. at the beginning of the report. I then went on to discuss my duties and functions as an intern while working here. Finally, I provided an analysis at several levels, including firm, market, and professional level. Finally, I've provided my suggestions for areas that both ACI Pharmaceuticals Ltd. and our courses of BTM department on where they must improve upon for better success.

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**ACI**

**Chapter 1**

**Introduction**

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## 1.1 Introduction:

This report is a vital accessory of the– **Internship 4800** course for the 8<sup>th</sup> semester. The intention behind its creation is to share the experiences I've accumulated while absorbing the essence of professionalism at **ACI Pharmaceuticals Limited**. Internships are a vital component of the academic curriculum, serving as a bridge between theoretical knowledge and practical application. This report encapsulates my internship experience at ACI Limited, one of Bangladesh's foremost conglomerates. The opportunity to intern at ACI provided invaluable insights into the operational dynamics of a leading company, particularly within its Sales and Marketing departments.

The purpose of this report is to briefly document my journey within ACI and the key learnings I gained from my internship. I have tried to examine the company's corporate culture by focusing on the values that guide its operations and shape its interactions with stakeholders. I have also analyzed the marketing strategy used by ACI and show how it addresses the specific needs of the healthcare industry and contributes to the company's continued success. Additionally, I have shared my personal experiences, reflections, and valuable lessons learned during my internship to provide a comprehensive picture of what it truly means to be part of the ACI family.

Starting a three-month journey as a **Marketing Insight Intern** at ACI Pharmaceuticals Limited (ACI) was an enriching journey that revealed the complex web of a dynamic company culture. It was an experience. Upon joining this renowned pharmaceutical giant, I was immediately drawn to the palpable energy of innovation, dedication, and unwavering commitment to ethical healthcare solutions. My internship wasn't just about gaining marketing expertise, rather, it was a transformative immersion into the essence of ACI, a company that thrives on a unique blend of values, team spirit, and an unwavering pursuit of excellence.

From the beginning, I was welcomed with open arms by a team of mentors and colleagues who immediately embraced my desire to learn and contribute. The open-door policy fostered a sense of inclusivity, allowing me to freely attend to discussions, brainstorming sessions, and gain valuable insight into the company's marketing strategy. Witnessing first-hand the careful planning, thorough research, and data-driven decision-making behind each marketing campaign has deepened my understanding of the complex world of pharmaceutical marketing.

The internship experience at ACI Limited not only augmented my academic knowledge but also honed my analytical and interpersonal skills. This report reflects my journey of growth and learning, emphasizing the importance of practical experience in shaping a well-rounded business professional.

This report is not only a highlight of my internship experience. This is proof that ACI has had a huge impact on my professional and personal growth. This is an expression

of my heartfelt gratitude for the opportunities, guidance, and valuable knowledge I have gained while working for this respected pharmaceutical powerhouse. I am confident that the insights I gained and the connections I made during this internship will continue to shape my future endeavors in the marketing and healthcare worlds.

## **1.2 Origin of the Report:**

This report is the outcome of the 3 months' internship program at the department of **Marketing Insights** at ACI Pharmaceuticals Limited. It has details about the firm, its offerings, as well as the industry in which they operate. The genesis of this internship report is rooted in the requirements of the internship program for students of our department, in order to complete their undergraduate degree. The objective of this program is to introduce the students with the job market and the corporate world. As students are already acquainted with the theoretical principles of the business realm, the internship initiative was crafted to facilitate the practical implementation of these theories in the real-world business landscape, enabling the acquisition of professional expertise.

The report aims to provide a detailed account of ACI Limited's marketing strategies, the roles and responsibilities assigned to me, and the methodologies employed to achieve the internship's learning objectives. It also seeks to highlight the challenges encountered and the solutions implemented, offering a critical analysis of the company's market positioning and strategic initiatives.

This internship report is not only a fulfillment of academic requirements but also a personal endeavor to consolidate my learning and professional growth. By documenting my experiences at ACI Limited, I aim to provide a valuable resource for future interns and contribute to the ongoing discourse on effective marketing and sales strategies within the FMCG sector.

## **1.3 Objective of the report:**

Throughout my three-month internship, my primary aim was to grasp the inner workings of the company's marketing procedures, particularly focusing on "**GD (Growth Drive) Brands**" under the supervision of the **Marketing Insights** division, and their strategies to attain goals. The objective of this report is to showcase my understanding of the tasks undertaken and the knowledge acquired during my internship tenure as a trainee. These include:

- To give an overview of 3 months' experience as an intern at ACI Pharmaceuticals Bangladesh.

- To illustrate the company's general situation and standing in both local and global markets.
- To outline my responsibilities and goals as an intern.
- To relate academic learning with practical experience

## **1.4 Methodology:**

In this report I have endeavored to gather as much data as possible to gain a better understanding of all processes and more on hands experience which will help to play avital role in not only my academic studies, but also my career-oriented ventures.

I have tried to gather as much authentic information and insights utilizing not only my own experience but also various secondary sources while preparing this report. These sources, while being subjective to my own mentality helps better to reflect the ins and outs of the company as a whole. The primary and secondary sources of information are mentioned below.

### **1.4.1 Primary source:**

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

- Direct communication with the employees.
- The daily diary and notes.
- Field surveys and telephone interviews of associated personnel.

### **1.4.2 Secondary source:**

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

- The company website.
- Annual reports of the company
- Relevant research papers
- Previous associated internship reports
- Relevant sources from the internet
- Project plan of the company

## 1.5 Scope of the Report:

This report provides a comprehensive analysis of **ACI Pharmaceuticals Bangladesh**, with a focus on the Marketing Insights division. It covers the company's organizational structure, operational practices, and working conditions, emphasizing its influence in both domestic and international markets.

The report also delves into the **Fast-Moving Consumer Goods (FMCG)** industry, offering context for ACI Pharmaceuticals' operations within this sector. It explores industry trends, competitive strategies, and market challenges that affect the company's environment.

In addition, the report discloses a personal narrative of my experience at ACI Pharmaceuticals, detailing the learning opportunities, challenges encountered, and skills acquired. It concludes with a critical evaluation of the internship, highlighting limitations and providing recommendations to enhance the experience for future interns and the company.

## 1.6 Limitations and constraints:

I encountered the subsequent constraints while preparing this report.

1. **Confidentiality:** The main challenge faced while preparing this report is collection of information and maintaining confidentiality of the collected information. As this industry is very confidential so collecting information has been difficult.
2. **Time Constraint:** Three months was comparatively short for achieving all of the company's knowledge and insight. Despite this limitation, I have done my best to make the most of this experience.
3. **Relevance:** As I am not primarily of pharmaceutical background, I found it somewhat challenging to perform to the best of my abilities as like my other colleagues in general. Also, it was quite difficult for me to initially relate to the hordes of unknown terminologies and topics within the working firm and this I believe hampered my progress somewhat, if not very largely.

## 1.7 Significance:

Internships play an essential role in a student's educational journey by providing practical experience that complements academic learning. My three-month internship at ACI Pharmaceuticals Ltd Bangladesh has been immensely beneficial for my personal and professional development. It offered a chance to gain hands-on experience, contribute to significant projects, and understand the workings of one of Bangladesh's leading pharmaceutical companies.



At a personal level, this internship provided me with the opportunity to put theoretical understanding into practice within a practical environment, collaborating closely with experienced experts and engaging in meaningful projects. This exposure has deepened my understanding of the pharmaceutical industry and helped me develop vital skills such as communication, teamwork, and problem-solving. Being part of ACI Pharmaceuticals' mission to deliver affordable, essential medicines aligns with my goal of contributing positively to my community and country.

The skills and knowledge gained during this internship will undoubtedly give me a competitive edge in my future career. The practical experience, coupled with potential references from industry experts, will enhance my resume and broaden my professional network within Bangladesh's pharmaceutical sector.

In conclusion, my internship at ACI Pharmaceuticals Ltd. has been a pivotal experience in my personal and professional growth. It has successfully connected theoretical understanding with real-world implementation, enabling me to contribute to a significant mission and offering valuable perspectives into the workings of a prominent corporation.

The logo features the letters 'ACI' in a large, white, bold, sans-serif font, centered within a light green circular background. Below the letters are three stylized, wavy lines in a darker shade of green, suggesting water or a landscape. Two thin, dark blue horizontal lines cross the page, one above and one below the 'ACI' text.

**ACI**

**Chapter 2**

**Company Overview**

## 2.1 Overview of ACI Limited:

Imperial Chemical Industries (ICI), a notable British corporation, initially established a branch in the region known as East Pakistan. Following the country's independence, this branch was renamed ICI Bangladesh Manufacturing Limited. In 1992, after ICI divested its interests, the company rebranded itself as Advanced Chemical Industries (ACI) Limited. At present, ACI Limited stands as a leading conglomerate in Bangladesh with a rich multinational heritage, operating through four key strategic business units.

### 2.1.1 Strategic Business Units

- 1. Pharmaceutical Sector:** Dedicated to improving the well-being of the Bangladeshi populace, this industry provides groundbreaking, cost-effective, and dependable medicines.
- 2. Consumer Brands:** This sector enhances everyday living by offering an extensive array of goods, spanning from personal care products and household necessities to electronics, smartphones, and diverse foodstuffs such as salt, flour, rice, tea, and cooking oil. Furthermore, it explores opportunities in global markets.
- 3. Agribusiness:** As the most extensive interconnected domain in Bangladesh, it includes agriculture, animal husbandry, aquaculture, agricultural automation, infrastructure amenities, motorcycles, vessels, maritime technology, and aviation systems.
- 4. Retail Chain Division:** Dubbed as SHWAPNO, this stands as the largest retail franchise in Bangladesh, with a network of 136 outlets across the nation, catering to a daily clientele exceeding 65,000 customers.

### 2.2.2 Financial Contribution

During the fiscal year 2022-23, ACI and its affiliated companies made a substantial contribution of Tk 16,732 million to the national treasury through corporate income tax, customs duties, and value-added tax.

<b>Full Name</b>	<b>Advanced Chemical Industries Limited</b>
<b>Date of Incorporation</b>	24 January 1973
<b>Type</b>	Public Limited
<b>Capital Authorized</b>	1,500,000,000

<b>Issued and paid capital</b>	762,056,260
<b>No of Shares</b>	76,205,626
<b>Face Value</b>	10
<b>Year End</b>	30 June

**Table 1:** Company Overview of ACI Pharmaceuticals.

## 2.2 History:

<b>Year</b>	<b>Evolution</b>
<b>1968</b>	Established as the subsidiary of Imperial Chemical Industries (ICI)
<b>1973</b>	Incorporated in Bangladesh as ICI Bangladesh Manufactures Limited
<b>1976</b>	On 28 December, ICI was listed with Dhaka Stock Exchange.
<b>1992</b>	On 5th May ICI plc divested to local management and registered as Advanced Chemical Industries Limited
<b>1995</b>	On 22 October, ACI listed with Chittagong Stock Exchange
<b>2013</b>	Inc. incorporated in USA by establishment of ACI HealthCare USA
<b>2013</b>	Attained ISO Certification
<b>2019</b>	Attained BSI Certification
<b>2022</b>	Attained FDA Approval

**Table 2:** History of ACI Pharmaceuticals.

In 1968, the arrival of Imperial Chemical Industries (ICI), a renowned British multinational corporation, marked a significant economic development in what was then East Pakistan. Following Bangladesh's declaration of independence in 1971, the corporate entity underwent an official transformation, culminating in its registration on 24 January 1973 as ICI Bangladesh Manufacturers Limited, assuming the mantle of a Public Limited Company. However, the dynamics shifted in 1992, when ICI opted to divest its interests in Bangladesh, prompting a rebranding to Advanced Chemical Industries (ACI) Limited.

The evolution continued as ACI, amidst the changing tides of the global market, made strategic decisions to streamline its operations. In 2015, a pivotal moment arose when ACI made the strategic decision to part ways with its insect control, air care, and toilet care brands, which found new homes under the ownership of SC Johnson & Son.

Despite the corporate realignments and transitions, ACI remained a significant contributor to the economic landscape of Bangladesh. This was vividly illustrated during the fiscal year 2019-2020, where ACI Limited emerged as a noteworthy contributor to the national exchequer. Through its robust corporate tax payments, customs duties, and value-added tax contributions, ACI underscored its enduring commitment to the socio-economic progress of Bangladesh.

