

**Internship Report**  
**on**  
**From Browsing to Buying: Evaluating Marketing Efficacy at**  
**ACI Logistics Limited - Shwapno**



**Submitted to**

**Islamic University of Technology**

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

**Submitted By:**

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

**Approved By:**

**Dr. Md. Abul Kalam Azad**

Professor and Head

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May 3, 2024

## Letter of Transmittal

May 3, 2024

Dr. Md. Abul Kalam Azad  
Professor and Head  
Department of Business and Technology Management  
Islamic University of Technology, Gazipur-1704, Bangladesh.

**Subject: Submission of Internship Report on ACI Logistics Limited (Shwapno)**

Dear Sir,

I am thrilled to have finished my internship report, which was required to be done in order to receive my BBA degree from Islamic University of Technology. It is titled "From Browsing to Buying: Evaluating Marketing Efficacy at ACI Logistics Limited - Shwapno." Working in the marketing division of ACI Logistics Limited, a renowned retailer in Bangladesh, has been an amazing opportunity for me. The opportunity to network with those influential business executives and gain firsthand knowledge of interpersonal skill sets from these bright minds was a huge source of motivation for me during my internship.

I want to thank you so much for your kind supervision and unwavering guidance. I have made every effort to gather appropriate information for the study, and I feel that it has increased my knowledge and understanding.

I believe this report shall be deemed informative and useful, as I try to highlight my learnings and the executions relevant to my internship project.

Sincerely  
Aysha Sobhan  
ID: 190061148  
Department of Business and Technology Management  
Islamic University of Technology (IUT)

## **Acknowledgement**

My internship at ACI Logistics Limited has provided me with invaluable experience and a solid foundation for my future career. The opportunity to be a part of it makes me feel quite fortunate. In addition, I'm thankful for the privilege to work in such a dynamic division. Our skills as marketing interns depend on how we execute textbook knowledge and creativity in real-life situations and adapt quickly to changing scenarios. While pursuing the internship, I got to experience the execution of first-hand activations and promotions, along with understanding the importance of planning, communication, and management. While doing so, I came across my team and multiple Unilever leaders, who all helped me garner my skillsets and steadily empowered me to more actively contribute to the projects I was assigned with. I'm thankful to my supervisors, Mahadi Foysal, Head of Marketing Department, and Khawja Ashhad Belal, Head of E-Commerce Business and Innovation Department, who guided me throughout the internship period. I also want to thank the whole marketing team for providing me with such a valuable experience.

I would like to express my sincere gratitude to my honorable academic supervisor, Dr. Md. Abul Kalam Azad, sir for his benevolent guidance and support when preparing this report and while pursuing the internship. This report would have been impossible without his guidance and time, and I owe him an enormous debt of gratitude for all of this.

## **Declaration of the Student**

I, Aysha Sobhan, a student of BBA in Technology Management at Islamic University of Technology, hereby declare that the Internship Report on "From Browsing to Buying: Evaluating Marketing Efficacy at ACI Logistics Limited- Shwapno" is an original work under the supervision of Dr. Md. Abul Kalam Azad, Professor and Head of the Department of Business and Technology Management, Islamic University of Technology, while completing my BBA degree. The document is not comprised of any prior publicized content, except where it has been properly cited with full and correct reference.

Sincerely yours,

Aysha Sobhan

ID: 190061148

Department of Business and Technology Management

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## **Executive Summary**

The research that I conducted during the course of my internship at Shwapno-ACI Logistics revolves around marketing as a key driver of customer choice in buying goods and services. The main goal of the study was to investigate the extent of advertising's influence on customers' decision-making to buy at Shwapno-ACI Logistics Limited, particularly by finding out how Shwapno's marketing plans contribute to the formation of ideas about products in the minds of customers and how they create the sell-ability of Shwapno Outlets. The primary goals of the research were to verify the conversion rates of the stores, know the factors that affect individuals when they go shopping and also when they are about to purchase something at Shwapno stores, proceed with research into marketing promotional methods that influence buyer conversion rates and last but not least, provide specific recommendations to drive these marketing efforts.

The gathering of conversion rates, market surveys, and analyzing competitive prices along with service quality has brought about crucial information about how Shwapno is coping with the dynamism characterizing the retailing landscape in Bangladesh. The report indicates that the marketing platform comprising the leading brand through competitive pricing, innovativeness, and paying due regard to the customer experience has set Shwapno as a leader in the market. The enterprise has established quality, affordability, and customer service as its priorities. The company's market dominance can be attributed to its high customer loyalty, which is the result of its dedication to quality, affordability, and customer service. All these reveal how the company utilizes their marketing activities to increase their customer numbers and total revenue.

However, apart from these achievements, there are some areas that need to be improved. Examples of issues that were pointed out were the occasional lack of inventory, space for even more improved service quality upgrades, and the fluctuating sales pricing strategies that are subject to monthly changes. Tackling these problems could be a chance for Shwapno to rise to a new level in the positioning area and gain a reputation as the first-choice supplier within the Bangladeshi market. An active approach to the remedy of these shortcomings will bring the company more advanced, the customers will be devoted and the company will be able to stay among the leaders in the dynamic and challenging retail market in Bangladesh.

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## Chapter 1: Introduction



In the dynamic retail landscape of today, where economic ups and downs, shifting market trends, and technological innovations continuously impact consumer behavior, the capacity to successfully lead customers from the initial stage of browsing to a purchase has emerged as a crucial success factor for retail enterprises. The shift from browsing to purchasing is a critical juncture in which marketing tactics are essential for shaping consumer choices and encouraging interaction. In light of this, this internship report explores the assessment of marketing effectiveness at Shwapno-ACI Logistics Limited, a prominent Bangladeshi retail chain. Shwapno is a great topic for research because of its importance and presence in the retail industry, which provide insights into the larger opportunities and problems that face local retailers.

## **1.1 Origin of the Study**

As a Bachelor of Business Administration (BBA) student at the Islamic University of Technology, we must complete a 3-month internship in an organization to earn 9 credits. This relates our academic education to a professional environment. As part of my graduation requirements, I got the opportunity to intern with our country's biggest retail company, ACI Logistics Limited. With the guidance and kind cooperation of my onsite supervisor, Mahadi Faisal, Head of Marketing at ACI Logistics Limited, I gained a lot of knowledge and experience that empowered, motivated, and taught me about corporate norms and the retail chain business. I am utterly thankful to my academic supervisor, Dr. Md. Abul Kalam Azad, Professor and Head of the Department of Business & Technology Management, Islamic University of Technology for assisting & offering me continuous guidance to compile the report as part of my internship obligations.

Among many other issues, this report focuses on the marketing programs adopted by a well-known grocery chain named Shwapno, ACI Logistics Limited, that has spread out its outlets significantly in Bangladesh. First of all, Shwapno Super Shop has been considered mainly for the research because it has a long history of operation, which makes the data and understanding of the context more reliable and clear. Researchers and other related field professionals alike are particularly keen on Shwapno's marketing strategies and how they perform to convert consumers into customers as their top retail platform in Bangladesh. This research has been linked to the discovery of the fact that marketing as a factor has a paramount role in influencing the behavior of consumers and ultimately enhances the success of firms within the retail area. Specifically, this research aims to strengthen Shwapno-ACI Logistics Limited by providing strategic support through the investigation of marketing effectiveness and appraising the efficiency of decision-making through the organization of the increasingly competitive retail scene in Bangladesh.

## 1.2 Objectives of the Study

The study's objectives are divided into two parts. One is primary and the other is specific. Both are mentioned in the following:

### Primary Objective

The purpose of this research is to assess how advertising contributes to customers' decisions to purchase products at Shwapno-ACI Logistics. Precisely, the research will determine how the marketing plans of Shwapno capture the minds of consumers and, in that way, increase the conversion ability of Shwapno Outlets.

### Specific Objective

- Examine the conversion rates of the stores for the defined period in order to measure the success of marketing campaigns in bringing in more consumer purchases.
- Determine the vital things that affect individuals when they are making decisions when they are browsing and finally buying products at Shwapno stores.
- Conduct research on what marketing promotional tools, such as campaigns, placement plans, and pricing strategies, have an effect on consumer conversion rates.
- Include specific recommendations and information that can drive these marketing strategies and facilitate an easy transition from browsing to shopping for customers.

## 1.3 Scope of the Study

This study revolves around testing the efficacy of marketing in the operational context of Shwapno-ACI Logistics Limited in terms of how browsing can be transferred to buying. Key aspects within the scope of the study include:

### 1. Analysis of Conversion Rates:

- Comparison of sales conversion rates at some Shwapno stores was taken during certain time period to check that marketing initiatives delivered real results and turned prospective buyers into actual buyers.
- Developing metrics to observe the revenues from product conversion across various stores and periods of time so that one can observe the patterns and trends.

### 2. Identification of Key Factors:

- This research will shed light on what information or dynamics in the store are affecting customers at different stages of the decision-making process, from browsing to buying in Shwapno stores.

- Research of demographic characteristics, categorization of targeted audience, creation of a pricing framework, as well as other factors that determine consumer behavior.

### **3. Impact of Marketing Initiatives:**

- Tracking the performance of various marketing initiatives like advertisements, in-store product demos, and pricing optimization on customer conversion rates.
- Study of the path of customer engagement through various market channels and promotional tactics to the desired purchase outcome.

### **4. Actionable Insights and Recommendations:**

- Generate reports with recommended solutions that will harness the influence of Shwapno's marketing strategy with the aid of the study's findings.
- Pointing out the features for optimization of marketing tactics in order to ease the process of identification between the customers from browsing until purchasing phase.

This study is geared towards evaluating the performance of the marketing of Shwapno-ACI Logistics Limited and this might not even be the whole of the organization's operations. The scope is mainly drawn within marketing approaches and consumers' behavior in this research under the heading of physical shopping. Moreover, the boundaries of the study can still be narrowed down by time restrictions and the availability of data and assets. Nevertheless, even if this study gives certain answers, these might be helpful when making future strategic decisions and will ensure future growth within the retail sector.

## **1.4 Methodology**

The methodology is the method of consolidating data from repositories to create a conclusion. To compile the report utilizing exploratory and analytical research, I used two alternative methodologies and tactics to collect data.

### **Type of Paper**

All data collected is used solely for academic research purposes to fully understand how advertising contributes to customers' decisions to purchase at Shwapno-ACI Logistics Limited. Due to time constraints, my research results are tentative.

### **Sources & Methods of Data Collection**

I have gathered data from primary as well as secondary sources.

Collection of primary data:

- a) Actively working on the topic with my on-site supervisor throughout my internship tenure.
- b) Interviewing customers at the Shwapno department store.

Collection of secondary data:

It was gathered from documents, journals, newspapers, magazines, reports on ACI Logistics Limited, the official website of ACI Limited and other published sources.

### **Types of information**

I obtained qualitative and quantitative data by analyzing primary and secondary sources. The company allowed me to interview with some customers at the Shwapno store one-on-one.

## **1.5 Limitations**

The limitations of this study are:

- 1. Time Constraints:** There are time limits for the research, including the periods of data collection, analysis, and reporting established during the internship period. Hence, the possibility of it being limited through its depth and breadth could be realized, which drives the narrowness of description.
- 2. Sample Size and Representativeness:** Sample size and the nature of the data may impact the study results. The representativeness of the data may also affect the results of the research. The research will be subject to the constraint of a limited sample group because only some of the Shwapno stores are available or customers may not visit these outlets. Thus, it may not provide a good insight into the perspective of the overall customer base.
- 3. Access to Data:** Confidentiality of seller's data, business assets, and resources might be a barrier for data to be obtained inside Shwapno-ACI Logistics Limited that could limit the comprehensiveness of the analysis. The amount of precise sales and customs data available, may significantly influence the sophistication of information that the market research study provides.



## **Chapter 2: Company Overview of ACI Logistics Limited (Shwapno)**



## 2.1 Background of the Company

Imperial Chemical Industries (ICI), a global firm based in Britain, established a branch in East Pakistan. Following its liberation, ICI Bangladesh Manufacturers Limited was established. After selling the management of its Bangladeshi venture to ICI in 1992, the company changed its name to Advanced Chemical Industries Limited. One of Bangladesh's biggest conglomerates, ACI Limited, was founded as a multinational and now distributes its products throughout the country through its four strategically aligned business groups. The "health care division" uses cutting-edge, high-quality medications to help improve Bangladesh's healthcare system. Value contributed to consumers' everyday lives through the "Consumer Brands Division" and its overseas operations, which include toiletries, home care, hygiene, electrical, electronics, mobile, salt, flour, meals, rice, tea, edible oil, and paints; firmly established in Bangladesh as the biggest integrator in the country for motorcycles, marine technology, avionics, livestock, fisheries, farm mechanization, infrastructure development services, and agriculture through its "Agribusinesses Division"; additionally, its "Retail Chain Division" boasts the country's largest retail chain.