Thus, the narrative of ACI Limited is not merely one of corporate transformations, but also a testament to its enduring legacy and contributions to the national economy. From its inception as an arm of a multinational conglomerate to its evolution into a formidable local entity, ACI has navigated through various challenges, leaving an indelible mark on Bangladesh's industrial landscape while consistently fulfilling its fiscal obligations to the nation.

## 2.3 Timeline:

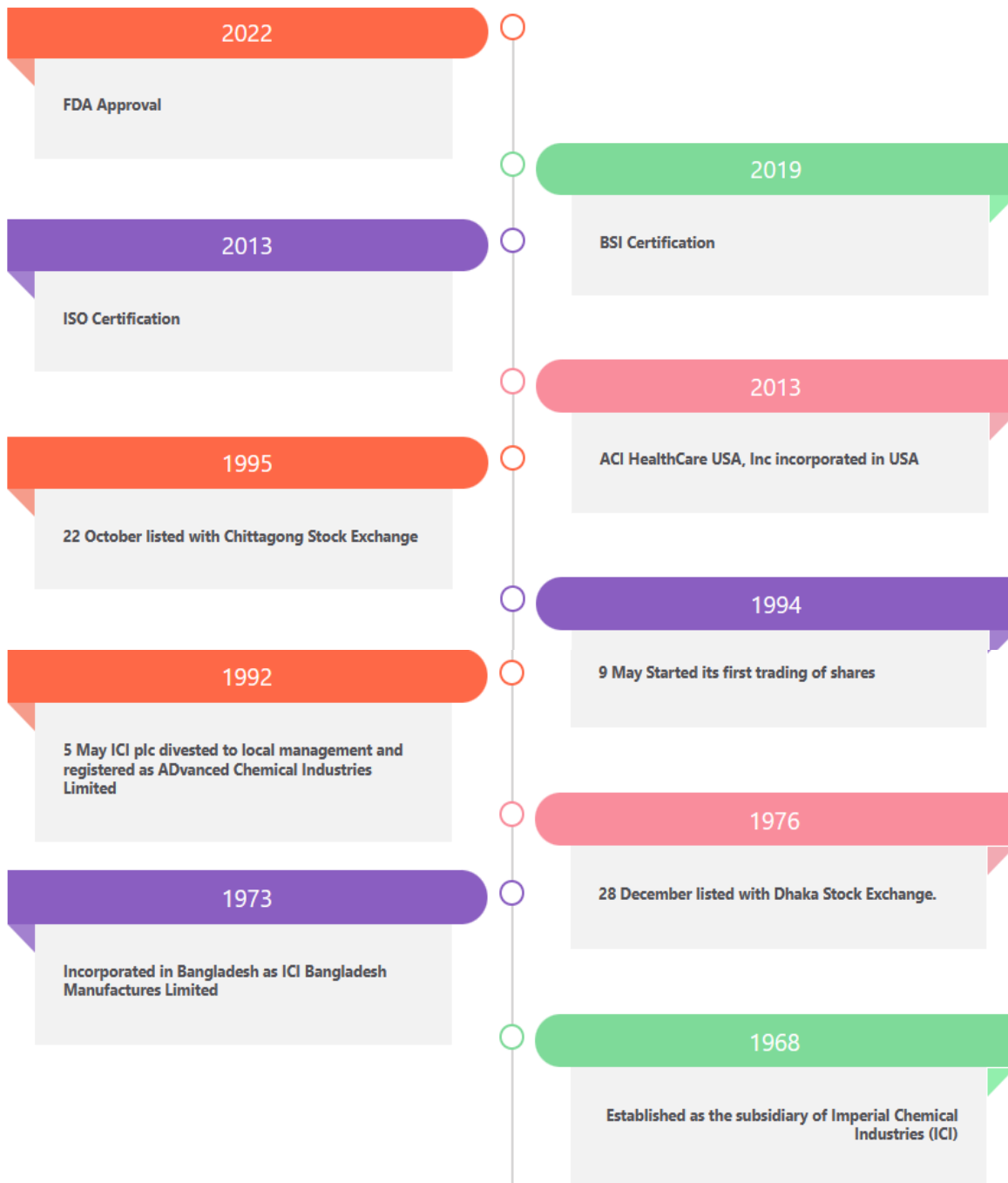


Figure 1: Timeline of ACI Pharmaceuticals.

## 2.4 Mission and Vision

ACI Limited is dedicated to providing products and services of unparalleled quality that cater to a wide range of consumer needs and preferences. The company strives to maximize benefits for its consumers while also delivering value to its shareholders.

### 2.4.1 Mission

ACI aims to enhance the quality of life for individuals by responsibly utilizing knowledge, technology, and expertise. ACI is dedicated to achieving excellence by offering top-notch products, implementing innovative procedures, and employing qualified professionals, all with the goal of providing utmost customer satisfaction.

### 2.4.2 Vision

- ❖ Offer high-quality products and services consistently, guaranteeing competitive prices for our customers.
- ❖ Seek to attain a position of prominence in every aspect of our business endeavors.
- ❖ Cultivate the skills of our workforce through the promotion of autonomy and recognition of innovative ideas.
- ❖ Encourage a setting that supports both learning and individual growth.
- ❖ Achieve optimal productivity across all our operations by efficiently utilizing resources and embracing appropriate technology.
- ❖ Foster inclusive growth by supporting and empowering our distributors and suppliers to enhance their efficiency.
- ❖ Guarantee superior returns on investment by judiciously managing resources and conducting cost-effective operations, leveraging our core strengths.

### 2.4.3 Values

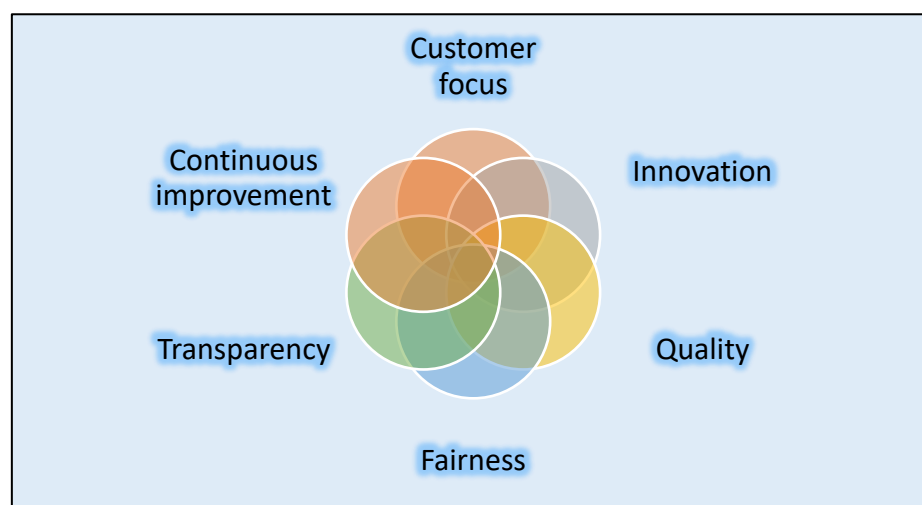


Figure 2: Values of ACI Pharmaceuticals.

## 2.5 Products produced and offered to customers:

In the pharmaceutical sector in Bangladesh, ACI Pharmaceuticals is a giant among giants, at the top. Its history is woven with threads of innovation, quality and ethical practice, and is inextricably linked to the well-being of millions of people. But within this vast tapestry, certain threads shine brighter, and the brand has become well-known and represents trusted health solutions. In this essay, we will discuss these top brands of ACI. Each of these brands is a testament to the company's unwavering commitment to improving lives.

### 2.5.1 Top brands

<b>Name</b>	<b>Treatment</b>
<b>Avloclav</b>	Respiratory tract infection
<b>Xeldrin (Omeprazole)</b>	Gastric and duodenal ulcer
<b>Othera (MUMPS)</b>	Gastroesophageal reflux
<b>Fluclox</b>	Skin and soft tissue infection
<b>Paricel</b>	Active duodenal ulcer
<b>Abecab</b>	Hypertension
<b>Reversair</b>	Prophylaxis or treatment of chronic asthma
<b>Diasulin</b>	Insulin for type-1 and type-2 diabetes
<b>Micoral</b>	Oral and gastrointestinal candidiasis
<b>Cerox CV</b>	Streptococcal infection
<b>Acical-D</b>	Osteoporosis, Osteomalacia, Rickets
<b>Seroxyn inhaler</b>	Asthma

Table 3: Products of ACI Pharmaceuticals.





Figure 3: Products of ACI Pharmaceuticals.

## 2.6 Areas of Operations:

### 2.6.1 Domestic Operations:

As a developing nation, Bangladesh experiences burgeoning growth in its pharmaceutical market and industry. Among the key players in this sector, ACI stands out for its adeptness at sustaining growth through innovative marketing approaches. A pivotal demonstration of its commitment to quality is evident in ACI's attainment of the ISO 9001 certification, a noteworthy milestone as it became the pioneer company in Bangladesh to achieve this distinction.

ACI's strategic positioning is further underscored by its extensive distribution network comprising 18 strategically located warehouses. This network enables ACI to establish a formidable presence in both urban and rural markets nationwide. Through this

expansive reach, ACI assumes a critical role in facilitating healthcare solutions and bolstering the accessibility and quality of healthcare services throughout Bangladesh.

### 2.6.2 Global Operations:

ACI Pharma stands as a renowned pharmaceutical entity within Bangladesh, boasting a workforce exceeding five thousand individuals spread across the nation. Driven by a steadfast commitment to enhancing public health within Bangladesh, ACI Pharma consistently unveils innovative and dependable medicinal offerings. Its extensive product portfolio traverses across four continents, catering to as many as thirty nations globally. Furthermore, ACI Pharma's dedication to quality is underscored by its attainment of Good Manufacturing Practice (GMP) certifications from esteemed regulatory bodies in Kenya, Ivory Coast, and the Philippines. Moreover, the company has garnered Product Marketing Approvals from fifteen distinct countries, further solidifying its reputation as a provider of reliable pharmaceutical solutions.

In its pursuit of international expansion, ACI Pharma has made significant strides, achieving noteworthy success in markets such as Sri Lanka, Yemen, Myanmar, and Vietnam. This expansion not only bolsters ACI Pharma's global footprint but also underscores its commitment to delivering high-quality healthcare solutions to diverse populations around the world.



Figure 4: International Operations of ACI Pharmaceuticals.

### 2.7 Organizational Structure of ACI Pharma Bangladesh:

ACI, a prominent pharmaceutical company in Bangladesh, has been sowing seeds of optimism for almost thirty years. Ever since its attainment of ISO 9001 certification in 1995, ACI has been at the forefront of quality management, incessantly striving for enhancement in all aspects of its operations. Our proficiency lies in the development of

both commonplace and intricate products, thanks to our adept teams in manufacturing, product development, process redesign, and quality control.

Acknowledgment of ACI's unwavering dedication to excellence has arrived in the form of the STC audit, which has confirmed that our operations in Narayanganj, Bangladesh are in alignment with the WHO GMP guidelines. It is the patients and healthcare professionals who ignite within us the desire to exceed boundaries. By harnessing the power of state-of-the-art chemistry and fostering a culture of innovation, our aim is to offer practical and convenient solutions within healthcare environments. Our ultimate ambition is to ensure that individuals across the globe have access to affordable medications of exceptional quality. We are deeply invested in addressing the ever-evolving medical requirements of our patients and their families.