ACI Logistics Limited, popularly known as "Shwapno," is a division of ACI Limited, one of Bangladesh's largest conglomerates. Founded in 2008, ACI Logistics was created to meet the growing demand for modern retail and logistics solutions in the country. The company aimed to redefine the retail landscape by providing high-quality products, convenient shopping experiences, and efficient supply chain services. Leveraging the strength and resources of its parent company, ACI Logistics quickly established itself as a key player in Bangladesh's retail and logistics industries.

ACI Logistics, under the brand name "Shwapno," launched its retail arm, introducing modern supermarkets in Bangladesh. This initiative aimed to offer customers a wide range of products with a focus on hygiene, convenience, and affordability. Over the years, ACI Logistics has continued to expand its retail network, incorporating advanced technologies and sustainable practices into its operations. The company remains dedicated to enhancing customer satisfaction, contributing to economic development, and shaping the retail landscape of Bangladesh. Today, ACI Logistics Limited, through its flagship brand, Shwapno, stands as a trusted and innovative leader in the country's retail industry, serving millions of customers and supporting the nation's growth.



## 2.2 Company Profile

ACI Logistics Limited, popularly known as "Shwapno," is a division of ACI Limited, one of Bangladesh's largest conglomerates. The company profile of ACI Logistics Limited is as follows:



Name of the Company:	ACI Logistics Limited (Shwapno)
Year of Establishment:	2008
Type of Business:	Publicly Traded Company
Service:	Retail Chain
Corporate Headquarter:	Novo Tower, Level 8, 270, Tejgaon I/A, Dhaka – 1208, Bangladesh
Contact:	+88028870982-7
Web-Link:	<a href="http://www.shwapno.com/">http://www.shwapno.com/</a>

Figure 1: Company Profile

Source: Author's Creation

### Vision

To become the preferred retail destination for every Bangladeshi, setting the standard for excellence in modern retailing and supply chain management, and contributing to the nation's economic development and prosperity.

This statement reflects ACI Logistics Limited's focus on customer-centricity, quality, innovation, and societal impact, which are fundamental principles guiding its business operations and strategic initiatives.

## **Mission**

To enrich the lives of our customers by offering a wide range of high-quality products and services through our retail outlets while ensuring the utmost convenience, affordability, and satisfaction.

## **2.3 Sector of Operation**

ACI Logistics Limited, commonly known as Shwapno, primarily operates in the retail and logistics sectors in Bangladesh. Below is a detailed description of its sector of operation:

### **Retail Sector**

ACI Logistics Limited is a major player in the retail sector in Bangladesh. The company operates a chain of modern supermarkets called "Shwapno" across urban and suburban areas. These retail outlets offer a wide variety of products, from groceries and fresh produce to household items, personal care products, and electronics. Shwapno supermarkets are designed to provide customers with a convenient and pleasant shopping experience, featuring well-organized aisles, hygienic conditions, and courteous staff. The company focuses on offering quality products at competitive prices to cater to the diverse needs and preferences of Bangladeshi consumers.

### **Logistics Sector**

In addition to its retail operations, ACI Logistics Limited is actively involved in the logistics and supply chain management sectors. The company has established a robust logistics infrastructure, including warehouses, distribution centers, and transportation networks, to support its retail operations efficiently. ACI Logistics employs advanced technologies and best practices to optimize its supply chain processes, ensuring timely delivery of products to its retail outlets while minimizing costs and enhancing operational efficiency. Furthermore, the company offers third-party logistics (3PL) services to other businesses, providing warehousing, transportation, inventory management, and distribution solutions tailored to their specific requirements.

Overall, ACI Logistics Limited's sector of operation encompasses both retail and logistics, with a focus on delivering value to customers through its modern retail outlets and ensuring seamless supply chain operations to support its retail business and serve the broader logistics market in Bangladesh.

## 2.4 Products and Services

ACI Logistics Limited, operating under the brand name "Shwapno," offers a diverse range of products and services to its customers, primarily in the retail sector. Below are the key products and services provided by ACI Logistics Limited:

### Products:

- **Groceries:** Shwapno supermarkets ensure that customers get a huge collection of grocery commodities like rice, pulses, spices, cooking oil, condiments, canned items, and packaged food items, all in one place.
- **Fresh Produce:** Its customer base is free to shop for freshly grown local fruits, herbs, and vegetables from either local farms or local suppliers at the Shwapno outlets. The selection consists of different seasonal fruits and vegetables, such as fruits and greens of every kind, roots, and herbs.
- **Dairy and Frozen Foods:** Shwapno stores keep a collection of milky articles like milk, yoghurt, cheeses, and one type of butter, as well as frozen goodies that include meats, seafood, vegetables, and snacks ready to make meals.
- **Household Essentials:** Shwapno offers a variety of kitchen and bathroom items like detergents or soap, paper goods, or kitchen utensils and appliances.
- **Personal Care Items:** For personal care and hygiene mini products, consumers can get shampoo, soap, toothpaste, skincare items, hair care products, and cosmetics at Shwapno outlets.
- **Electronics and Appliances:** A range of establishments at Shwapno may be found where the area of electronic products, home appliances, and kitchen appliances is segregated so that customers can have one-stop shopping to cover their smartphone, appliance, and kitchen needs.



Figure 2: Products of Shwapno

Source: <https://www.shwapno.com/about-us>

## Services:

- **Convenient Shopping Experience:** ACI Logistics Limited is committed to fulfilling customer needs under a single roof, which provides a number of benefits, such as convenience and hassle-free shopping at its Shwapno outlets that come with well-organized store layouts, quick, friendly service, and all-round checkout processes.
- **Online Shopping and Delivery:** This supermarket has an online shopping feature on its website and mobile app so that customers can shop for products they want at their own convenience. The store is opening its doors to such customers and providing online delivery services for their online orders, which gives extra convenience for time-starved individuals.
- **Customer Loyalty Programs:** Shwapno has customer loyalty programmes and reward schemes where the main idea is to encourage repeat customers and customer loyalty. These rewards programs include members' discounts, exclusive offers, and special deals. They employ a well-developed marketing strategy that provides a variety of options to business travelers to make it an exciting and different experience.
- **Community Engagement:** ACI Logistics Limited interacts with local communities in various ways, which include social responsibility programs, community outreach events, and partnerships with local organizations, as way of creating a society where all actors can join hands to help the needy and make it a better place to live for everyone.

ACI Logistics Limited, through its Shwapno brand, offers a comprehensive range of products and services aimed at meeting the diverse needs and preferences of its customers while providing a convenient and satisfying shopping experience.



Figure 3: Services Of Shwapno

Source: <https://www.aci-bd.com/all-news/going-online-with-shwapno.html>

## 2.5 Customer Segments

At ACI Logistics Limited, customers span various categories within the supply chain and retail sectors. Here's a breakdown of the different customer segments:

**End Consumers:** Consumers who are from the user's point of view are the final consumer and the retail customers who get the finished products from Shwapno supermarkets. This category of customers includes households, families, single units of families, individuals, companies, and all other private persons and organizations that buy the commodity for their own personal use or for the use of their business.

**Retailers:** ACI Logistics Limited, apart from this, supplies to smaller retails such as small easy stores, shops, and grocery stores. These dealers between Shwapno and their shops developed a relationship to achieve a common goal; fulfilling their local people's needs.

**Wholesalers and Distributors:** Wholesalers and distributors of the logistics company purchase stocks from ACI for retailers in various locations to provide for their needs. They serve as partners between manufacturers and retailers; their role is to make sure that products are sufficiently distributed to all relevant market segments.

**Manufacturers and Suppliers:** Shwapno works in collaboration with brands and suppliers who help the company feed its customers with retail products. The list of local as well as international suppliers of food items (such as dessert items, gift items, food & beverages, household items, personal care items, electronics, and other goods that are sold at the Shwapno outlets) could be another item on the agenda.

**Agricultural Stakeholders:** ACI Logistics Limited's ambition is to create a distribution network of market players from the agricultural chain, including farmers, producers, and cooperatives, who can deliver fresh products (fruits, vegetables, and grains) directly to the users. Through co-working with those stakeholders, the issue of consistent and high-quality agricultural products in the outlets has been solved and therefore the network has become secure.

**Online Customers:** Befitting the global e-commerce phenomenon, ACI Logistics Limited also renders services to customers, ranging from Shwapno's online platform. Among them are the online shoppers, who can be either individuals, families, or business owners who desire online shopping and delivery to their homes.

ACI Logistics Limited caters to a diverse range of customers across the supply chain and retail sectors. This broad customer base reflects the company's integrated approach to serving the needs of the market and facilitating efficient trade and commerce in Bangladesh.

## 2.6 Operation and Departments

The main trade territory of ACI Logistics Limited is in the Bangladesh and it does not have any presence in the international trade area. Its icon retail and wholesale brand, Shwapno, serves the

urban and suburban inhabitants of Bangladesh through the chain of supermarkets. Though ACI Limited, as the parent company, generally develops trade and business activities all over the world through its encompassing subsidiaries and divisions, ACI Logistics only deals and trades within Bangladesh.

ACI Logistics Limited, operating under the brand name Shwapno, is made up of several departments that, collectively, ensure that the two divisions of the company, retail and logistics, are running smoothly. Below is a description of some of the key departments within ACI Logistics Limited:

1. **Retail Operations:** The company's Retail Operations function involves the managerial dealings of Shwapno supermarkets. This entails exploring the effective layout of the stores, different displays for different products, maintenance of relevant stock levels, competitive pricing strategies, customer service standards, and regular promotions.
1. **Supply Chain Management:** The Supply Chain Management (SCM) department is the point of focus in the logistics operations for procurement, stock management in warehouses, transportation, and final distribution channels. This incorporates so many things; working with suppliers, managing an optimal inventory level, delivering products on time, and, as an added bonus, keeping supply chain costs down.
2. **Procurement and Vendor Management:** The Procurement and Vendor Management section of the department serves to service the benches of the wanted products presented by the manufacturers and suppliers, for Shwapno stores. By doing this, the department hammers out contracts, identifies the standing points of suppliers, constantly works on quality and compliance, and cultivates a good relationship with a corresponding branding agency.
3. **Marketing and Sales:** The department of Marketing and Sales, which is the right hand of sales, takes up and enacts the marketing strategies and promotion campaigns, which help to promote the engagement of the customers and boost the sales of Shwapno outlets. This encompasses media advertising, becoming a memorable brand, leveraging digital marketing, and building relations with customers.
4. **Finance and Accounting:** The finance and accounting department at ACI Logistics Limited provides the organization with financial functions such as budgeting, financial reporting, taxation, auditing, and treasury management.
5. **Human Resources:** The Human Resources Department at ACI Logistics Limited is responsible for nurturing new employees, training, developing, and managing performance and interpersonal relations within the firm. This entails developing a strong and flexible personnel policy, including the attraction and retention of talents, building a good work/employees relationship and ensuring observance of labor laws and regulations.
6. **Management Information System (MIS):** The MIS department makes sure that all the technological infrastructure and systems that ACI Logistics Limited procedures are

executed on are operational. Besides, those people are the ones in charge of MIS solutions for retail and distribution processes, security, and also providing technical support to customers.

Thus, these departments offer a seamless, united front to drive ACI Logistics Limited's two dynamic fields with the aim of delivering quality products and services.

## 2.7 Structure of Organization

ACI Logistics employs a substantial workforce to oversee its diverse operations, including managing supermarkets, hypermarkets, and logistics infrastructure across Bangladesh. The workforce comprises various roles such as store staff, warehouse personnel, administrative staff, management positions, and support functions like human resources, finance, marketing, and IT. The organogram of the company is shown below:

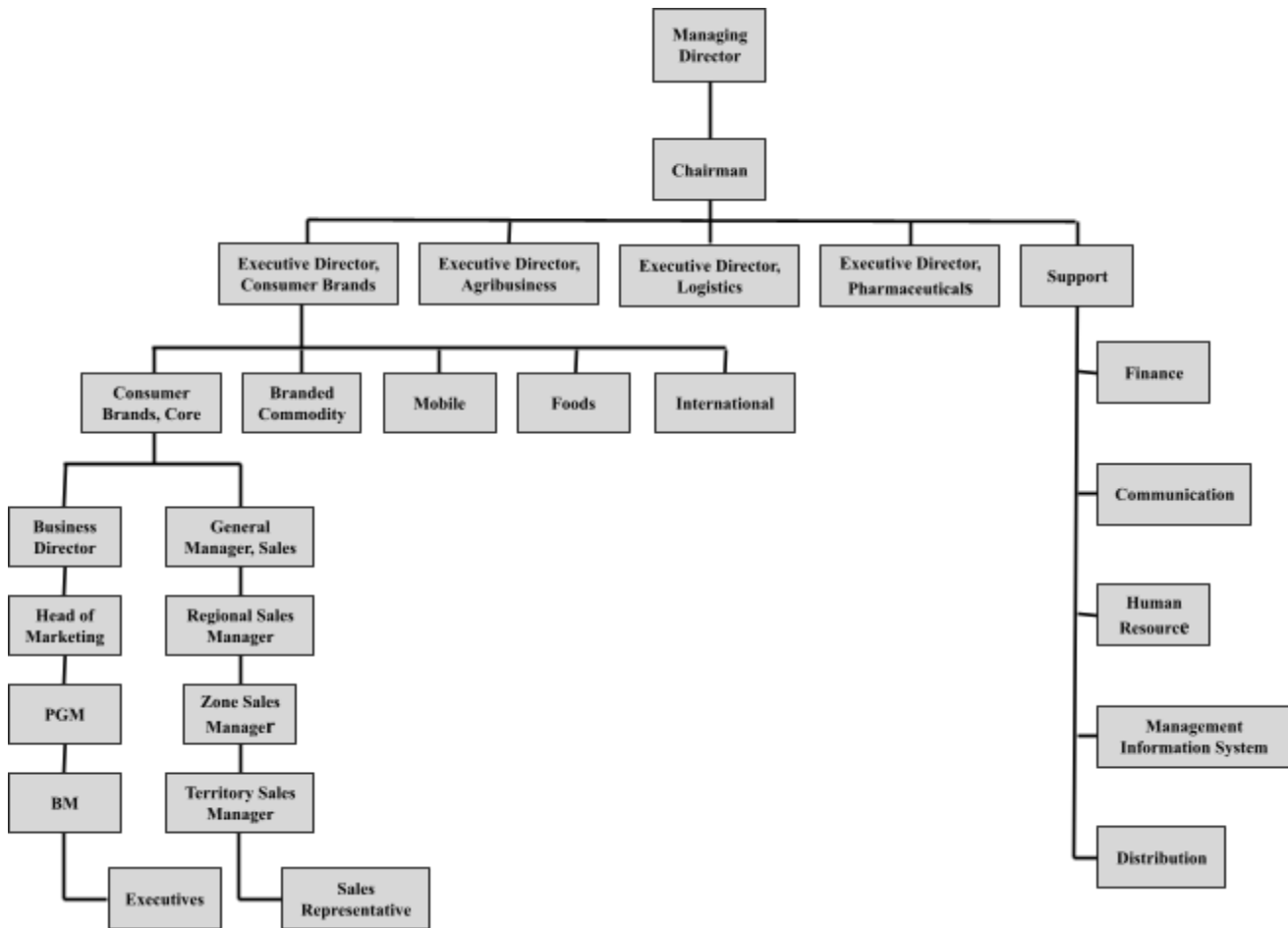


Figure 4 : Organogram of ACI Limited

Source:

[https://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/8147/13104170\\_BBA.pdf?sequence](https://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/8147/13104170_BBA.pdf?sequence)

## 2.8 Company Analysis

Company analysis of ACI Logistics Limited, focusing on SWOT analysis, Porter’s Five Forces, and PESTLE analysis, is as follows:

### SWOT Analysis

#### Strengths

1. A well-known and trusted brand in Bangladesh
2. Operates a wide network of supermarkets and hypermarkets across urban and suburban areas
3. Integrated supply chain ensures efficient procurement, distribution, and delivery of products
4. Offers a diverse range of products, including groceries, fresh produce, household items, and personal care products etc

#### Weaknesses

1. The retail sector in Bangladesh is highly competitive
2. Infrastructure limitations in certain areas may affect distribution and logistics operations
3. Bangladeshi consumers are often price-sensitive
4. Reliance on local suppliers for fresh produce and other goods may expose the company to supply chain risks

#### Opportunities

1. Opportunities to expand its retail footprint into new regions or cities within Bangladesh
2. The growth of e-commerce presents opportunities for Shwapno
3. Introducing innovative products and services could help differentiate Shwapno
4. Could explore exporting Bangladeshi products to international markets

#### Threats

1. Economic Volatility could impact Shwapno's sales and profitability
2. Regulatory Changes may affect ACI Logistics' business operations
3. Intense competition from both domestic and international retailers
4. Disruptions in the supply chain due to natural disasters, political unrest, or global events

Figure 5: SWOT Analysis of ACI Logistics Limited  
Source: Author’s Creation



## Porter's Five Factors

This analysis shows the market forces that are impacting the overall situation of ACI Logistics Limited, which are as follows:

### Rivalry among existing competitors:

High - The retail sector in Bangladesh is characterized by intense competition among both traditional and modern retail players, leading to price competition and aggressive marketing strategies.

### Threat of new entrants:

Moderate - While the retail sector in Bangladesh is competitive, significant barriers to entry such as capital requirements, distribution networks, and brand recognition may deter new entrants.

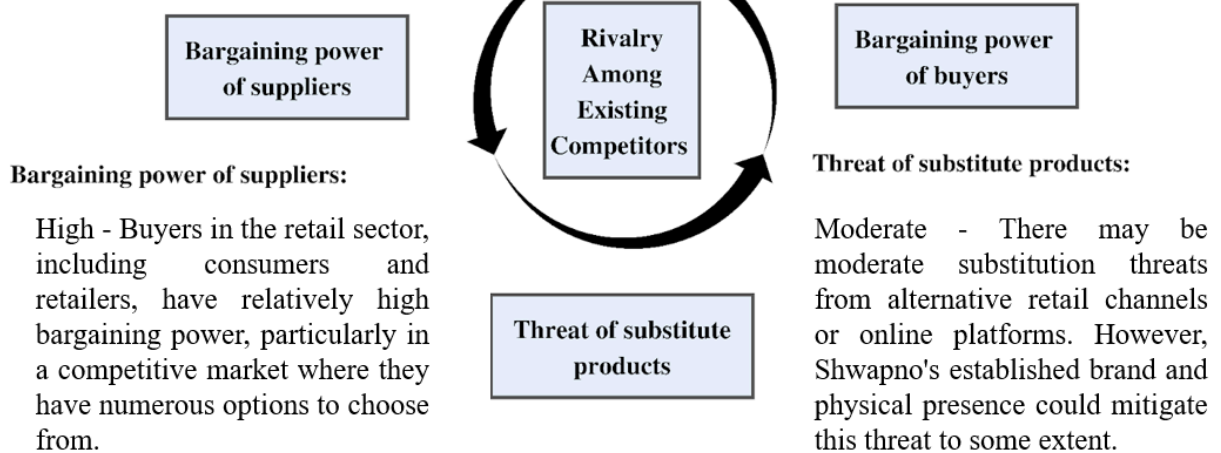


Figure 6: Porter's 5 forces of ACI Logistics Limited

Source: Author's Creation

## Pestle Analysis

1. **Political Factors:** A business ecosystem that has stability in the political environment provides an appropriate environment for the operations of the business. The retail sector often remains in the spotlight thanks to the legal framework and rules concerning trade, taxation, and licensing. Operations of Shwapno are highly affected by this.
2. **Economic Factors:** Factors that affect the economy, the change caused by GDP growth, the rate of inflation, and consumer attitudes toward spending affect the sales and

profitability of retail businesses. Shwapno may face consumer confidence deterioration or the power of the purse, which can mean different economic cycles.

3. **Social Factors:** Consumption patterns, behavior of consumers, and lifestyle need modifications for population distribution, cultural attitudes, and preferences. Social elements are multidimensional. They include de-urbanization, population expansion, and alterations in consumers' preferences, and, undoubtedly, they ought to be accounted for in retail strategy.
4. **Technological Factors:** busyness of the modern world affects the way retail spreads, covering targets such as inventory administration, online sales offered, and customer engagement. Through technology, Shwapno can improve efficiency and competency in the business.
5. **Legal Factors:** It is paramount for the business to meet the conditions of labor laws, fiscal taxation, and other legal regimes. The regulation or the case disputed between the company and another party could change opportunities to run business operations.
6. **Environmental Factors:** Growing knowledge of environmental impact and ecology friendly processes may lead to changes in consumer tastes and their shopping habits. These are why Shwapno focuses on sustainable practices, which are in line with their area of concern.

A comprehensive analysis of ACI Logistics Limited using SWOT, Porter's Five Forces, and PESTLE frameworks helps identify internal strengths and weaknesses, external opportunities and threats, and factors influencing the company's operating environment. This analysis can inform strategic decision-making and help ACI Logistics navigate challenges and capitalize on opportunities in the retail and logistics sectors.



## Chapter 3: Industry Analysis



The main business activity of ACI Logistics Limited is in the country's retail industry. Bangladesh's diverse conglomerate, ACI Group, deals with many businesses such as pharmaceuticals, consumer brands, agriculture, and logistics. ACI Logistics Limited operates Shwapno. It operates supermarkets and hypermarkets across the country and is one of Bangladesh's largest retail chains. It stocks a wide range of goods like groceries, fresh produce, household items, electronics, etc. Apart from its retail operations, ACI Logistics' also has distribution and logistics facilities that support its chainstores, enabling quick replenishment through efficient supply chain management in the delivery of goods to its stores. This chapter discusses an analysis of the retail industry in Bangladesh.

### **3.1 Industry Size and Growth Trends**

Retail business in Bangladesh has gone through major changes in recent years, reflecting shifts in consumer behavior patterns, urbanization, and economic growth. Being one of the major players in the economy, it is responsible for directing consumption, creating jobs, and, hence, propelling economic development.

The retail industry makes a significant contribution to our growing \$200 billion market. Meanwhile, Bangladesh's economy is indeed one of the fastest-growing globally, mainly because of consumption, which accounts for over 70% of GDP and around 47% in the case of retail trade. A self-service store is an autonomous outlet with numerous food products, beverages, and household merchandise divided into several units. The most rapidly growing branch in BD is retailing. Increased purchasing power among the middle and upper middle classes, as well as socio-economic advancement and urbanization, have all played a role in the expansion of retail outlets. "Agora" was opened by Rahimafrooz Superstores Ltd., a company that launched Bangladesh's first supermarket using a western concept in 2001. It was manufactured by Rahimafrooz Superstores Ltd. "Gemcon Group" launched "Meena Bazar" in the following year. "Shwapno" commenced business in 2066 as a subsidiary of ACI Limited. With over 185 branches and 40,000 clients daily, Shwapno is currently the largest supermarket chain in Bangladesh by number of outlets. Besides the sixty-one outlets owned by Shwapno, all other outlets are franchised. Additionally, Agora has eighteen stores across Bangladesh, with Rahimafrooz being its parent company, while Meena Bazar of Gemcon Group also operates in Dhaka, Chittagong, and Sylhet, totaling eighteen sites. A story from the Daily Star in 2020 indicated that negotiations between Gemcon Group and Rahimafrooz involved buying off all Agora stores. Furthermore, United Group's Unimart has two express locations at United Hospital and United International University and three locations at Gulshan, Dhanmondi, and Wari in Dhaka. In contrast, the Pran-RFL group operates 51 daily shopping stores within the capital city of Dhaka alone. Other than these mentioned, there are a few small grocery chains, like two Prince Bazar stores or four Almas stores located in Dhaka. Rajshahi, Sylhet, Chittagong, Dhaka, and Narayanganj have the most super-shop retail locations.