### 2.7.1 Board of directors:

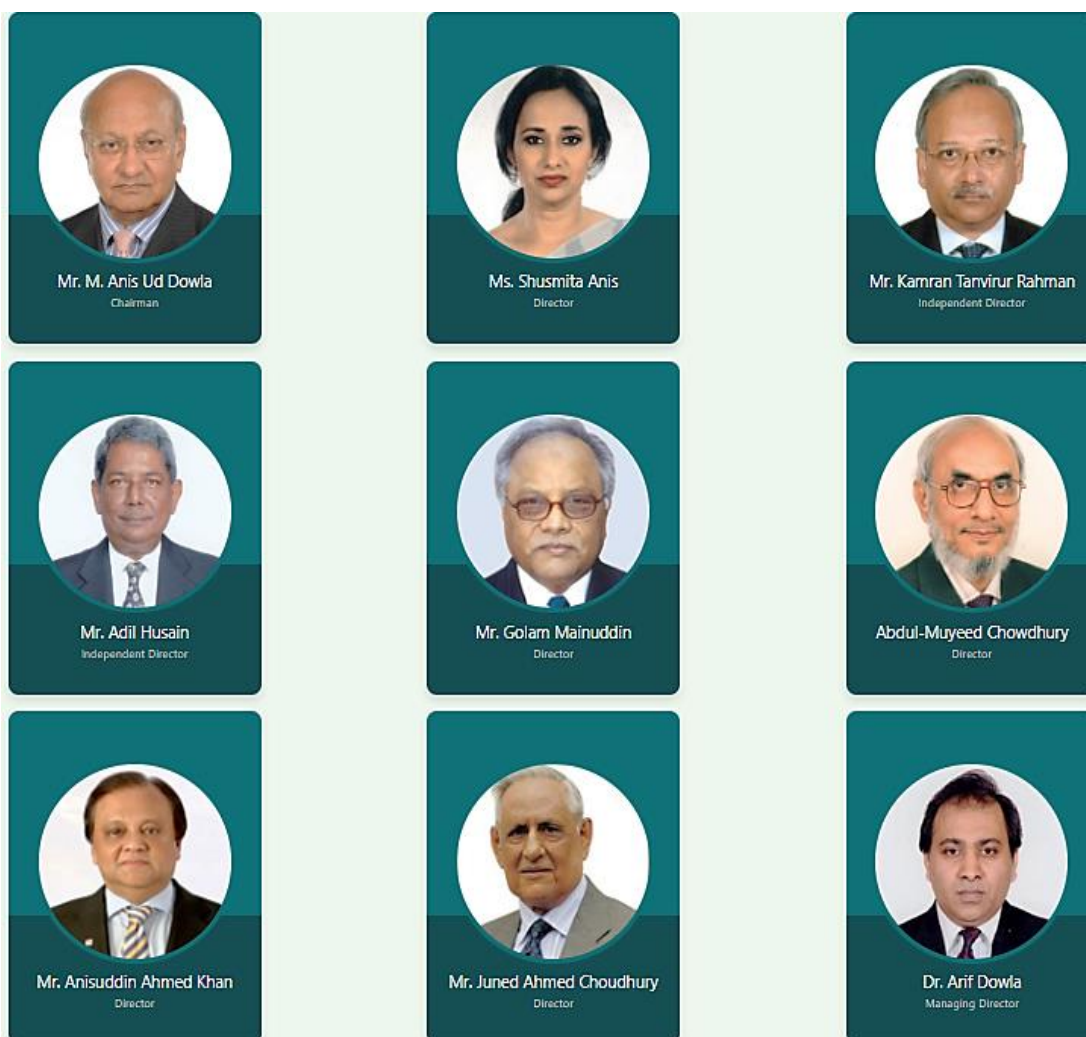


Figure 5: Board of Directors of ACI Pharmaceuticals.

## 2.7.2 Organizational Chart:

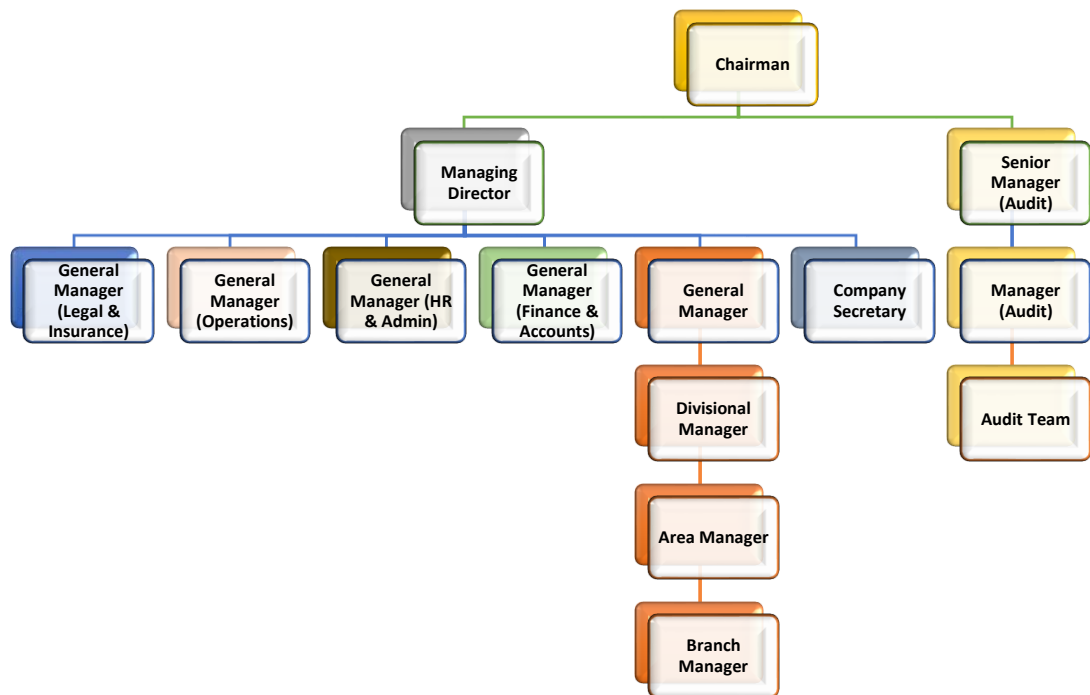


Figure 6: Organizational Chart of ACI Pharmaceuticals.

## 2.8. PESTEL, SWOT and Porter's Five Forces Analysis of ACI Pharma:

### 2.8.1 PEESTEL Analysis:

A PESTEL analysis is a strategic management tool used to analyze and evaluate the external macro-environmental factors that can affect an organization. It stands for Political, Economic, Social, Technological, Environmental, and Legal factors. Here's the PESTEL analysis specifically tailored to ACI Pharma in Bangladesh:

#### P - Politics:

- ✓ **Stable Government:** Bangladesh has been relatively politically stable in recent years, providing predictable business growth. We provide a safe environment.
- ✓ **Regulatory Environment:** Strict regulations for pharmaceutical manufacturing and quality control can increase costs and inhibit innovation.
- ✓ **Geopolitical Risk:** Regional instability or international conflict can disrupt supply chains and impact international trade.

#### E - Economy:

- ✓ **Growing domestic market:** Bangladesh's growing population and middle class represent a huge potential market for pharmaceuticals.

- ✓ **Increasing Health Care Costs:** Government and private health care costs are increasing, increasing the demand for high-quality medical products.
- ✓ **High dependence on imports:** ACI remains highly dependent on imported raw materials, making it susceptible to exchange rate fluctuations.
- ✓ **Inflation Pressures:** Rising inflation, especially if it exceeds sales growth, can reduce profits and impact consumer affordability.

### S – Society:

- ✓ **Increased health awareness:** Increased awareness of health care and preventive measures will increase the demand for medicines.
- ✓ **Aging Population:** An aging population creates demand for medicines and treatments for chronic diseases for the elderly.
- ✓ **Concerns about counterfeit medicines:** Public concerns about counterfeit medicines could harm ACI's reputation and affect sales.

### T - Technology:

- ✓ **Advances in Research and Development:** Rapid advances in biotechnology and drug discovery provide opportunities for innovation and development of new targeted therapies.
- ✓ **Digitization of Healthcare:** Telemedicine and digital health platforms have the potential to transform industries and distribution channels.
- ✓ **Cybersecurity Threats:** Increasing reliance on digital technologies exposes ACI to potential cyberattacks and data breaches.
- ✓ **Intellectual Property Challenges:** In a globalized market, it can be difficult to protect the intellectual property of locally developed medicines.

### E - Environment:

- ✓ **Sustainability Concerns:** Increasing pressure from consumers and regulators to adopt sustainable practices in manufacturing and waste management.
- ✓ **Climate Change:** Extreme weather events and environmental disasters can disrupt supply chains and manufacturing processes.
- ✓ **Resource Scarcity:** Potential scarcity of resources such as clean water or raw materials can increase costs and complexity of production.

### L - Law:

- ✓ **Intellectual Property Law:** Effective enforcement of intellectual property laws is critical to protecting ACI's research and development investments.
- ✓ **Drug Pricing Regulations:** Government drug pricing regulations can limit pricing flexibility and profitability.
- ✓ **Labor Laws:** Ensuring compliance with labor laws and ethical manufacturing practices is critical to ACI's reputation.

- ✓ **International Trade Agreements:** Trade agreements and tariffs can affect the import and export of raw materials and finished products.

This PESTEL analysis provides a framework for understanding external factors that may impact ACI Pharma Bangladesh's operations and future growth. By proactively addressing these challenges and leveraging the opportunities presented, ACI will be able to strengthen its position as a leading player in Bangladesh's pharmaceutical market and expand its reach globally.

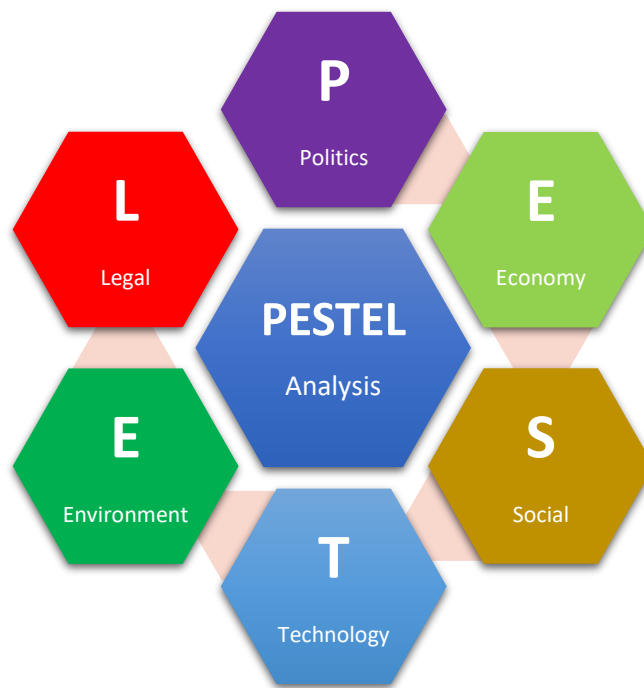


Figure 7: PESTEL Model.

## 2.8.2 SWOT Analysis:



Figure 8: SWOT Analysis Model.

### Strengths:

- ❖ **Strong brand image and market leadership:** ACI is a well-established brand in Bangladesh, known for its strong market presence and leadership in various therapeutic areas. The company is recognized as a market leader in multiple categories, solidifying its reputation as a trusted name in the industry.
- ❖ **Diverse product portfolio:** ACI boasts a diverse product portfolio that includes both generic and branded medicines across a wide range of therapeutic areas. This diversification helps reduce reliance on specific products and mitigates risks associated with market fluctuations.
- ❖ **State-of-the-art production equipment:** The company is equipped with state-of-the-art production machinery that is technologically advanced, ensuring high-quality production and compliance with international standards.
- ❖ **Experienced and Skilled Employees:** With a team of experienced professionals in pharmaceuticals, research and development, and marketing, ACI benefits from operational efficiency and continuous product development.
- ❖ **Efficient distribution network** ACI's efficient distribution network spans across Bangladesh, reaching pharmacies, medical facilities, and rural areas, ensuring widespread availability of its products.
- ❖ **Research and Development Focus:** ACI places a strong emphasis on research and development, investing in the development of new formulations and exploring innovative drug delivery systems to drive future growth and innovation.