The retail chain business in Bangladesh has been growing immensely over the last couple of years, thanks to factors such as urbanization, greater disposable incomes, changing customer preferences, and expanding organized retail schemes. The sectors, among them, are composed of both large supermarkets and convenience stores, which totalize the industry's growth momentum. This growth can be attributed to several key factors:

- 1. Urbanization:** There has been quite rapid urban migration in Bangladesh in the last few years and along with that, a number of people have been going into cities in search of better employment opportunities and improved living conditions. This demographic shift has changed consumers' shopping habits to the extent that their expectations of an organized retail format have come higher as well.
- 2. Rising Disposable Incomes:** Economic growth, with per capita income on the rise, has granted consumers more discretionary income to spend. Consequently, buyers are channeling their income toward necessary goods for the family, like electronics, clothing, and household items, thereby increasing revenues of retail stores all over the country.
- 3. Changing Consumer Preferences:** The combination of increasing Internet usage, digital media, and international travel exposes Bangladeshis to global trends and lifestyles, causing their shopping decisions to become more sophisticated. Consumers are more eager to obtain convenience, variety, and quality of goods. In this case, visitors to organized retail chains that provide different merchandise under one roof use them to get what they are looking for.
- 4. Expansion of Organized Retail:** The retailscapes of Bangladesh have been changing a lot with multi-chain stores that have appeared. They have adopted technologies, including modern supermarkets and hypermarket formats. These chains therefore provide customers with a favourable shopping venue with features like air-conditioned stores, plenty of parking, and a wide variety of products that remove clients from the old mom-and-pop shops.
- 5. COVID-19 Shift:** Even though the majority of middle-class people still prefer traditional mom-and-pop stores to supermarkets, the epidemic has changed things. Given the higher risk associated with going to kitchen markets, basic groceries would be better bought in supermarkets. The industry's increasing sales indicate there is momentum for its growth post-COVID-19.

The retail chain sector in Bangladesh will maintain its growth path, but with some challenges and opportunities too. In spite of the ongoing COVID-19 crisis and its economic consequences, retailing has shown strength as customers progressively return to shops when restrictions ease and vaccination coverage increases.

### 3.2 External Economic Factors

External economic factors can significantly impact the retail industry in Bangladesh. Here are some key factors and their effects:

1. **Global Economic Conditions:** Brexit has contributed greatly to the economic stagnation of Bangladesh. It has negatively impacted the investment climate and weakened consumer confidence. As an illustration, a reduced demand for exports from Bangladesh during the global economic downturns may affect the country's economy in general, with private consumers being the ones to bear the brunt as spending drops, leading to low sales in the country's retail shops.
2. **Exchange Rates:** Foreign exchange rates may incur fluctuations, which can affect the price of imported products for Bangladesh retailers. Coinciding with this, a decrease in the local currency's value compared to key trading currencies raises the price of imported goods, consequently making retail prices pricey and is also a likely outcome of reduced purchases by the consumer.
3. **Commodity Prices:** Bangladesh solely depends on imports for different consumer durables and raw materials for manufacturing. Changes in global commodity indicators are capital assets like oil, cotton, and metals that can influence the production cost for retailers. Let us imagine a scenario where the rise in oil prices will subsequently increase transportation costs, thus affecting the total cost structure of suppliers and eventually leading to a hike in consumer prices.
4. **Inflation:** Inflationary pressures can easily impact certain mechanisms for consumers, which result in reducing retail purchases. At high inflation, purchasing power may be lost among consumers, making them hold back on discretionary products and prefer to be safe by purchasing only the necessary ones. Retailers can encounter the pinch of point-to-point amidst price escalation and vague consumer demand.
5. **Interest Rates:** Decisions on monetary policy, such as varying interest rates, not only influence the borrowing cost for firms but also consumers. The higher interest rates might result in an additional burden for retailers, which would have an effect on investment decisions, expansion plans, and fiancée possibilities for consumers. That is to say, it might cause changes in how consumers carry out their spending and, eventually, total retail sales.
6. **Government Policies and Regulations:** Governments can create policies on trade, taxation, investment, and labor, and this can have a meaningful effect on the retail business. Let's look at the example of tax rate variances or import tariffs; these may eventually end up being reflected in the selling structure of retailers, thus affecting their competitiveness in the market. Another important issue that retailers have to deal with is the regulatory changes that may involve employment laws or consumer protection. Thus,

businesses in this sector have to pay more attention to their practices and their operational costs.

7. **Economic Growth and Consumer Confidence:** Ultimately, as can be expected, retail sales will probably be the target in such an economic system when the level of our general economy or consumer confidence rises. A positive economic climate that is characterized by GDP growth, low unemployment rates, and growing salaries is usually encouraging for consumers to spend more, which in turn improves the retail setup. On the other hand, economic instability and lowered consumer confidence could be the reasons for being judicious about expenditures, significantly affecting the sales of businesses.

It is evident that external economic factors are one of the major factors that contribute to the internal dynamics of the retail sector in Bangladesh, determining consumer behavior, business methods, and market change. Retailers are instigated to keep track of and flexibly adjust to changing economic relations for the purpose of maintaining their competitive advantage and sustained smoothness in their business operations.

### 3.3 Seasonality

The retail industry of Bangladesh observes seasonal impacts; with respect to consumer behavior, sale trends, and marketing strategies, it undergoes changes seasonally. Several factors contribute to the seasonality of retail in Bangladesh:

1. **Weather:** Bangladesh has the pleasure of witnessing distinct seasons of the year: the summer, the monsoon, autumn, and winter. Weather conditions impact a consumer's choice of clothing, footwear, and other products. They favor what they need for specific season. By illustration, sales of lightweight clothes and summer accessories blossom most of all in hot, humid summer months; on the other hand, sales of winterwear and cold-weather equipment reach their peak during cooler winter season. Just like these, the sale of cold beverages increases in summer at Shwapno
2. **Festivals and Holidays:** Festivals and cultural events surely create significant impact in retail sales in Bangladesh. Festivals like the Eids, Puja, and Pohela Boishakh are celebrated with enthusiasm and excitement among the community. There is widespread shopping for new clothes, gifts, and food items for these important occasions. It happens that during festive seasons, Shwapno experiences an increase in the number of people visiting the stores in addition to the sales that increase as the shoppers rush to the stores for the purposes of shopping for products for gifts and preparation for the celebrations.
3. **Agricultural Seasons:** The agro-based economy is the mark of Bangladesh. Remarkable numbers of people live in villages and participate in. The businesses involving the production of agricultural machinery and similar equipment are all likely to be seasonal

in nature, as their sales would be expected during harvesting and post-harvest processing. Those in the retail business who serve the farming industry will experience variations between agricultural seasons and crop cycles in terms of demand. At different seasons, the demand for different types of fruits and vegetables can be noticed at Shwapno.

4. **Back-to-School and College Seasons:** Traditionally, some countries, like Bangladesh, experience a spike in sales or purchasing activities following the beginning of the academic year. Families buy notebooks, uniforms, school supplies, textbooks, and other education-specific materials for children who are going back to school or those who are starting a new educational session. Many vendors who supply specific educational-related products, including school uniforms and supplies, notice that sales do well during the period. Same goes for Shwapno too.
5. **Wedding Season:** Winter season is a time for retail sales in Bangladesh, where it is prevalent. People prefer getting hitched to warmer temperatures than any other season, as it provides much better weather conditions. Marriage-connected spending on homes, clothes, jewelry, gifts, home furnishings, and other products results in intensified sales activity at Shwapno during the wedding season.
6. **Tourism Season:** Bangladesh sees a rise in travelers going home and international tourists during these periods, namely in days off and traveling rush. Some retailers that depend on tourism businesses may tailor their products and marketing campaigns based on tourists' needs and their experiences, which may cause a seasonal spike in their sales. Though Shwapno doesn't focus on this much, they also have some increase in sales in this season.
7. **Promotional and Sales Events:** Meanwhile, all these retailers normally have a phenomenon of restocking around major holidays like New Year's Day, Valentine's Day, etc. Therefore, they also frequently conduct sales campaigns, which are made to encourage consumers to make purchases. These events would probably lead to constantly high consumers spending and even a traffic jam around shopping centres' outlets. In addition to that, they will be more tempting if coupled with various discounts, promotions, and special offers. Shwapno is no different from them. Even on weekends, Shwapno offers attractive discounts and offers that attract huge number of customers.

We can see the effect of seasonality on the retail industry of Bangladesh in 2023 in the following graph:



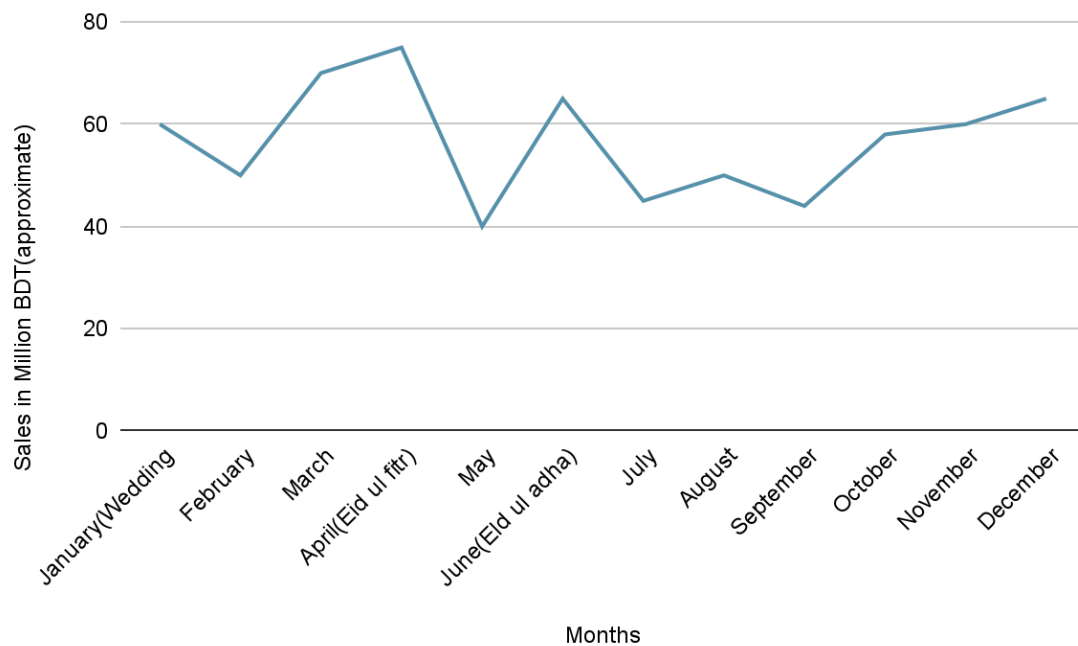


Figure 7: Seasonality in year 2023

Source: Author’s Creation

Seasonality is a key characteristic of the retail industry in Bangladesh, with sales patterns and consumer behavior influenced by factors such as weather, festivals, agricultural cycles, academic calendars, and tourism trends. Understanding and effectively managing seasonality is essential for retailers to optimize inventory, marketing efforts, and overall business performance throughout the year.

### 3.4 Technological Factors

Engaging in the process of innovation in the retail sector of Bangladesh is increasing rapidly due to technological improvements. Several technological factors influencing the sector are:

- 1. E-commerce Growth:** E-commerce websites and digital One-Stop-Shops have gained significant attention in Bangladesh, facilitating the shopping process by allowing customers the opportunity to purchase a tremendous number of goods. This speed-up has been facilitated by more and more internet penetration and the rapidly growing development of mobile phones. Retail outlets are getting accustomed to e-channels gradually to meet the increased needs of customers and to offer them a frictionless shopping experience online.

2. **Mobile Payments:** The wave of mobile payment solutions and digital wallets and purses is now very well known in Bangladesh. The emergence of mobile banking and electronic payment services like bKash and Nagad is leading retailers to render mobile payment services anytime they are accepted in-store or online. This varying system enables the financial inclusion of more people through safer transactions and both retailers and users are very comfortable.
3. **Point-of-Sale (POS) Systems:** Retail stores enhance service by tracking inventory, customer information, and authentication, which in turn improves operational efficiency. Such systems strive to increase efficiency at checkout, control the amount of goods to be kept by the store and provide helpful insights for retailers to adjust their operations on a more factual basis. Small and medium-sized retailers are also adopting mobile Samsung POS 2023 solutions to allow flexibility and meet budgets.
4. **Inventory Management Software:** Through property instructions software, many retailers in Bangladesh are able to successfully control the level of stock, prevent wastage, and enhance their supply chain effectiveness. Retailers use inventory tracking system that, in real time, enables these businesses to track their stock movements, predict demand, and reload inventory as necessary. This paves the way for restocking fast enough to avoid stockouts and slows down restocking to prevent overstocking, maximizing revenues and minimizing costs.
5. **Customer Relationship Management (CRM) Systems:** A CRM system, on the one hand, allows retailers to better communicate with customers through personalization of marketing campaigns by providing individual promotions and improving customer service. Going through customer data on purchase histories and such contributes to a better knowledge of consumers and their behavior, which consequently leads to more effective marketing approaches and an increased level of customer loyalty.
6. **Supply Chain Technologies:** Widespread adoption of technological innovations that increase visibility and traceability, like RFID (Radio Frequency Identification) and GPS (Global Positioning System) tracking in a supply chain, is emerging. These technologies enable retailers to trace the shipping process, record the efficiency of their transportation schedules and identify bottlenecks or disruptions that can be corrected. Effective monitoring within the supply chain makes retailers capable of managing that inventory and ensuring they have enough in stock
7. **Artificial Intelligence (AI) and Data Analytics:** The AI-powered analytics platforms are going a notch higher for the merchants to know the customers' behaviour, the market trends, and the operational performance. Retailers can detect patterns by analyzing large volumes of data, predict future demand, and make shopping an individualized experience. The utilization of AI-powered chatbots and virtual personal assistants is another means for improving customer care and spotting products that would be of interest to shoppers.

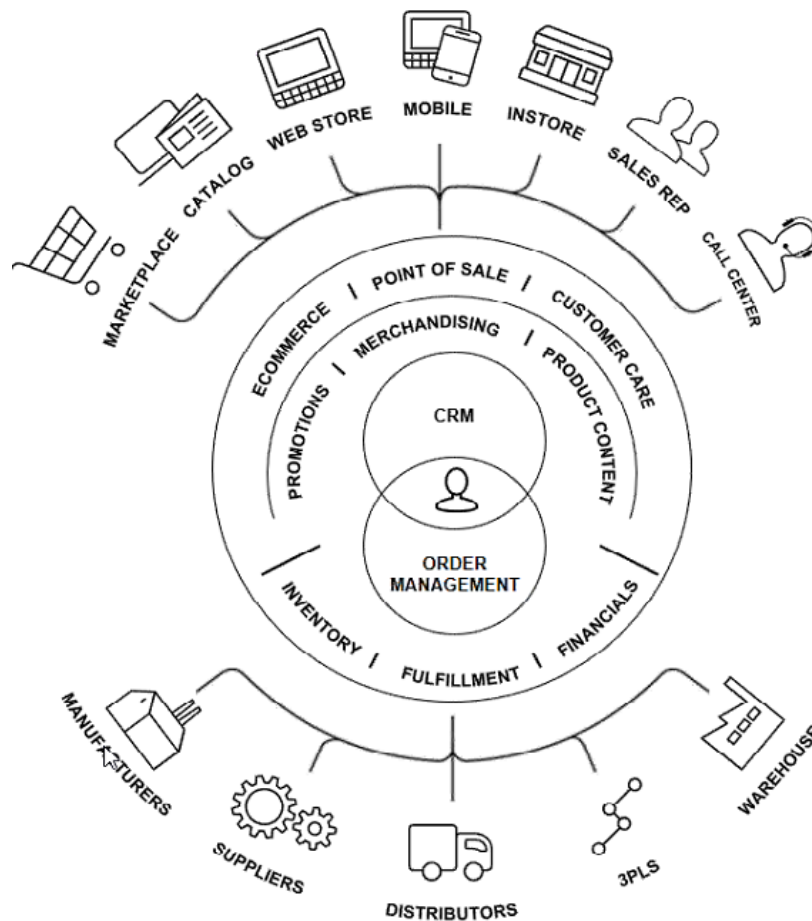


Figure 8: Role of Technology in Retail Industry

Source: <https://www.linkedin.com/pulse/role-technology-retail-industry-imtiaz-ahmed>

The advent of technology has been seen to redefine the Bangladesh retail industry by creating efficiencies, improving customer experiences, and helping retailers remain competitive amidst an even more changing scenario. While adopting these innovative tools has become essential for retailers to achieve success in the modern digital age, they could not do well without these technologies.

### 3.5 Regulatory, Political, and Legal concerns

The same as in any other country, the retail sector in Bangladesh has got to comply with a set of policies, political approaches, and laws that all affect development and operations in the industry. Consequently, these concerns cover the broad fields of licensing, taxation, worker regulation, intellectual property law, and adherence to local rules and regulations. The complex regulatory, political, and legal atmospheres need to be understood well and managed correctly for retailers to

be able to be organized as per the set rules, thus minimizing risks and facilitating growth. Below is a detailed exploration of the key concerns in each of these areas:

### **Regulatory Concerns:**

- **Licensing and Permits:** process of opening and operating a retail business in Bangladesh would involve obtaining some licenses and permits, such as building permission, business registration, and a trade license, from the government authority. Such may be trade licenses, environmental clearances, food safety certifications, advertising notice board permits and many more.
- **Product Regulations:** The compliance of the retailers with the safety standards of the products, labeling, and quality control measures that are set by regulatory bodies like Bangladesh Standards and Testing Institution (BSTI) and the Bangladesh Food Safety Authority (BFSA) is a must.
- **Import and Export Regulations:** Importers undertaking the importation of goods from Bangladesh must conform to the trade rules and regulations governing the customs duties and import duties of this government. Furthermore, the same task performs exports through the export control and documentation processes.
- **Price Controls:** The government could impose a price ceiling on items like food and medicine to give a rein to inflation and, thus, ensure that the people can afford to buy those items. These retailers have to conform their goods to such price regulations and act in good faith when providing their products.

### **1. Political Concerns:**

- **Stability and Governance:** Political stability and good governance are the first things that a business community needs in Bangladesh to create a conducive environment for their businesses. Political turmoil could potentially cause shops to reduce their visits or refrain from going there. This, in turn, would lead to lower customers' confidence in the brand and cause a disruption in the supply chains the organization might be using.
- **Government Policies:** Government policy during the elections, changes in regulations, and trade agreements can play a key role in the retail sector. Political tendencies represent a special interest area for retailers, which should be constantly monitored and a new strategy should be developed if necessary to neutralize the risks and create business opportunities.
- **Corruption and Bribery:** Corruption and corruption practices among a country's administration could pose a barrier to retailers in Bangladesh since they could demand bribes to operate. A retailer should avoid being seen or treating others with bias and maintain the strictest adherence to anti-corruption regulation. Moreover, inequality also engenders several issues.

## **2. Legal Concerns:**

- **Contractual Agreements:** Shopkeepers make many different contracts with their suppliers, the owners, the chain, and the service providers. A paramount issue is the accuracy and enforceability of these contracts for all parties involved, be they young workers or their agents.
- **Employment Laws:** Sales managers must adhere to labor laws and regulations covering employment rules, such as mask proprietary rights, working hours, employee doughnuts, and safety standards.
- **Intellectual Property Rights:** The protection of the intellectual property rights of retailers, particularly in stocks, as trademarks, copyrights, and patents. Merchants with property rights cannot allow their brands to be diluted through improper use of intellectual property or stolen images.
- **Consumer Protection Laws:** What retailers need to do is conform to consumer protection laws and regulations that have in place safety mechanisms and guidelines for trade that are aimed at protecting consumers rights and interests. For this, we should offer information that is accurate about the goods, adhere to the warranties and promises, and properly handle customer complaints.

Regulatory, political, and legal factors are innate obstacles that retailers operating in Bangladesh have to deal with. These will help them comply and mitigate risks for profitable business growth. Through the continuous updating of rules and regulations, good governance practices, and regular enforcement of the law, the retailers are able to engender trust amongst their stakeholders and also help to erect a sustaining retail sector in Bangladesh.

## **3.6 Competitive Environment**

The retail competition environment in Bangladesh is known for its rich diversity, which is inhabited by many contenders from various segments and product specializations.

### **Market Players**

The retail sector in Bangladesh combines various local, national, and foreign organizations in the fashion field, beginning from the small independent store to the big conglomerates. National supply chains are logistically advantageous for the majority of manufacturers, most of whom concentrate their production activity on conventional retail formats such as community shops and market stalls. On the other hand, the presence of international retail stores is getting the biggest share. This is in addition to the modern formats, including supermarkets, hypermarkets, and shopping malls, that are gradually developing the market as consumers are offered a wide range of choices and shopping experiences. The major players in this segment are Shwapno with 440

stores, Agora with 18 stores, Meena Bazar with 25 stores and Unimart with 5 stores, which is shown in the table below-

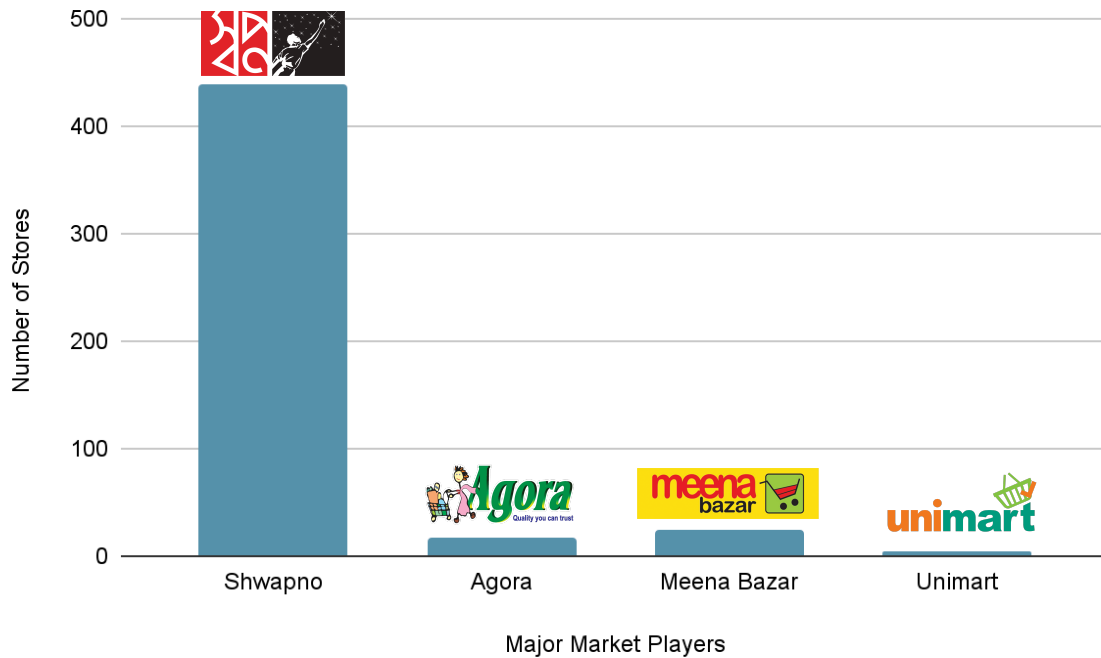


Figure 9: Number of Stores for each Major Market Player  
Source: Author's Creation

Several factors contribute to the competitiveness of the industry, as mentioned below:

- 1. Product Offering and Differentiation:** The sector's differentiation is the result of the retailer's distinctive product mix, pricing, and differentiated service offering. The assortment of products is competitive, especially when it comes to pricing for most retailers. On the other hand, high quality, exclusivity, or specialization in specific categories are key selling points for others. A retailer is differentiated by factors like consumer service, convenience, and branding, which help attract the attention of customers and make them stick.
- 2. Price Competition:** Every retailer experiences massive pressure in their price-fighting trade. Some of the retail deals include, but are not limited to, groceries, apparel, and consumer electronics. Retailers practice price wars and promo activities that are aimed at pulling in price-sensitive customers. In discovering and navigating the vast array of options available, their role goes beyond simply choosing a product or service.

Discounting stores and online marketplaces are positioned to compete based on low prices, discounts, and even special offers like coupons and gifts for first orders. They aim at gaining market share and increasing the number of purchases.