## Weaknesses:

- ❖ **High dependence on imported APIs:** ACI is highly reliant on imported APIs, which poses a vulnerability to international price fluctuations and supply chain disruptions. This heavy dependence on imported ingredients exposes the company to risks associated with the global market dynamics.
- ❖ **Limited presence in branded generic drugs:** ACI's presence in the market for branded generic drugs is limited when compared to generic drugs. However, the company enjoys higher profit margins in this segment due to its focus on branding. This strategic approach allows ACI to differentiate its products and command higher prices.
- ❖ **Price competition in the Bangladesh market:** The Bangladesh market for generic drugs is characterized by strong competition and price sensitivity. ACI faces the challenge of maintaining its profit margins in this competitive landscape, where competitors are vying for market share by offering lower prices.
- ❖ **Potential Regulatory Challenges:** ACI encounters potential regulatory challenges due to strict regulations and evolving compliance requirements. These challenges pose a constant hurdle in maintaining product quality and obtaining market approval. The company must continuously adapt to changing regulatory standards to ensure compliance.
- ❖ **Limited Exports:** ACI's export activities are relatively limited compared to its advantages in the domestic market. The company's export operations are modest and have limited growth potential. ACI primarily focuses on leveraging its strengths in the domestic market rather than aggressively expanding its export activities.

## Opportunities:

- ❖ **Growing Demand for Pharmaceuticals:** Bangladesh's expanding population and rising awareness about healthcare are creating a surge in demand for pharmaceuticals. This presents a pivotal chance for ACI to expand its market stature and increase its revenue.
- ❖ **Increasing demand for specialty medicines:** The prevalence of chronic diseases is on the rise, leading to an increased demand for specialty medicines. ACI can capitalize on this trend by entering niche markets and developing specialized medications, which can contribute to higher profitability.
- ❖ **Export Growth Potential:** ACI has the potential to experience export growth by tapping into new markets that have favorable regulatory environments and a growing need for medical products. This expansion into international markets could drive the company's revenue growth.



- ❖ **Investment in Research and Development:** By investing more in research and development, ACI can foster the development of innovative drugs, formulations, and technologies. This increased focus on R&D can enhance ACI's competitive advantage in the pharmaceutical industry.
- ❖ **Deploying automation and digital technologies:** ACI can improve its manufacturing and distribution processes by implementing automation and digital technologies. This adoption of advanced solutions can enhance efficiency, reduce costs, and elevate the quality of ACI's products.

### **Threats:**

- ❖ **Government Policies and Price Controls:** The national influence of the government in regulating and controlling the pricing within the industry poses significant threat to the company. Also, the strict regulatory policies make it difficult to alter any of the elements which might be associated with these offerings.
- ❖ **Strict Pharmaceutical Regulations:** The prevalence of chronic diseases is on the rise, leading to an increased demand for specialty medicines. ACI can capitalize on this trend by entering niche markets and developing specialized medications, which can contribute to higher profitability.
- ❖ **Competition with domestic and foreign companies:** ACI has the potential to experience export growth by tapping into new markets that have favorable regulatory environments and a growing need for medical products. This expansion into international markets could drive the company's revenue growth.
- ❖ **Technological advances and Disruption:** By investing more in research and development, ACI can foster the development of innovative drugs, formulations, and technologies. This increased focus on R&D can enhance ACI's competitive advantage in the pharmaceutical industry.
- ❖ **Economic downturn and currency fluctuations:** ACI can improve its manufacturing and distribution processes by implementing automation and digital technologies. This adoption of advanced solutions can enhance efficiency, reduce costs, and elevate the quality of ACI's products.

ACI can capitalize on its advantages and effectively tackle its drawbacks to exploit the prospects in Bangladesh's burgeoning pharmaceutical sector and extend its presence to additional markets. Nevertheless, the organization must maintain a watchful eye on emerging challenges and adjust its strategies to stay competitive in the ever-changing pharmaceutical industry.

### 2.8.3 Porter's Five Forces Analysis:

Below is a customized Porter's Five Forces analysis for ACI Pharmaceuticals Bangladesh:

#### 1. Threat of new entrants:

- **Low to Medium:** The pharmaceutical industry typically has strict regulatory requirements, huge R&D costs, and requires significant expertise. ACI's strong market presence and established reputation pose a barrier to new market entrants, although potential new government regulations and changing industry trends may impact this threat.

#### 2. Supplier Bargaining Power:

- **Low:** ACI Pharmaceuticals may have relatively low bargaining power over its suppliers due to the availability of multiple suppliers of raw materials and ingredients, primarily in the pharmaceutical industry. However, supply chain disruptions or shortages of certain raw materials can impact bargaining power.

#### 3. Buyer Bargaining Power:

- **Moderate:** Buyers in the pharmaceutical industry, including hospitals, pharmacies, and health care providers, may have moderate bargaining power. While ACI's strong market presence and brand loyalty may provide some insulation, the presence of alternative pharmaceutical companies and generics may provide buyers with options and influence price negotiations.

#### 4. Threat of substitute products or services:

- **Low:** The threat of substitute products is relatively low in the pharmaceutical industry, especially for specialty drugs. ACI Pharmaceuticals may manufacture proprietary medicines and treatments for which substitutes are limited. However, the availability of generic drugs and potential advances in medical technology may pose a moderate threat.

#### 5. Rivalry Among Competitors:

- **High:** The pharmaceutical industry is highly competitive, with several established players and emerging companies. ACI faces intense competition from domestic and foreign pharmaceutical companies. Differentiation through innovation, marketing strategies, and focus on quality can impact his ACI's competitiveness in the market. Overall, ACI Pharmaceuticals operates in a moderate to highly competitive industry in Bangladesh. Although entry barriers and drug uniqueness have some advantages,

the company must continually innovate and adapt to changing regulations and market trends to maintain its competitive advantage.

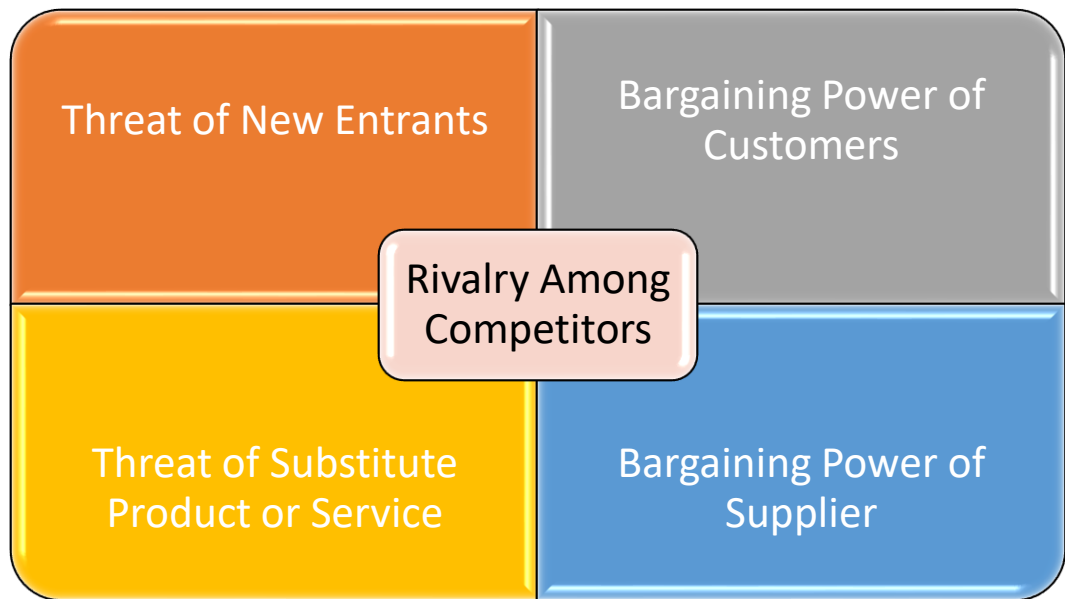
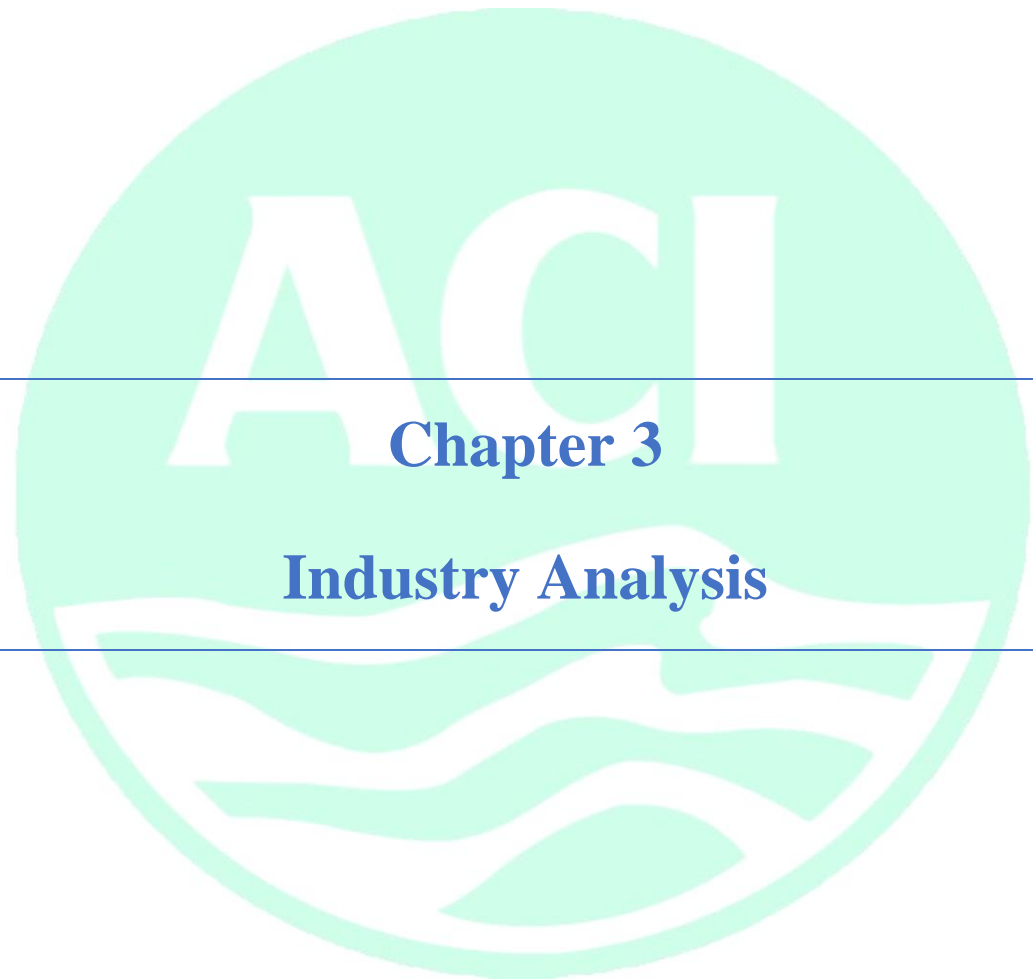


Figure 9: Porters Five Forces.



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**Chapter 3**

**Industry Analysis**

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### 3.1 The Pharmaceuticals Industry:

The pharmaceutical sector in Bangladesh has undergone high level of advancement in recent years, establishing itself as a pivotal contributor to the nation's economy. Bangladesh is renowned for providing cost-effective yet high-quality medicines, positioning itself as a significant player in the global pharmaceutical market by exporting its products to over 150 countries worldwide.

A key element driving the success of the pharmaceutical industry in Bangladesh is its robust framework. The DGDA, the country's drug regulatory authority, plays a crucial role in ensuring strict compliance with quality standards and regulations, thereby instilling confidence in Bangladeshi pharmaceutical products both locally and internationally.

The industry boasts a strong manufacturing infrastructure, with numerous cutting-edge pharmaceutical factories spread across the country. These facilities are equipped with advanced technology and adhere to Good Manufacturing Practices (GMP), guaranteeing the production of safe and efficacious drugs. Bangladesh's specialization in generic drug manufacturing has played a significant role in enhancing healthcare accessibility and affordability, not only within the country but also in various developing nations worldwide. Generic drugs produced in Bangladesh are often priced considerably lower than their branded equivalents, making them a preferred option for patients and healthcare providers.

Apart from generics, the pharmaceutical sector in Bangladesh also produces a diverse array of other pharmaceutical products, including branded medications, over-the-counter drugs, and active pharmaceutical ingredients (APIs). This wide product range caters to a variety of medical conditions such as cardiovascular diseases, infectious ailments, oncology, diabetes, and respiratory disorders.