3. **E-commerce and Online Retail:** The retail business has lately become more competitive, with these online stores facing tough online competitors. This internet has given shoppers convenience, better selection options, and also bargain prices, all of which are a competition for traditional brick-and-mortar retailers. Nowadays, well-established players who were only retailing in the traditional brick-and-mortar market have come to realize the challenges they face in staying competitive as well as capturing a segment of an ever-growing online market. They have, therefore, resorted to the establishment of e-commerce capabilities.
4. **Customer Experience and Convenience:** The retailers who provide top-notch shopping experiences beat the others in the race for customers. The shopping experience is influenced not only by products and prices but also by store layout and design, ease of product availability navigation, checkout processes, and after-sales service, which can all ensure customer satisfaction and loyalty. Attention is paid by retailers to proximity and resource allocation in interior and technological shop design in order to stand out from competitors and get ahead in the market.
5. **Supply Chain Efficiency:** Prompt supply chain management is an important feature for retailers to guarantee the adequate availability of products, avoid any losses from having products not in stock and also optimize inventory levels. Retailers who are able to professionally create their own supply chain without boreholes, speed up logistics, and reduce the cost of operation have a key competitive advantage in the market.
6. **Regulatory Environment:** to follow regulatory and other standards, there may be competitive elements. Retailers that adhere to labor laws, product safety regulations, and ethical business practices build trust with consumers and stakeholders, enhancing their competitive position in the market.

The retail industry in Bangladesh is highly competitive, driven by factors such as market players, product differentiation, pricing strategies, e-commerce, customer experience, supply chain efficiency, and regulatory compliance. Retailers that can innovate, adapt to changing consumer preferences, and effectively execute their strategies will thrive in this competitive environment.



## Chapter 4: Description of Main Duties





## **4.1 Summary of Job Operations**

During the period of my internship at ACI Logistics Limited, Shwapno, I was assigned to carry out responsibilities in diverse areas. Initially, I analyzed the conversion rates by watching CCTV footage and tracking the flow of footfall as well as the number of customers who bought products from the stores. After that, I was facilitating on a daily basis marketing activities, such as creating promotional slides or ensuring safe delivery of marketing materials to stores on time. In addition to this, I undertook market surveys at Shwapno stores in order to find out the reasons for non-purchases that customers have, such as unavailable products, high prices, VAT, poor quality of products, and bad customer service. In the last month, I worked in the category department's fruit section, where I used to compile demand data from 33 outlets, did market research on fruit pricing, ordered and allocated fruits for stores, and maintained the fruit delivery and waste.

A detailed description of these operations is given in the following:

### **Conversion Rate Analysis**

During the initial month of my internship at ACI Logistics Limited Shwapno, I undertook a crucial task: measuring the satisfaction of Shwapno stores through conversion rate. This is intended for scrutinizing CCTV footage for the sake of carrying out the process of accurately counting footfall and those who bought from the stores. Through Excel, I uploaded the data necessary to compute the conversion rate, which is a crucially influential metric that measures the efficiency of marketing campaigns until they bring people from the stores to their final destination—the buying process. It required me to be meticulous with details and capable of going through a ton of data to root out the right information about customer behavior and buying patterns. I strongly realized this while performing the task of analyzing the conversion rates, found out the effectiveness of Shwapno's marketing strategies to a great extent and also found unattended spots for improvement.

### **Daily Marketing Activities**

In my internship period, I had enough practical exposure to a large array of marketing tasks conducted on a daily basis with the objective of creating awareness among consumers about Shwapno's brands. Such tasks covered such areas as designing visually captivating slides for promotional campaigns, the timely supply of marketing materials, such as leaflets and Ramadan corner tables, to the company, etc. These activities made a great mark on increasing brand recognition and attracting the customers's eyes too, among others, resulting in more deals being rung up. I was responsible for working closely with internal teams and disseminating information

to make sure that there was no barrier when shifting marketing activities from one Shwapno shop to the other.

### Market Survey and Customer Feedback

The market surveys I undertook in Shwapno outlets were a thrilling illustration of the power of consumer engagement. I could not believe that the sum of human action and a data-driven approach could produce genuine insights that could not be obtained by any other means. By having direct contact with the customers, I have been able to personally understand the reasons why they are going shopping and then decide to leave without making a purchase. The surveys shared by the customers presented a number of concerns, which include product unavailability, price against value, VAT, product quality, and the quality of the customer service. Armed with this implementable feedback, I have been able to transform the loopholes at Shwapno and guide strategic decisions for an impeccable and efficient shopping experience. These really helped to fuel the customer-centric initiatives that gradually improved the customer experience and long-term loyalty. I've collected information with my other team members from a total of 431 samples, which is shown below:

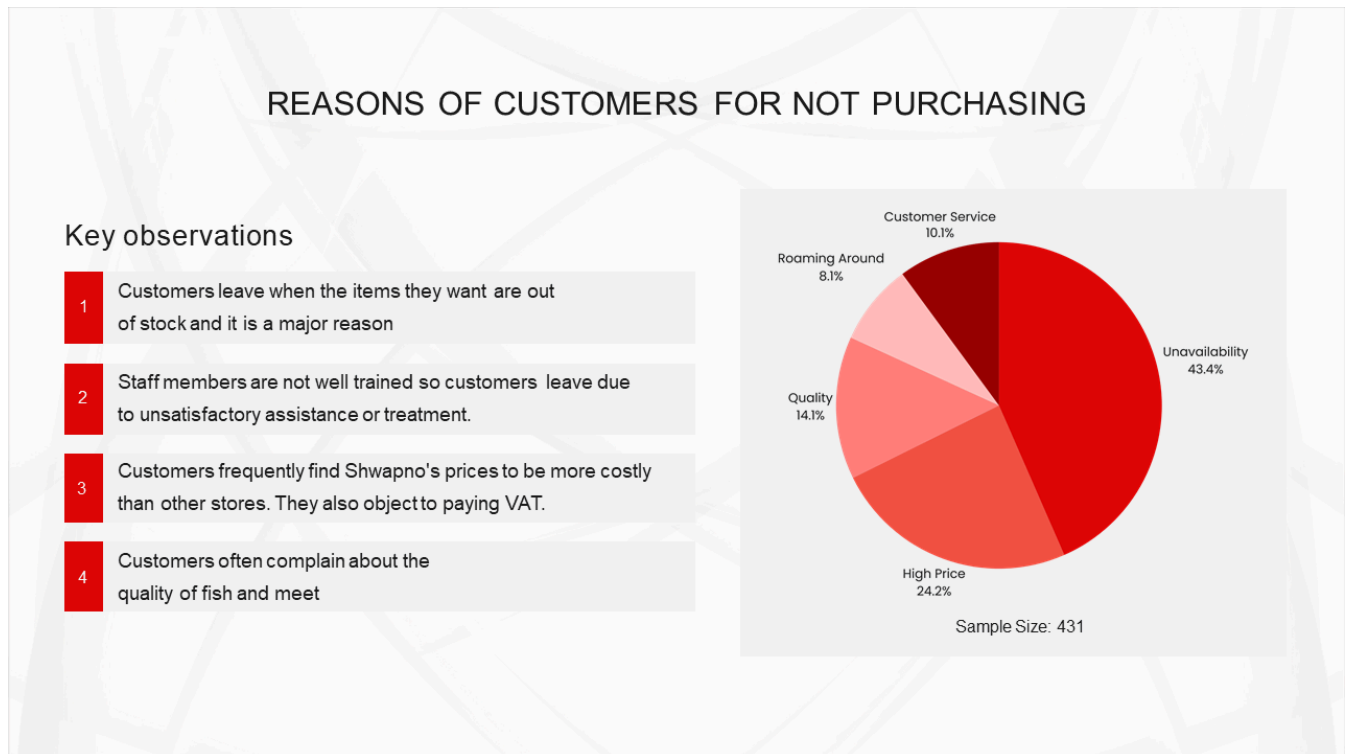


Figure 10: Outlet Visit Observation

Source : Author's Creation



were aimed at one of the aspects of marketing coordination that had been mentioned earlier. A lot of collaboration between team members and colleagues in terms of everyday activities, discussions about progress, sharing ideas, and problem solving were promoted throughout the period.

### **Unusual working Days**

Some days I had to work at unusual times or in different departments. Visits to Shwapno outlets as well as field trips in job-related contexts such as market surveys, participating in promotional events or conferences with suppliers were conducted. Also, there were times when overtime was needed to cover urgent tasks or allocate time to meet projects' objectives. Subsequently, when organizing "Shwapno Ako," there was overtime and I also had to stay onsite. On the other hand, overtime was compensated consistently and no regulation was violated. These were all found in accordance with company labor policies. Special one-off activities like festivals or new launch parties were frequently time-consuming, preceding weekends due to the need for careful planning. Adjusting to a non-routine working day required controlled adaptation to the twists and turns, and, unpredictably, that was part of the job. Prioritization and time management were skills I acquired during work there, as working at different frequencies and while adjusting to various workloads, I had to learn to cooperate and manage time.

### **Work Culture**

The company culture in Shwapno was distinguished by professionalism, teamwork, and a zeal for superior performance, an attribute I witnessed during my internship period at ACI Logistics Limited. The office was meticulously detailed, creating an amiable and highly productive atmosphere with workspaces fully equipped for as many people as possible. The workforce applied a high-minded set of standards, as they came across as upright individuals who were honest in their contacts and dealings. The spirit of working together was critical to Shwapno's work, which is the main feature of the frequent meetings of the teams and the supportive behavior from one person to another. This inclination of people to cooperate was a breeding ground for new ideas and creativity, the ideas that resulted from the clash of opinions and perspectives among different people. Moreover, Shwapno placed great emphasis on the implementation of the "never quit" policy and thus motivated their employees to achieve greatness while at the same time looking for progress through learning and training opportunities. The organization embraced the employee welfare aspect and work-life balance by offering flexible hours and other support to designated employees, ensuring that their job does not consume their whole lives but fits harmoniously into it.

### 4.3 Difficulties and Challenges

Throughout my internship period, I've faced some challenges that took me out of my comfort zone and helped me become more adaptive. Some challenges are mentioned below:

- 1. Language and Communication:** Language and communication problems also made it more difficult for me, mainly when I collected information and initiated talking with customers. Mainly, English language was more popular in workplaces and some customers preferred Bengali. Communication skills were strongly needed to get accurate data from the customers. Additionally, I experienced that different cultural backgrounds could influence the forms of communication, especially during the time when I had to mention delicate issues like product quality or customer service for example.
- 2. Transition to Different Department:** The change to the category department indeed had its own hurdles and I had to undertake activities that were different than before. The market assessment involved the collection of demand data from diverse sources and the conduct of research on fruit pricing, which necessitated an understanding of item management and market dynamics at a deeper level. Another task requiring meticulous planning and coordination was the requirement for the flawless delivery of fruits and reducing waste. This, at times, was challenging because it required a compromise between operational efficiency and customer satisfaction.

Despite these difficulties and challenges, each obstacle presented an opportunity for growth and learning.

### 4.4 Experiences and Learnings

Every work task that I have been given to do in this internship has brought me a new understanding of the situation and a better learning experience. Here's a description of the benefits I gained from each task:

- 1. Conversion Rate Analysis:**
  - **Enhanced Data Analysis Skills:** Analyzing conversion rates involved working with large amounts of data collected using CCTV footage. Through this endeavour, I have sharpened my operating skills of interpreting, manipulating, and visualizing the data with the help of tools such as Excel and PowerBI. By doing this, I have been able to improve my applied skills in the area of data presentation.
  - **Understanding Consumer Behavior:** Investigating the conversion rates provided an understanding of consumers' behavior and purchasing habits, which helped to recognize the underlying factors of the purchase and to evaluate trends over time.

- Application of Marketing Concepts: The knowledge of how to assess the level of marketing strategies that contribute to the conversion of store visitors into customers was well-practiced by me, and I am now sheltered with marketing concepts and even their practical world uses.

## **2. Daily Marketing Activities:**

- Creative Skills Development: Devising visual slides for marketing campaigns taught me how to improvise and design and gave a chance to create effective marketing material.
- Project Management Abilities: I was particularly responsible for the planning and coordination of delivering marketing materials, which required juggling between timelines, logistics, and suppliers' communication; hence, improved my project scheduling.
- Hands-on Marketing Experience: Inside marketing department environment of daily operations was pivotal in learning by practice, and thus, I was able to manage many marketing initiatives and comprehend their power over brand recognition as well as customer relationships.