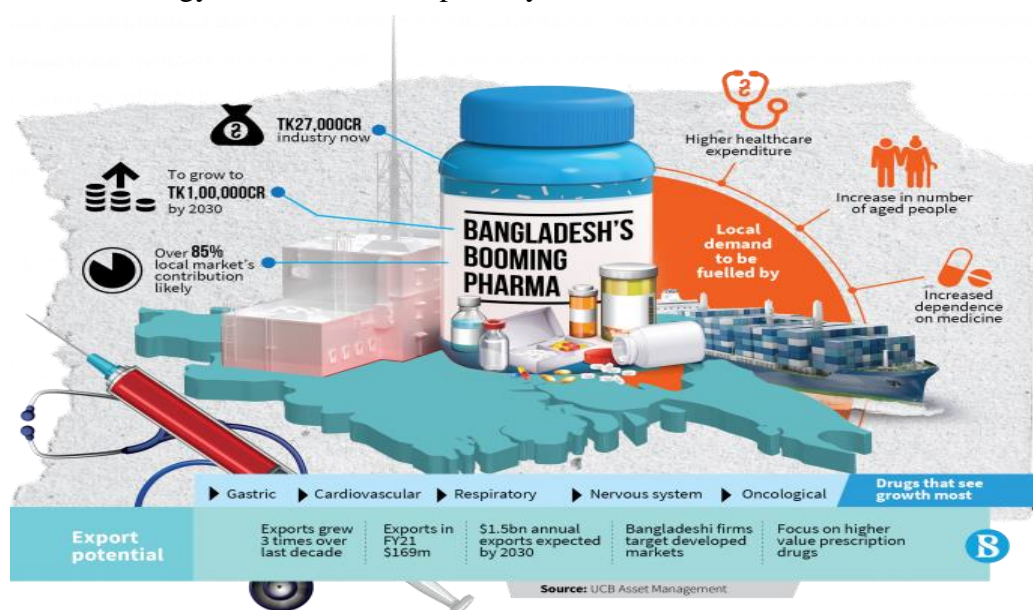


Figure 10: Pharmaceutical industry of Bangladesh

Moreover, Bangladesh has made notable progress in research and development within the pharmaceutical industry, with several companies and institutions actively engaged in this area. A few of the greatest firms within the Bangladeshi pharmaceutical segment incorporate:

**Square Pharmaceuticals Ltd.:**

Square Pharmaceuticals, founded in 1958, is a prominent pharmaceutical enterprise in Bangladesh, renowned for its diverse range of products across various therapeutic categories. The company's reputation is built upon its unwavering focus on research and development, as well as its steadfast dedication to ensuring quality and fostering innovation.



Figure 11: Square Pharmaceuticals LTD.

**Beximco Pharmaceuticals Ltd.:**

Beximco Pharmaceuticals, a prominent participant in the pharmaceutical sector of Bangladesh, is renowned for its extensive product range and strong presence in both local and global markets. The company manufactures a diverse range of generic drugs, along with branded generics and specialized pharmaceuticals.



Figure 12: Beximco Pharmaceuticals LTD.

### **Incepta Pharmaceuticals Ltd.:**

Founded in 1999, Incepta Pharmaceuticals has rapidly emerged as a prominent figure in the pharmaceutical sector of Bangladesh, specializing in the production of top-notch generic medications at affordable prices. The firm places a high priority on research and development, boasting a dedicated group of scientists and analysts spearheading innovation within the company.



Figure 13: Incepta Pharmaceuticals LTD.

## **3.2 Overview of the Pharmaceuticals Industry in Bangladesh:**

The pharmaceutical sector in Bangladesh has experienced significant growth and progress in recent decades, establishing itself as a major player in the global pharmaceutical market. Below is a summary that discusses various aspects of the industry:

### **3.2.1 Industry Size and Growth Trends:**

In recent years, Bangladesh's pharmaceutical sector has undergone significant growth, with a rapidly expanding market size. The industry has consistently achieved double-digit growth rates, attributed to factors such as increasing healthcare expenditure, growing population, and government initiatives to promote the pharmaceutical sector. The sector's size is expected to continue expanding, driven by both domestic demand and exports to international markets.

### **3.2.2 Maturity of the Industry:**

Even though the pharmaceutical industry in Bangladesh has made notable progress, it continues to evolve and has ample potential for further improvement. This sector comprises a mix of established entities and emerging companies, signifying a moderate pace of growth. However, in comparison to some global pharmaceutical markets, Bangladesh's industry is relatively young and dynamic, with ongoing advancements and innovations.

### **3.2.3 External Economic Factors and their Effect on the Industry:**

External economic variables, encompassing GDP growth, inflation rates, currency fluctuations, and trade policies, collectively impact the pharmaceutical sector in Bangladesh. A stable macroeconomic setting, supportive governmental policies, and trade agreements promote industry growth, whereas economic recessions or unfavorable policy adjustments may present obstacles.

### **3.2.4 Seasonality:**

The pharmaceutical sector in Bangladesh faces periodic fluctuations, particularly in terms of demand for specific types of drugs. For example, there might be variations in the demand for cold and flu medications during the winter season, while other essential categories may remain relatively stable throughout the year. Manufacturers must anticipate and adjust production accordingly to accommodate seasonal demand shifts.

### **3.2.5 Technology Trends:**

Technological progress has a crucial role in shaping the pharmaceutical sector in Bangladesh. Progress in manufacturing processes, research and development (R&D), and digitalization enhance efficiency, quality, and competitiveness. The adoption of advanced technologies like biotechnology, nanotechnology, and process automation enables companies to produce high-quality pharmaceutical products at a reasonable cost.

### **3.2.6 Regulation, Political, and Legislation Concerns:**

The pharmaceutical sector in Bangladesh is under strict administrative supervision to ensure product quality, safety, and effectiveness. Adherence to Good Manufacturing Practices (GMP) and international quality standards is crucial for market access and export opportunities. The industry's operations and growth prospects are also influenced by political stability, government policies, and legal frameworks.

### **3.2.7 Changes within the Competitive Environment:**

The pharmaceutical sector in Bangladesh is highly competitive, with numerous local manufacturers vying for market share. Additionally, multinational pharmaceutical companies operate in the country, adding to the competition. Changes in the competitive landscape may occur due to factors such as mergers and acquisitions, new market entrants, product innovations, and shifts in consumer preferences. Companies must continuously adapt to these changes and differentiate themselves through product quality, branding, pricing strategies, and distribution channels to maintain a competitive advantage.



In conclusion, the pharmaceutical industry in Bangladesh offers significant growth prospects supported by favorable market dynamics, innovative advancements, and government support. However, it also faces challenges related to regulatory compliance, economic fluctuations, and intense competition. Adapting to evolving market trends and capitalizing on growth opportunities will be crucial for sustaining growth and competitiveness in the sector.

### **3.3 Pharmaceuticals Industry in Bangladesh:**

The pharmaceutical industry in Bangladesh has experienced critical development and improvement in later a long time, situating itself as a major player within the worldwide pharmaceutical showcase. In Bangladesh, pharmaceutical companies are categorized into different classifications based on their measure, generation capacity, and administrative compliance. Here's an outline of the classifications inside the pharmaceutical industry of Bangladesh:

#### **3.3.1 Large-scale Producers:**

These companies are the major players within the pharmaceutical industry of Bangladesh. They have expansive fabricating offices, progressed innovation, and broad item lines. Large-scale producers comply with exacting administrative measures and regularly send out their items to worldwide markets. A few of the unmistakable large-scale pharmaceutical companies in Bangladesh incorporate Square Pharmaceuticals, Beximco Pharmaceuticals, and Renata Constrained.

#### **3.3.2 Medium-scale Producers:**

Medium-scale pharmaceutical companies in Bangladesh regularly have direct generation capacities and a different extend of items. They follow to administrative necessities and center on serving both household and universal markets. Whereas they may not be as expansive as the industry mammoths, medium-scale producers play a noteworthy part in assembly the healthcare needs of the populace. Cases of medium-scale pharmaceutical companies incorporate Incepta Pharmaceuticals and so on.

#### **3.3.3 Small-scale Producers:**

These companies have constrained generation capacities and frequently specialize in specialty markets or particular restorative zones. Small-scale producers may focus on creating nonexclusive drugs, home grown drugs, or veterinary items. Whereas they may confront challenges in competing with bigger companies, small-scale producers contribute to the differing qualities of the pharmaceutical industry and cater to interesting showcase portions.

#### **3.3.4 Contract Producers:**

Contract fabricating is getting to be progressively prevalent in the pharmaceutical industry of Bangladesh. Contract producer's accomplice with other companies to deliver pharmaceutical items on their sake. This course of action permits companies to

use the skill and fabricating capabilities of contract producers without contributing in their possess offices. Contract producers in Bangladesh frequently give administrations such as definition advancement, fabricating, bundling, and quality confirmation.

### **3.3.5 Bland Medicate Producers:**

Nonspecific sedate producers play a vital part in making healthcare more reasonable and open. These companies deliver nonexclusive adaptations of branded drugs once the obvious security terminates. In Bangladesh, bland medicate producers deliver a wide extend of pharmaceutical items at competitive costs, making basic drugs more reasonable for the populace.

### **3.3.6 Home grown and Ayurvedic Pharmaceutical Producers:**

Bangladesh includes a wealthy convention of home grown and Ayurvedic pharmaceutical. Producers in this category deliver conventional home-grown cures and Ayurvedic details utilizing common fixings. These products are picking up notoriety both locally and globally due to their seen viability and less side impacts compared to engineered drugs.

### **3.3.7 Biopharmaceutical Companies:**

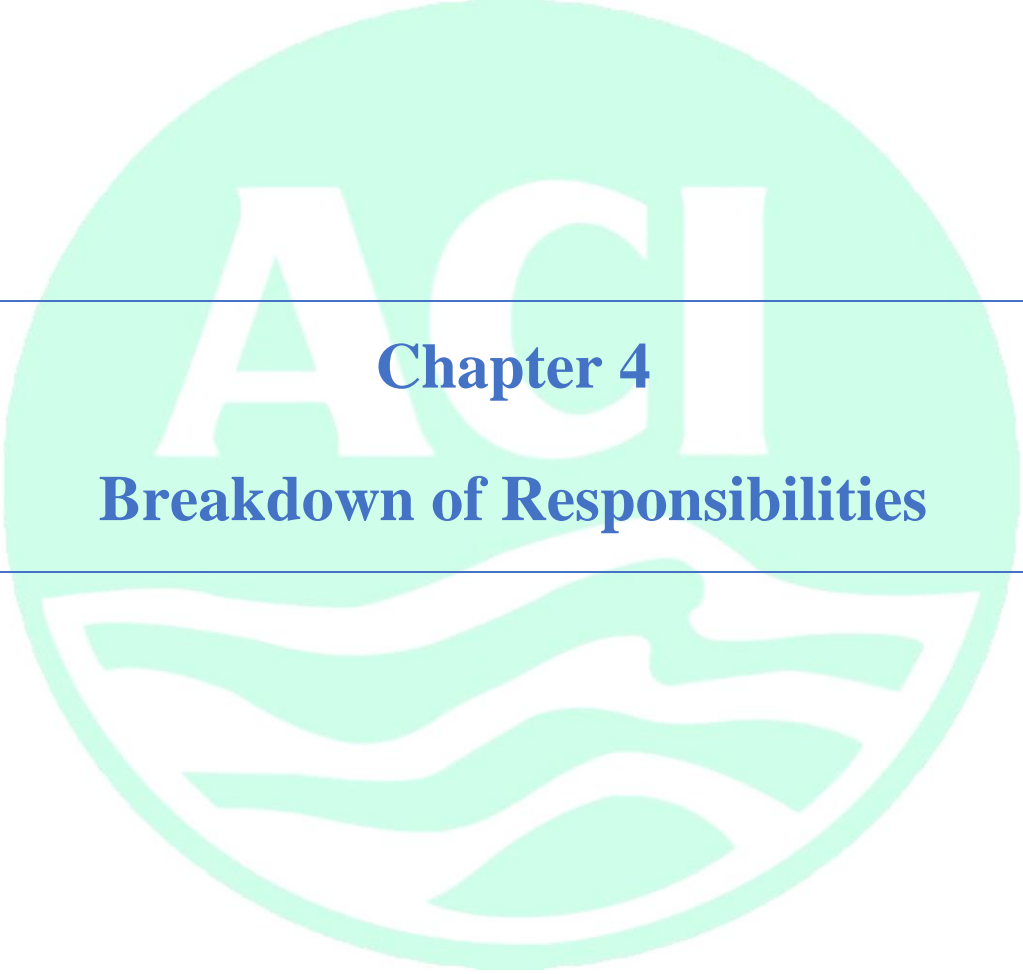
Biopharmaceutical companies center on the improvement and generation of biologic drugs, counting immunizations, monoclonal antibodies, and recombinant proteins. Whereas the biopharmaceutical sector in Bangladesh is still developing, there's developing intrigued and speculation in biotechnology and biologics fabricating.

## **3.4 Conclusion:**

The pharmaceutical industry in Bangladesh has demonstrated remarkable growth and development, establishing itself as a significant player on the global stage. The industry's success is underpinned by a robust regulatory framework, a strong manufacturing infrastructure, and a focus on producing cost-effective yet high-quality medicines. Key factors contributing to this growth include the implementation of two National Drug Policies (NDP 1982 and NDP 2005), and the TRIPS exemption for Least Developed Countries (LDCs), which has allowed Bangladesh to produce and export generic medicines without patent restrictions.

Large-scale producers dominate the market, leveraging advanced technology and extensive product lines to maintain competitiveness both domestically and internationally. Medium-scale and small-scale producers also play vital roles, catering to various market segments and contributing to the industry's diversity. The emergence of contract producers, biopharmaceutical companies, and producers of herbal and Ayurvedic medicines further highlights the industry's dynamic and multifaceted nature.

Despite its successes, the Bangladeshi pharmaceutical industry faces challenges such as regulatory compliance, economic fluctuations, and intense competition from both domestic and foreign companies. As the country prepares for its transition from LDC status in 2026, it must address these challenges while continuing to innovate and adapt to changing market conditions. By capitalizing on growth opportunities and implementing strategic measures, the industry can sustain its competitive edge and continue to thrive in the global market.



**Chapter 4**  
**Breakdown of Responsibilities**

## **4.1 Breakdown of Duties**

This part of the report focuses on my duties as an intern at ACI Pharmaceuticals Ltd. Bangladesh. This will give an understanding about my contribution to the company for 3 months and my scope of learning.

### **4.1.1 Key Responsibilities:**

#### **1. Analysis and Understanding:**

- Understand the processes of various interactions between the FME's (Field market executives) and the brand executives regarding the performance of the GD (Growth drive) brands and manufacturing procedures for the various approaches to successfully implementing the appropriate marketing program befitting them.
- Understanding how the executives and FME's input and analyze the different KPI or data of the progression of different GD brands and the underlying meaning and mechanisms within those KPI's.
- Learning how to conduct market research and surveys over tele conferencing and video conferencing to determine not only the condition of the GD brands, but also the conditions of their competitors.

#### **2. Competitor Analysis:**

- Conducting comprehensive competitor analysis, keeping abreast of industry developments.
- Summarizing competitive intelligence to support strategic decision-making.

#### **3. Market Research:**

- Collaborating with the team to design and conduct surveys and questionnaires.
- Compile and organizing market research data for presentations and reports.

#### **4. Report Generation:**

- Preparing detailed reports on market trends, consumer behavior, and competitive landscape.
- Providing insights and recommendations based on data analysis.

#### **5. Cross-functional Collaboration:**

- Working closely with cross-functional teams to gather input and perspectives for market insights.

- Participating in meetings and contribute to discussions on marketing strategies.

#### **6. Technology Utilization:**

- Familiarize myself with relevant marketing tools, databases, and software for efficient data management.
- Explore innovative technologies that could enhance the marketing insights process.

#### **7. Professional Development:**

- Attending training sessions to enhance skills related to market research and analysis.
- Actively seek feedback and incorporate learning into daily tasks.

### **4.2 Working conditions and functions:**

The office hour at ACI Pharmaceuticals Ltd. Bangladesh is 8:30 am to 6pm from Sunday to Thursday. I had to start work at 9 am at the office. Though the permanent employees usually stay much late due to work pressure, as an intern I could finish my work by 6 most of the days. But sometimes because of meetings or report submissions I had to stay a bit late and complete my work.

### **4.3 Difficulties and challenges:**

As an intern in a new environment, initially adjusting to the corporate culture was challenging. However, within a few days, these difficulties began to diminish. The department that I was placed in, “Marketing Insights” is all about the market, the brand and the production. I had to communicate with the team regularly and work closely. Sometimes communication was difficult. But as a student of BTM, I believe it was much less challenging for me in terms of communication, and interaction as it would have been for someone from core BBA or Pharma background.

### **4.4 Mode of Interaction:**

The main mode of communication there is Microsoft Teams, Outlook and also Gmail. Mostly I was assigned with any tasks in the Teams. For tasks with other departments, I did not directly interact with them as much. Again, WhatsApp groups were also used for regular communication with the users.

## **4.5 Assisting Tools:**

I had the privilege to work with tools like Microsoft Office Platform- Excel, Word, Power Point etc. I got to attend lessons and detailed training sessions on how to use and apply them in my work.

I also had the opportunity to work with the inbuilt software system of the organization to execute tasks like making quotations for various products

## **4.6 Overall Experience:**

As a student of Technology Management, I believe my goal is to be a bridge between Businesses and executives. During my internship, I endeavored to the best of my abilities to fulfill my responsibilities. In the Marketing Insights department, I had the opportunity to work with both the Business and Logistics teams, contributing positively to both areas. I gained valuable experience with various software, etiquette, and skills, which will undoubtedly be beneficial for my future endeavors, both in life and in my career.



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**ACI**

**Chapter 5**

**Overall Analysis**

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## 5.1 Company Level Analysis:

This chapter will focus on juxtaposing the theories I have learned with the practices I performed or observed within the company. The analysis will be conducted on three tiers: company, market, and professional. Moreover, this chapter will address the challenges and obstacles I encountered during my internship.

### 5.1.1 Efficient Practices:

- **Market Leadership:** ACI has a strong market share and brand recognition. This allows them to take advantage of economies of scale and brand loyalty.
- **Diversification:** ACI operates in various business segments beyond the pharmaceutical industry to reduce risk and provide growth opportunities.
- **Commitment to Quality:** As the first Bangladeshi company to obtain ISO 9001 and EMS 14001 certification, ACI attaches great importance to quality and environmental management.
- **R&D:** ACI allocates resources to research and development to produce innovative and cost-effective medications specifically tailored to local requirements.
- **Export Focus:** ACI exports to over 30 countries, diversifying its revenue streams and increasing its international profile.

### 5.1.2 Inefficient practices:

- **Overreliance on the domestic market:** While exports are increasing, ACI is less sensitive to the effects of fluctuations in the regional economy as a significant portion of its income is derived from the domestic market. It's easier to accept.
- **Limited innovation:** Research and development exists, but some believe it could be more robust to drive breakthrough discoveries and compete globally.
- **Bureaucracy:** Some internal processes are bureaucratic and can affect the agility and speed of decision-making.
- **Talent Retention:** It can pose a challenge to both attract and retain top talent in a competitive market.

### 5.1.3 Training Procedures:

- **Employee Training:** ACI offers a variety of employee training programs covering technical skills, soft skills, and compliance.

- **Leadership Development:** We have programs to develop future leaders within your organization.
- **Collaboration with universities:** Collaboration with universities provides opportunities for employee training and knowledge exchange.
- **OJT:** A new employee will undergo her OJT under the supervision of an experienced supervisor.

Overall, ACI Pharmaceuticals is a successful company with a strong presence in Bangladesh. However, there is room for improvement, especially in terms of breaking away from domestic dependence, innovation and diversification. Investing in research and development, streamlining processes, and attracting top talent could further strengthen ACI's position and propel the company toward international leadership.

## 5.2 Market Level Analysis:

ACI Pharmaceuticals' enlarged team and commanding culture provided the company with a competitive edge over rivals. Employees here diligently explore new opportunities and innovative strategies for sustained success. Collectively, they are maximizing their current situation. ACI boasts the most varied assortment of brands and has a history of implementing numerous enhancements.

There are various implications in regards to this market dominance. They are:

### 5.2.1 Implications:

- a. **Market Share and Brand Awareness:** ACI enjoys a significant market share in Bangladesh and is consistently ranked among the top 5 pharmaceutical companies.
- b. **Strong brand recognition:** Built through decades of marketing and quality products gives us an advantage in customer retention.
- c. **Diverse Product Portfolio:** ACI offers a wide range of pharmaceutical products covering more than 250 molecules and 100 therapeutic classes. This diversification reduces risk dependence on individual products and categories.
- d. **Manufacturing Capacity:** ACI has advanced manufacturing facilities that enable the production of complex formulations such as biosimilars, insulin, and NDDS (Novel Drug Delivery Systems). This technological advantage differentiates us from many of our competitors.

- e. **Sales Network:** ACI has a well-established sales network all over Bangladesh, ensuring the products reach even remote areas. This comprehensive coverage gives us broader market access than many of our competitors.

### 5.2.2 Impacts:

- **Strong market position:** ACI's market share and brand recognition lead to increased sales and profitability.
- **Diversified portfolio:** A diversified portfolio reduces risk and ensures stability.
- **ACI 's Competitive Advantage:** ACI's advanced manufacturing capabilities and focus on research and development enable ACI to introduce innovative new products, giving it a competitive advantage in the marketplace.
- **Wider market reach:** The company's large distribution network ensures wider access to consumers, especially in rural areas, increasing its potential customer base.

### 5.2.3 Related data:

- **Market share:** ACI accounts for approximately 9% of the pharmaceutical market in Bangladesh (2022 data).
- **Product Portfolio:** More than 550 SKUs covering various therapeutic classes (2023 data).
- **Manufacturing Plants:** Has five modern manufacturing plants across Bangladesh.
- **R&D investment:** 2-3% of annual sales in R&D (2023 data).
- **Sales Network:** has 19 locations and more than 150 distributors nationwide.

### 5.2.4 Additional Factors:

For a more detailed analysis, it is important to consider the competitive environment, including other major pharmaceutical companies in Bangladesh.

External factors such which can significantly impact the market and his ACI's performance are:

1. **Government regulations**
2. **Economic trends**
3. **Healthcare policies**

### **5.2.5 Data Analysis:**

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

## **5.3 Professional Level Analysis:**

"My three-month internship serves as a cornerstone for my future career, offering insights into the corporate ethos and atmosphere that nurtures industry leaders."

The implications of this phase are:

### **5.3.1 Influence on future career plan:**

As an intern in the Marketing Insights division, I had the privilege of collaborating with exceptional individuals who generously assisted and encouraged me in all my pursuits, including mastering Microsoft Excel. In today's digital era, data is paramount, but its value lies in a company's ability to extract insights and significance from it. Therefore, familiarity with these platforms will undoubtedly benefit me in the future. Consequently, I had the chance to refine my existing Excel skills and acquire proficiency in numerous functions previously unfamiliar to me. Moreover, my involvement encompassed diverse responsibilities in both significant and minor capacities across multiple projects. I got the opportunity to experience how a big project is implemented and managed. I had to communicate with FME's of many regions and create impact. All these improved my interpersonal and communication skills.

### **5.3.2 Correlation with university knowledge:**

The most advantageous aspect for me was my ability to effectively communicate with individuals across different echelons, from field operatives to executives. As a student specializing in Technology Management, I perceive my objective as bridging the gap between various tiers of personnel, a role I believe I fulfilled successfully during this internship. I had the opportunity to engage with both business operations and analytical aspects, striving to yield positive outcomes. Additionally, I applied theoretical knowledge gained from my academic courses to practical scenarios, witnessing firsthand the implementation of concepts previously confined to textbooks. The ongoing marketing and project management courses facilitated my comprehension of various project management terminologies. Furthermore, the Business Communication courses significantly enhanced my ability to engage with people, grasp their perspectives, and address their concerns effectively.