## **3. Market Survey and Customer Feedback:**

- Communication and Interpersonal Skills: Performing market surveys included me communicating with customers directly as I was looking for their input, and consequently, I developed my communication and interpersonal skills.
- Customer-Centric Mindset: With the awareness of customer wishes and pain points, a customer-centric approach has risen, whereby the attention of the company has somehow been directed at ensuring the customer's needs have been met and their shopping experiences elevated.
- Analytical Thinking: Summarizing survey data and getting ideas about the most popular reasons for no-purchase involves analytical thinking and decision-making. This helps me to come up with appropriate resolutions aimed at improving business processes.

## **4. Category Department Support—Fruits Section:**

- Inventory Management Skills: Gathering demand data and delivering fresh fruits called for good stock control, which expanded my ability to document and improve inventory levels.
- Market Research Expertise: Having market research on fruit price trends took me through the analytical process of market analysis and also showed how traders in retail do pricing.
- Cross-Functional Collaboration: In addition to the category department, collaboration with other departments such as systems and pipelines and working

across team boundaries, I developed my skills in cross-functional teamwork and communication.

Each time I completed an internship task, I felt that it had significantly increased my level of ready-to-use skill and, in parallel, improved my practical knowledge base and my understanding of retail operations. The whole period of my internship has been a major factor in the development of my professional skills, and I am more prepared for upcoming roles in the industry now.

#### **4.5 Interaction with Co-workers**

My interactions with company employees were frequent and varied, contributing significantly to my overall learning experience. The communication modes employed were diverse, ranging from in-person interactions to digital communication channels, depending on the nature of the task and the preferences of the individuals involved.

The meetings were held on a regular basis for the team to go over the progress of the company, the tasks in hand, and the problems that might have been encountered. During these meetings, we confirmed the role and positions in building the team and also set the boundaries of responsibility and cooperation between the colleagues and the supervisors. Sometimes, we met in our departments and carried out drafting sessions on new concepts, departmental problems, and the preparation of tasks slated to come. These sessions were interactive and focused on pinpointing the views and perspectives of team members. The primary source for official communication was e-mail. The e-mail was implemented for conveying the instructions, sharing project updates, and seeking clarification of the tasks. It was more than a mere messaging tool, as it was used to arrange meetings, distribute monitoring reports, and organize travel and events planning. WhatsApp platform and other instant messaging tools were used for fast question-answer sessions, casual discussions, and coordination of course work that the team members were engaged in. Through these channels, promptly sharing information and important matters was possible, with managerial decision-making being rapidly done. Video conferencing facilities like Zoom and Google Meet were deployed for conducting virtual meetings and when we interacted with each other remotely or physically, it was not possible. This allows for the creation of virtual meetings that let workers communicate face-to-face with one another and build collaboration across distances. Communication was a regular matter. Especially during both briefings, the ones for the starting of the day and the ones for the finishing of work, there were instances where duties were determined and progress was discussed. Through these engagements, we could be on the same page and raise any issues or queries as they happen. The sheer pace of completing tasks on the spot necessitated regular dialog among team members in between sessions whenever something needed to be addressed by the group or when individual problems had to be solved with their consultation. On every Thursday, progress updates were

issued by supervisors and interns that allowed reflections on achievements, pinning down problems and areas that needed improvement, and setting of goals for the upcoming week.

The contact with company employees at ACI Logistics Limited Shwapno was shaped in a manner that harmonizes in-person and digital channels of communication to accomplish the objectives of collaborating and sharing information and to create a proper teamwork atmosphere. How much we were interacting varied depending on the specific assignments and project timelines, which, on the other hand, ensured that there was no delay in communication and tracking of the development during the internship period.

## **4.6 Working Tools**

Here are the working tools I utilized during my internship at ACI Logistics Limited, Shwapno:

- Most of my work required the use of Microsoft Excel. I used it for counting footfall, compiling the store visit data, demand allocation of fruits, inputting information about vendors, suppliers, store managers, etc. I've learned to use VLOOKUP and the pivot table in this process.
- By using PowerPoint, I was able to create visually appealing slides for promotional campaigns and presentations related to marketing activities. I also used it to prepare reports and presentations summarizing findings from market surveys and data analysis.
- Microsoft Outlook was used for official communication, including exchanging project updates, scheduling meetings, and sharing reports or documents.
- For conducting an online meeting, I was instructed to use Zoom.
- I learned to use SmartPPS software for counting footfall.





## Chapter 5: Analysis and Findings



## 5.1 Company Level Analysis

ACI Logistics Limited is the top brand in retail in Bangladesh. The brand is known as Shwapno. Being the largest retail store in the country, Shwapno is visited by over 35 thousand families each day. When they launched their platform in the early years, it catered mainly to existing conventional retail customers and other distribution channels, with many segments in its efficient processes. Over the years, they have been implementing efficient business operations. From those operations, the utilization of SAP seemed extremely efficient to me.

Implementing SAP (Systems, Applications, and Products in Data Processing) at ACI Logistics Limited Shwapno offers numerous benefits for both the company and its customers, which are mentioned below:

### For the Company

- 1. Integrated Business Processes:** SAP has allowed ACI Logistics Limited to implement an integrated platform serving multiple enterprise processes, such as accounting, procurement, sales, inventory management, and human resource management. Such an integration covers operational activities greatly, removing redundancies and increasing efficiency in business operations.
- 2. Real-time Data Insights:** SAP improves performance reporting and analysis services for managers of Shwapno by making data that they need available in real-time and important indicators accessible. It helps with decision-making and creates proactive resource management equipment.
- 3. Improved Inventory Management:** inventory management module of SAP that targets minimizing stockouts, carrying costs, and optimizing stock levels is a component of SAP. By ensuring product availability in the right way and at the right time, Shwapno is able to maximize customer satisfaction and obtain long-lasting loyalty.
- 4. Enhanced Customer Relationship Management (CRM):** SAP stands for Customer Relationship Management module in the application Shwapno, which helps the organization manage their customer interactions, record sales leads, and analyze customer preferences. It goes along with personalized marketing campaigns, higher attention to clients, and ensuring that the clients will remain.
- 5. Efficient Supply Chain Management:** Through SAP's supply chain management module, Shwapno gets full realization of the supply chain processes and ensures their optimal functioning. Examples include the accomplishments of forecasting demand, working with suppliers, and refining logistics, which bring about cost efficiencies and better services for customers.

## For the Customers

- 1. Improved Product Availability:** SAP enterprise resource management system has an automated inventory regime that guarantees the availability of the products that customers need. This ensures a consistency of stock quantities across Shwapno outlets, thus significantly reducing stockouts and improving the overall organic patronage of the outlets by their customers.
- 2. Enhanced Shopping Experience:** Through the CRM module of SAP, Shwapno is able to offer customers a customized shopping environment as per their personalized choice. It is achieved through the integration of customers histories and preferences. For example, this can be done by having laser-focused offerings, giving targeted recommendations, and rewarding loyal clients by means of loyalty programs, among other features.
- 3. Faster Order Processing:** SAP has helped Shwapno speed up order processing, which leads to shorter check-in times and more efficient transactions at the customer's side. It facilitates quicker checkouts and improves performance level of the shopping activity by reducing queue times.
- 4. Accurate Pricing and Promotions:** Through the timely execution of accurate pricing and special promotions that ensure consistency and accuracy, and therefore eliminate potential problems of customers having complaints about them,. Through the use of technology, buyers can be ensured that they have received the right price on their purchases and any discounts if necessary, which increases their confidence in your business and loyalty.
- 5. Transparent Communication:** SAP is endowed with an up-to-date reporting feature, and it is with this tool that Shwapno promptly communicates with clients, covering product availability, promotions, and all other important information. Trust and transparency can again be encouraged, which will push consumer satisfaction to a greater level.

Implementing SAP at ACI Logistics Limited Shwapno offers numerous benefits for both the company and its customers. It made their whole business process more efficient.

Besides this, there were some processes at the Shwapno that seemed inefficient to me. I think these processes require improvement. Those processes are mentioned below:

- 1. Conversion Rate Analysis:** CCTV footage remains a vital source of data in the conversion rate analysis. However, it can be more smoothly improved. The manual data entry at the activity tracking footfall and purchase data into an Excel sheet was not easier and also had a tendency to lower the quality of the data. Utilizing those tools, which would improve efficiency and aid in data accuracy, would foster the process.

- 2. Customer Feedback Analysis:** Market surveys proved to be a greatly informative mechanism for the discovery of customers' tastes and preferences, but there was evidently room for development in terms of data analysis and acting on the data. Establishing formal platforms, including but not limited to those that collect, analyze, and act upon consumers' feedback and evaluate what needs to be improved by customers, such as product quality or customer service, could really be helpful in finding and identifying factors that require solutions.

## **5.2 Market Level Analysis**

Analyzing ACI Logistics Limited's competitive stand in the market includes an array of factors, which I have noticed while performing my internship placement. Through my direct involvement and analysis, I can offer a perspective on the company's competitive landscape and strategic standing.

### **Brand Perception and Differentiation**

Brand perception and differentiation factors are vastly important in strengthening Shwapno's competitive edge within the consumer market. By carrying out market research and face-to-face interactions with our customers, I delved deep into consumer perceptions and sentiments around the features and positioning of Shwapno Brand and compared these to those of competitors.

The insights gleaned revealed a multifaceted portrait of Shwapno's brand perception, underscored by its strategic emphasis on key pillars: value, affordability, and a customer-focused approach. The Shwapno customers used to associate the brand with providing top-quality products and services, indicating that high standards and swift fulfillment of the clients' needs were the major principles of the company's functioning. This image also increases the amount of respect and confidence that the brand has in turn, which will be the foundation of the loyalty that the customer will acquire over the years. However, Shwapno focuses relentlessly on the problem of affordability, and this is the area that is especially close to the hearts and minds of consumers in the situation of high prices and economic instability. Shwapno meets this challenge by providing competitive prices without making any sacrifices in quality, thus creating a symbol of value for customers, especially those shopping on a budget. This consequently contributes to making Shwapno a favorite place for buying all daily necessities. As such, in every part of the purchase process, customer-centricity becomes a compulsive feature. It shows how the customer is the central point of the experience and every moment of the interaction. To achieve full customer centricity, Shwapno emphasizes the needs and wishes of customers as the top priority as it engenders strong loyalty and affinity amongst its customer base, which essentially moves beyond transactional interactions to nurturing meaningful, long-lasting relationships and advocacy of the product.

In a nutshell, Shwapno's achievements in brand differentiation stand as a vivid example of a perfect blend of quality, affordability, and customer care, which makes the brand outshine in the market, and apart from that, it gets to resonate and be relevant in the hearts and minds of consumers. The inventive announcement of Shwapno not only elevates its competence but also leads to the formation of customers who regard Shwapno as a reliable partner in the retail atmosphere.

## Product Portfolio and Innovation

The key determinant of Shwapno's competitive advantage is its product mix and innovation strategy. Within this period, I had seen the company's ambitious move in product diversification as well as innovation by introducing new styles and the desired change in its customers' preference patterns. Through the process of continuous innovation and incorporating products of different types, Shwapno is becoming the master of the competition and is always on top. Shwapno has come up with so many products under their own brand. Some of them are shown below:

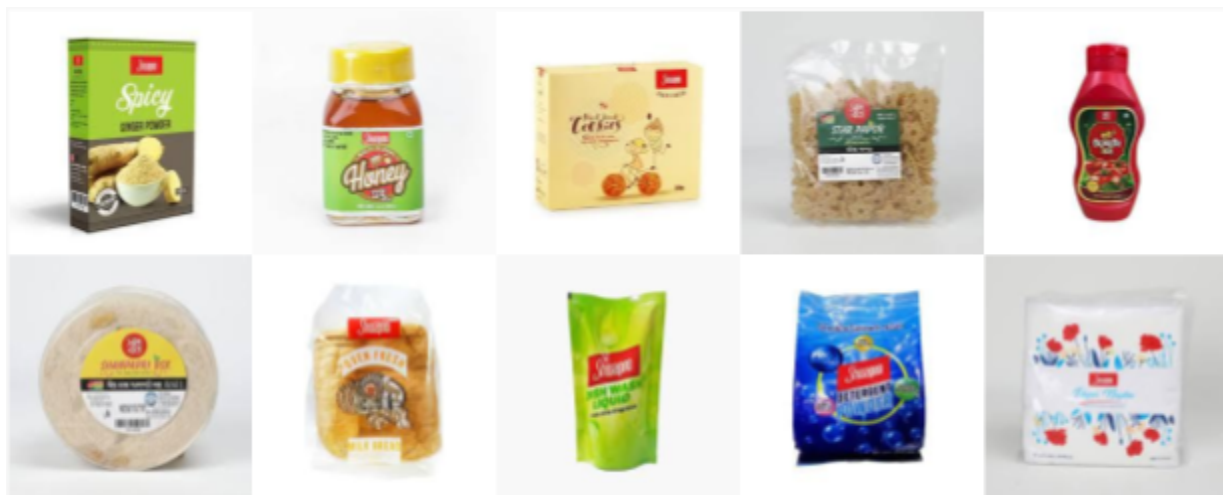


Figure 12: Shwapno-branded products

Source: <https://www.shwapno.com/Shwapno-Own>

In the retail business field, Shwapno's reputation plays a leading role in its innovative and reactive attitude to changing marketing conditions and customer thinking. Rather, Shwapno proves a unique skill by using all the time possible to incorporate new products and services to keep the company's product line upbeat and in line with consumer needs. What truly made Shwapno distinctive was that the company was at the frontier of an innovative world. This mindset not only placed Shwapno on top of the industry as a trendsetter but also made the company a top-level competitor that became able to cater to the various needs of customers. In commercializing Shwapno's products, the organization makes use of its thorough grasp of market

dynamics and consumer behavior. It uses these to understand what's trending and where there are gaps. It then leverages this knowledge to come up with innovative offerings that satisfy its target audience. Shwapno does it all—whether it is an introduction of uncommon food or beverage flavors, expanding organic as well as health-conscious product collections, or incorporating convenient services so as to make shopping a much more rewarding experience. In fact, it aspires to start a tent in the future by maintaining the newest trends and meeting the requirements of the customers even before they arise.