### **5.3.3 Challenges faced:**

The primary hurdle I encountered revolved around my rudimentary understanding of the processes and assorted subjects. I had to familiarize myself with a range of terms and methodologies. Additionally, the project demanded thorough comprehension to execute functions effectively in certain instances. Consequently, I am of the opinion that with additional relevant courses and hands-on experience, I would have encountered fewer obstacles and been able to make a more substantial contribution.



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**ACI**

**Chapter 6**

**Conclusion & Recommendations**

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## 6.1 Conclusion

This chapter will summarize the analysis I have made, the expectations I had, the reality I experienced and also some recommendations based on my observations.

My internship at ACI Pharmaceuticals Bangladesh was a valuable experience and gave me a comprehensive understanding of the pharmaceutical industry and its operations. During this immersive journey, I not only learned about various aspects of pharmaceutical manufacturing and development, but also developed professional skills and gained valuable insight into the company's culture and values.

### 6.1.1 Key insights:

- **Comprehensive understanding of pharmaceutical processes:**

I have gained first-hand experience in a variety of departments including production, quality control, and research and development. This helped me understand the complex steps involved in drug development from concept to market, while also understanding the rigorous quality standards and regulations that ensure patient safety and effectiveness.

- **Professional Skills Development:**

The internship provided me with a platform to hone my communication, teamwork, and problem-solving skills. Working cross-functionally and with diverse professionals fostered effective communication, and working on real-world challenges honed my critical thinking and ability to work effectively under pressure.

- **Appreciation for Company Values:**

ACI Pharmaceuticals Bangladesh's commitment to innovation, quality and patient welfare resonated with me. Experiencing this initiative first-hand awakened a strong sense of purpose and responsibility in the pharmaceutical industry.

- **Impact and Future Plans:**

This internship had a great impact on my professional career. The knowledge, skills and experience I gained solidified my passion for the pharmaceutical field and gave me a vital stage for future prospects. I am confident that the insights gained and the connections gained will be critical to my future. Looking to the future, I am determined to use the knowledge gained at ACI Pharmaceuticals Bangladesh to:

- ✓ Contribute meaningfully to the pharmaceutical industry.
- ✓ Strive to improve my knowledge and utilize my skills.

- ✓ To positively impact patient lives through research and development, quality control, or other aspects of the drug development process.

- **Upholding Company Values:**

The commitment to excellence and patient-centricity seen at ACI Pharmaceuticals Bangladesh will guide my future endeavors.

- **Becoming a lifelong learner:**

Trends in the pharmaceutical industry require continuous learning and adaptation. I always strive to keep up with progress and innovation and contribute effectively to this evolving field.

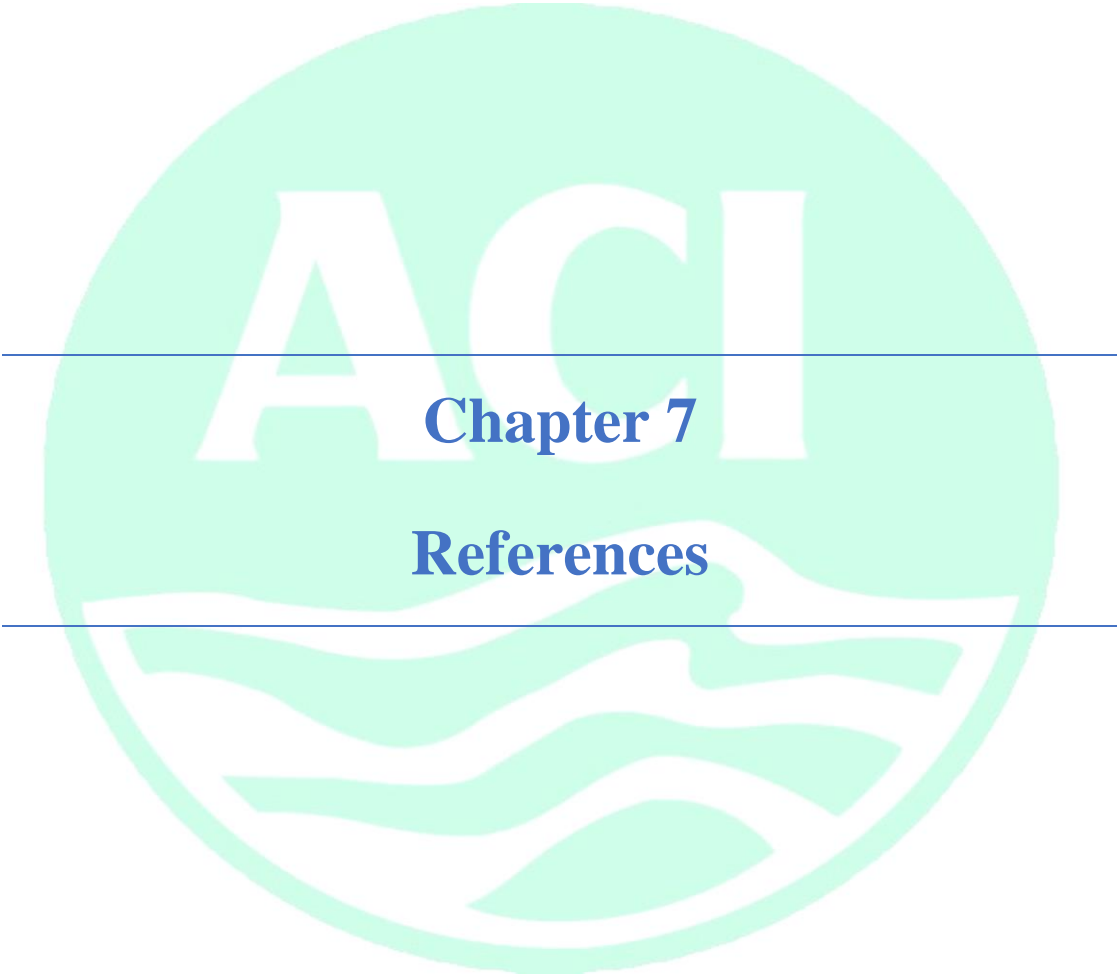
In summary, my internship at ACI Pharmaceuticals Bangladesh was an enriching and transformative experience that shaped my professional ambitions and equipped me with the knowledge and skills needed to succeed in the pharmaceutical industry. I am very grateful for this opportunity and look forward to making meaningful contributions to this field in the future.

## **6.2 Recommendations:**

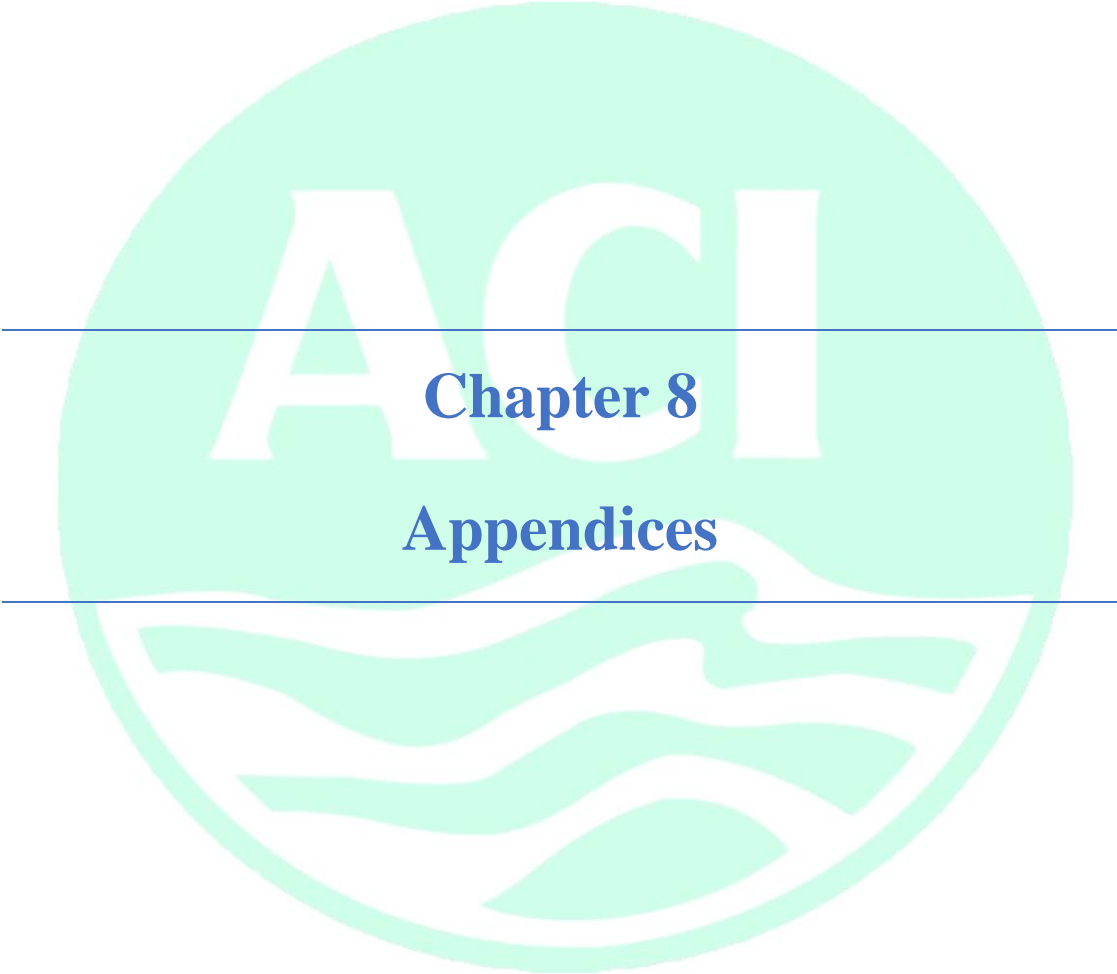
There's no doubt that ACI Pharmaceuticals Bangladesh has one of the best corporate culture and the most efficient process for all the functions. However, being a part of the organization for 3 months and working closely with the team I believe I made some critical observations and can provide some recommendations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

- ❖ I have identified silo effect within communication between departments, causing delays in functionality. People work at their own pace and tasks are almost always completed on time, but reducing this communication gap can lead to increased efficiency.
- ❖ Approval systems are time consuming and make the task much more difficult. In spite of this, there are initiatives in place to digitize the approval system and minimize the duration.
- ❖ The team spirit and motivation are constant, but the work is always under immense pressure. Fortunately, as an intern I faced less of this pressure and in some cases my issues were considered.





1. [Company Profile - ACI Limited \(aci-bd.com\)](#)
2. [https://www.google.com/search?ei=9jakXP6MIaD6z7sP2rbyAg&q=internship+repor&oq=internship+repor&gs\\_l=psyab.3..0l10.3846597.3848531..3850046...0.0..0.183.2191.0j17.....0....1..gws-wiz.....0i71j33i160.suZT6so5\\_K8](#)
3. [https://www.clearpointstrategy.com/swot-analysis-examples/](#)
4. [https://writingcenter.unc.edu/tips-and-tools/conclusions/](#)
5. [Services - ACI Limited \(aci-bd.com\)](#)
6. [FSA on ACI - Apurba Modak 111 131 547 .pdf \(uiu.ac.bd\)](#)
7. [Report on ACI Limited by Mr Aziz \(16-01-2016 \) - INTERNSHIP REPORT ON Advanced Chemical Industries - Studocu](#)
8. [ACI Limited | Company overview and top brands | MedEx](#)
9. [ACI Limited - Wikipedia](#)
10. [Advanced Chemical Industries \(ACI\) Limited - Pharma Mirror Magazine](#)
11. [How Big is ACI: One of the Largest Conglomerates in Bangladesh - Business Inspection BD](#)
12. [ACI Limited - Finpedia](#)
13. [Pharmaceutical industry - Wikipedia](#)
14. [ACI Limited | Pharmaceuticals Index](#)
15. [Internship Report On Sales and Marketing of ACI Limited \(uiu.ac.bd\)](#)
16. [Report on ACI Limited by Mr Aziz \(16-01-2016 \) - INTERNSHIP REPORT ON Advanced Chemical Industries - Studocu](#)



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## **Weekly Reports**

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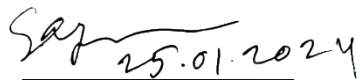
**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 1<sup>st</sup> week**

**Date: From 16<sup>th</sup> Jan to 22<sup>th</sup> Jan 2024**

**List of activities with brief description:**

1. Inputting helpful insights through verbal and visual presentation methods enhance the marketing elements related to the GD (Growth Drive) brands of the firm.
2. Researching possible breakthrough elements for CRM (customer relationship management) and SRM (Supplier Relationship management) through extensive market analysis through telephone surveys.
3. Learned how to maintain the data-based documents and keeping the superiors up to date on various changes regarding them.
4. Assisting in various minute tasks e.g. sorting excel sheets and taking notes while market research.
5. Participate in group discussions for creative problem solving for enhancing the brand value of GD brands.
6. Conducting market research interviews of FME's to better understand the market, the competition and ways to improve the receptibility of the products offered.

  
25.01.2024

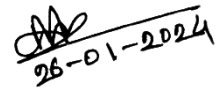
**Company Supervisor**

**Md. Abu Sayem**

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25-01-2024

**Academic Supervisor**

**Md. Abdullah Al Mamun**

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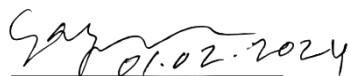
**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 2<sup>nd</sup> week**

**Date: From 23<sup>rd</sup> Jan to 29<sup>th</sup> Jan 2024**

**List of activities with brief description:**

1. Worked further to maintain the excel documents and keeping them up to date and implementing various changes regarding them. Learned various techniques like VLOOKUP in this regard.
2. Observing the various interactive planning sessions to further help understand the marketing procedures of the company. How the brands are marketed and how they are communicated to all affiliated personnel.
3. Observed and tried to fully comprehend the various modes of communication of executives with the vendors of their representative brands. How they communicate their requirements and how the marketing procedure within the pharmaceutical's brands take place.

  
01.02.2024

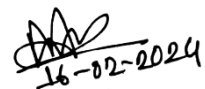
**Company Supervisor**

**Md. Abu Sayem**

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16-02-2024

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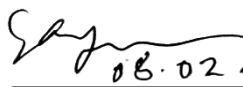
**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 3<sup>rd</sup> week**

**Date: From 30<sup>th</sup> Jan to 5<sup>th</sup> Feb 2024**

**List of activities with brief description:**

1. Finished my project of maintaining and updating the excel documents and implementing various changes regarding them. Executed the skills learned e.g. VLOOKUP and other techniques for the completion of this project.
2. Understand how executives convey their specific requirements during the various interactions and gain insights into the overall marketing procedures employed within the pharmaceutical brands managed by the company. This involves analyzing the nuances of communication between executives and vendors to better grasp the dynamics of marketing strategies within the pharmaceutical sector.
3. Aim to gain a deeper understanding of the company's marketing procedures, particularly focusing on how the various brands are marketed and how this information is disseminated to all relevant personnel within the organization.

  
06.02.2024


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16-02-2024

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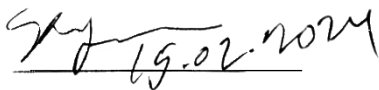
**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 4<sup>th</sup> week**

**Date: From 6<sup>th</sup> Feb to 12<sup>th</sup> Feb 2024**

**List of activities with brief description:**

1. Aim to pick up a more profound understanding of the company's promoting methods, especially centering on how the different brands are promoted and how this data is dispersed to all pertinent personnel inside the organization.
2. Started a new project of maintaining and updating the excel documents and implementing various changes regarding them. Executed the skills learned e.g. Filtering, VLOOKUP and other techniques for the completion of this project.
3. Learned how executives pass on their particular prerequisites amid the different intelligent and gain experiences into the in general marketing strategies utilized inside the pharmaceutical brands overseen by the company. This includes analyzing the nuances of communication between executives and vendors to better get a handle on the elements of showcasing techniques inside the pharmaceutical industry.



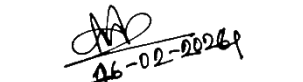
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**Md. Abdullah Al Mamun**

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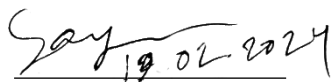
**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 5<sup>th</sup> week**

**Date: From 13<sup>th</sup> Feb to 19<sup>th</sup> Feb 2024**

**List of activities with brief description:**

1. Finished my 2<sup>nd</sup> project of maintaining and updating the excel documents and implementing various changes regarding them. Gained further proficiency in the skills learned e.g. **Filtering, VLOOKUP** and other techniques for the completion of this project.
2. Studied up further on the pharmaceuticals industry and its inner elements and workings to better understand my company, their competition, and possible breakthrough events to assist on the long-term growth both domestically and internationally.
3. Learned how doctors are able to complement the brand value of the particular brands and how their active involvement in the marketing mix increases the engagement of that brand and also the awareness of the mass consumers as well. This includes analyzing the nuances of communication between executives and doctors to better get a handle on the elements of **“Below the counter”** marketing techniques inside the pharmaceutical industry.

  
19 02 2024

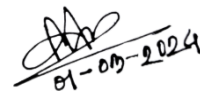
**Company Supervisor**

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01-02-2024

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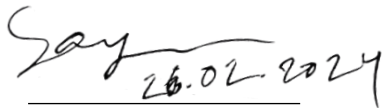
**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 6<sup>th</sup> week**

**Date: From 20<sup>th</sup> Feb to 26<sup>th</sup> Feb 2024**

**List of activities with brief description:**

1. Learned about the various codes and ID's related to the overall marketing procedures of the company such as (**MSP ID, Dist. Code, Neo\_ID** etc.).
2. Studied up further on how the active involvement of **FME's** in the marketing mix increases the engagement of that brand and also the awareness of the mass consumers as well.
3. Studied further on various techniques of analyzing the nuances of communication between executives and doctors to better get a handle on the elements of "**Below the counter**" marketing techniques inside the pharmaceutical industry.
4. Learned the impact that doctors are able to effect on the brand value of various brands (such as **Othera, Rosetor, Seroxyn, Oxima Plus** etc.) and how their active involvement in the marketing mix increases the engagement of that brand and also the awareness of the mass consumers as well.

  
26.02.2024

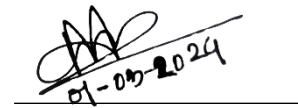
**Company Supervisor**

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01-03-2024

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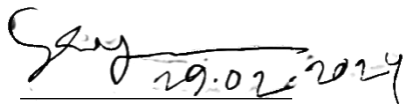
**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 7<sup>th</sup> week**

**Date: From 27<sup>th</sup> Feb to 4<sup>th</sup> Mar 2024**

**List of activities with brief description:**

1. Started my 3<sup>rd</sup> project of maintaining and updating the excel documents and implementing various changes regarding them. Learned new skills e.g. **Pivot Table** and **Dashboard** creation.
2. Attended the **Pharmaceuticals Expo** with my colleagues and observed the various companies along with their most prized drugs and also their upcoming researches and projects.
3. Learned how the packaging psychology enhances the brand awareness salience along with their brand value within the industry, the doctors and most importantly the mass consumer base.

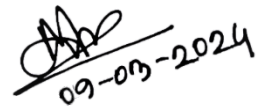
  
29.02.2024

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09-03-2024

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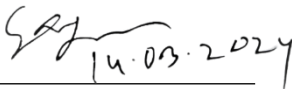
**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 8<sup>th</sup> week**

**Date: From 5<sup>th</sup> Mar to 11<sup>th</sup> Mar 2024**

**List of activities with brief description:**

1. Learned about the different types of media (**PPM**) that are utilized for gaining the approval of the various assigned doctors and in turn, increase the market value, reliability and the acceptance of the different brands.
2. Observed how the Product executives handle various quotations and requisitions pertaining to their individual teams and the brands assigned under them. This included observing how they utilize the company's own requisition platform to perform these tasks.
3. Researched deeper into the pharmaceuticals industry and its inner workings to enhance my internship report and also better understand my company, their competition, and possible future proof breakthrough elements domestically and internationally to assist on the long-term growth.

  
14.03.2024

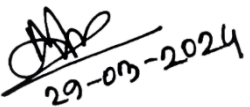
**Company Supervisor**

**Md. Abu Sayem**

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29-03-2024

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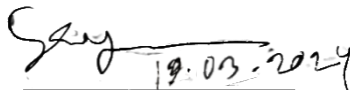
**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 9<sup>th</sup> week**

**Date: From 12<sup>th</sup> Mar to 18<sup>th</sup> Mar 2024**

**List of activities with brief description:**

1. Finished my 3<sup>rd</sup> project of maintaining and updating the excel documents and implementing various changes regarding them. Gained further proficiency in the skills learned e.g. **Pivot Table** and **Dashboard** creation.
2. Conducting market research interviews of FME's to better understand the market, the competition and ways to improve the receptibility of the products offered. Also lead interviews on the monthly performance overview of the FME's and how they handle the marketplace conditions.
3. Conducted market research into the pharmaceuticals industry from the internet, executives, and FME's to gain insights as to how the approach of my firm varies from other firms and they approach their goals.
4. Assisting in various minute tasks e.g. sorting excel sheets and taking notes while market research.



19.03.2024

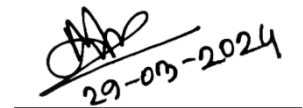
**Company Supervisor**

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29-03-2024

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**Md. Abdullah Al Mamun**

**Assistant Professor**

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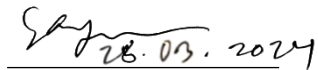
**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 10<sup>th</sup> week**

**Date: From 19<sup>th</sup> Mar to 25<sup>th</sup> Mar 2024**

**List of activities with brief description:**

1. Conducting market research interview of a renowned doctor to better understand the market, the competition and ways to improve the receptibility of the products offered.
2. Assisting in various minute tasks e.g. sorting excel sheets and taking notes while market research.
3. Furnished my project of maintaining and updating the excel documents and implementing various changes regarding them. Learned to gain expertise in the skills learned in **Microsoft Excel**.
4. Conducted further market research into the pharmaceuticals industry from the internet, executives, and FME's to gain insights as to how the approach of my firm varies from other firms and they approach their goals.

  
28.03.2024

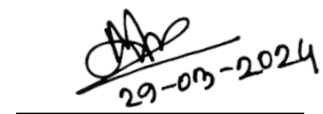
**Company Supervisor**

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ACI Pharmaceuticals Ltd.

  
29-03-2024

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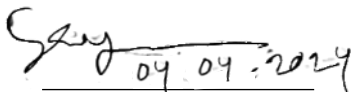
**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 11<sup>th</sup> week**

**Date: From 26<sup>th</sup> Mar to 1<sup>st</sup> Apr 2024**

**List of activities with brief description:**

1. Finished my final project of maintaining and updating the excel documents and implementing various changes regarding them. Tried to gain absolute proficiency in the skills learned.
2. Learned the industry's way to handle the high pressure upon facing an upcoming deadline before the holiday seasons.
3. Achieved a better handle on the elements of “**Below the counter**” marketing techniques inside the pharmaceutical industry by directly being involved in the reaction, production to the market level.
4. Started the procedure of ending my employment by clearing all my credentials and finishing my certification process upon submission of a brief report on my entire 12 weeks experience.

  
04.04.2024

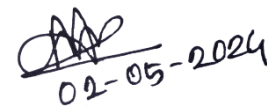
**Company Supervisor**

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02-05-2024

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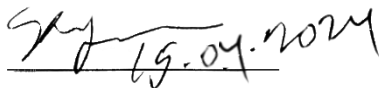
**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 12<sup>th</sup> week**

**Date: From 2<sup>nd</sup> Apr to 8<sup>th</sup> Apr 2024**

**List of activities with brief description:**

1. Finished my 12-week internship upon submitting my short report and all my assets provided by the company while also closing my account in their bank section.
2. Learned the impact that doctors are able to effect on the brand value of various brands and how their active involvement in the marketing mix increases the engagement of that brand and also the awareness of the mass consumers as well.
3. Ended my research on the pharmaceuticals industry and its inner elements and workings to better understand my company, their competition, and possible breakthrough events to assist on the long-term growth both domestically and internationally.

  
19.04.2024

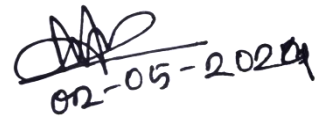
**Company Supervisor**

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02-05-2024

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