### **Pricing Strategies and Value Proposition**

Shwapno prioritizes competitive pricing as the core of its market strategy, understanding that in the competitiveness of the retail sector, it needs to be a reputable business to attract and keep customers. This strategy requires the company to set prices for its goods and services that are either at par or lower than those of its existing competitors, yet without minimizing the quality or value of its products. Through this marketing approach, Shwapno consequently prevails as the top choice among price-sensitive shopper categories who are able to enjoy high-quality merchandise while also being able to save on price. The introduction of competitive pricing involves an intensive examination of market sizes and of market players to detect where these players are positioned and also where these players have a chance of outshining the industry's prevailing rates. This data-driven approach strengthens Shwapno's pricing strategy, ensuring that prices are balanced enough to satisfy the needs and wants of a diversified group of customers. As a matter of fact, competitive pricing serves as a strong differentiating factor for Shwapno to occupy a separate niche amidst tremendous competition, where quite a large number of different companies are providing the same products and services. To successfully retain customers, Shwapno manufactures a wide variety of competitively priced products that contribute to taking up market share and becoming the supermarket of choice among buyers who feel more value for their money when choosing Shwapno products over rival brands.

### **Customer Experience and Service Quality**

Shwapno highly regards customer experience and service, which are part of the ethos of the brand, and each one of the steps taken in the customer journey is towards ensuring the patrons' contentment and joy are unmatched. From the instant customers interact with us until they complete their shopping, all interactions are fine-tuned to be above expectations and to develop everlasting relations via our business. The sustainable issue for Shwapno relates to the customer experience, which encompasses unique customer service. Personal and well-informed staff members are always there for the customers to answer their queries, offer shoppith some advice on their choice of a product, and make shopping a stress-free activity for customers. Customer service is one of the most important aspects of shopping in any retail store. Whether the task is leading the shoppers to get to a product, making personalized product recommendations, or making the checkout faster, it is the service-oriented approach that makes the atmosphere of a

shop welcoming and inviting that the customers appreciate. Besides, the Shwapno also underlines the fact that it puts the priority on product quality and freshness to confirm the philosophy of its quality in any specific area. From locally grown and fresh fruit and vegetables to personalized groceries and high-end household products, customers can enjoy confidence in acquiring only the stuff that has been subjected to meticulous quality control and inspection processes. Besides delivering quality, this also makes the brand trustworthy, making the shopping experience memorable every time customers browse through a shop in Shwapno outlets.

These are the reasons why customers prefer Shwapno more than any other retail store. And they're being able to grow continuously, which resulted in huge market share. The market share of some retail stores in Bangladesh is shown below in the pie chart:

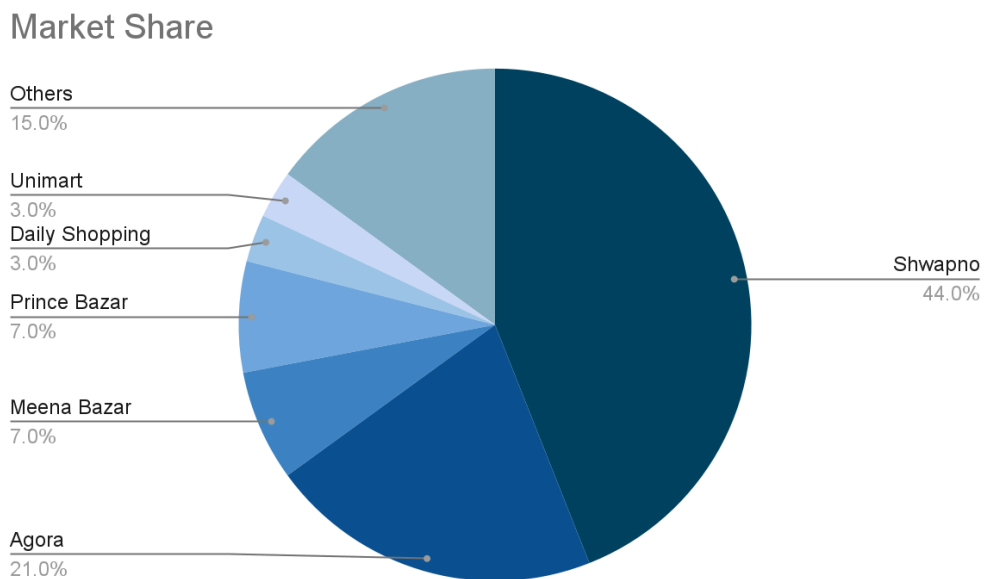


Figure 13: Market Share of different supershop brands (in terms of revenue generation), %

Source:

<https://futurestartup.com/2019/05/05/an-economic-case-for-reducing-vat-rate-on-supershops/>

### 5.3 Professional Level Analysis

The marketing internship at ACI Logistics Limited left a strong impact on my future career as a practitioner and helped me integrate the theory supported in my university studies with industry-based experience. Here's a detailed analysis of how this internship influences my career plans, correlates with my academic background, and addresses the challenges encountered:

#### Influence on Future Career Plans

- 1. Enhanced Skill Set:** The internship with ACI Logistics Limited Shwapno has been much of an experience in learning the various skills required to excel in the marketing profession. Hence, the process, ranging from thorough data analysis to deep market research and up-close customer engagement, enriched my skill set. I gained skills in employing tools such as Excel for data analysis, administering surveys to gather information about the needs of consumers, and crafting brilliant marketing strategies as a result of my hands-on experience. These tactical abilities are not only marketing openings for me, but to be honest, I started to believe in myself and my ability to survive in marketing world.
- 2. Clarified Career Goals:** I realized the breadth and depth of marketing activities and departments during the orientation and found competency in the field in which I aimed to pursue my career. The variety of the different jobs within the marketing complex, such as analysis of conversion rates and management of promotional campaigns, demonstrated in front of me the range of the marketing sector's capacity. This exploration assisted me to initiate a process of self-discovery, whereby I could point out a number of areas that intrigued me and could be explored further. Whether it be through in-depth research of data analyses, designing breakthrough marketing campaigns, or examining consumer behavior psychology, the internship offered a plausible way of recovering my career plans and providing essential tips to figure out my future.
- 3. Networking Opportunities:** The internship became a pathway to one of the many enriching networks within the marketing industry. Through my involvement in teamwork, communication with my superiors and outreach to external stakeholders, I not only developed but also established meaningful relationships that are not limited to the internship. These networking opportunities went as far as knowledge sharing and cooperation in research, fostered good relationships with peers, and thus presented opportunities for career options and mentorship prospects. Through this systematic development of professional relations, I aspire to build up a collaborative environment for me to explore growth in career and life and take home real results for future career opportunities in the marketing industry.
- 4. Exposure to Real-World Marketing Dynamics:** The internship at ACI Logistics gives practice applying marketing tactics where, in a retail business, active changes are



expected. This exposure particularly helps me to understand the market dynamics, buyer behavior, and strategic decision-making on a higher level that are the basis of a career in the marketing area.

### **Correlation with University Knowledge**

- 1. Application of Theoretical Concepts:** My university education compliments those ideas and concepts from marketing theory into the theoretical framework. Through this internship, there is a convenient way to remember theoretical knowledge and to grow in skills by using them in practice.
- 2. Integration of Marketing Tools and Techniques:** From market segmenting and targeting to marketing mix strategies, internship is the best setting for the application of marketing tools and methods studied at the university. This combination is done to fill the gap between theory and practice for a better worldview of marketing process.
- 3. Research and Analysis Skills:** In university studies based on some kind of research, data analysis methods are taught. This provides priceless expertise in the event of market research, studying consumer behavior, and assessing performance results of the campaign.
- 4. Punctuality:** Universities put a strong emphasis on being punctual in meeting deadlines and fulfilling requirements. The supervising staff treats interns kindly but firmly. They ensure that we arrive and depart on time, perform tasks and finish projects within deadlines and follow schedules. Thus, this shows responsible work quality and adds to productivity.
- 5. Leadership Skill:** University coursework usually involves teamwork and group projects that encourage the acquisition of leadership skills. Internship positions offer occasions for displaying one's management abilities by taking on tasks, allocating tasks, and convening the team members on common grounds. An effective leader does not only make teamwork better but also helps the growth of organizations and projects.
- 6. Presentation Skill:** A presentation is the main assignment of university education in order to share knowledge and discover outcomes with audience. In the course of the internship, the skill of speaking in different contexts, for example, making a report about the activity, presenting the facts obtained in the course of research or proposing a marketing strategy, is put into practice. Interpersonal communication, audience affinity, and persuasiveness are all positively impacted by presentation skills. Thus, information is easily imparted, and engagement is achieved on a wide range of initiatives.
- 7. Organizational Behavior:** Organizational behavior is the subject of academic achievements, while topics range from teamwork, communication, and leadership in different organizational practices. Through the internship, the interns not only observe but also experience the organizational behaviour themselves, which enables them to get an insight into how members of a community and groups communicate, interact, and

cooperate with each other in the work environment. The study of organizational behavior has broadened my personal competencies, especially in the areas of adaptability, communication, collaboration, and the ability to effectively operate in systems that are dynamic and complex.

## **Main Challenges**

- 1. Learning Curve:** The initial process of transitioning into new tasks and roles like monitoring shopping conversion or managing fruit delivery entailed some challenges due to the learning curve involved. This period involved not only learning to live together but also overcoming difficulties such as the need to show perseverance and active involvement in education.
- 2. Communication Barriers:** Language and interaction barriers would sometimes hold up communication, especially when shoppers or customers used to convey their messages during market research or discussions. With the obstacles involved, he had to be good at communication and show cultural sensitivity.
- 3. Time Management:** The management of a number of tasks as well as the deadlines that come along with them, especially during peak season or departmental transitions, was a source of difficulty with regards to time organization. Adopting the approaches of setting priorities and being organized with regard to workload management was and is one of the most core factors in overcoming these challenges.

## **5.4 Findings**

Throughout the three-month period of my internship, I've learned about the significance of marketing activities for Shwapno's revenue. For which i've chosen my topic as 'From Browsing to Buying: Evaluating Marketing Efficacy at Shwapno - ACI Logistics Limited'. The detailed findings related to my tasks are as follows:

### **Analysis of Conversion Rate**

In the beginning stage of my internship with ACI Logistics Limited, I carried out a comprehensive study on the conversion rate of the Mirpur-10 and Mirpur-12 outlets. The purpose of this study was to assess the effectiveness of the marketing plans in motivating the estimation of customer buying behavior and increasing sales at Shwapno. This analysis ranges from December 16th, 2023, to January 31st, 2024, helping us to cover more topics and see patterns and trends with time.

Observations on the Conversion Rate at Mirpur-10 Shwapno Outlet:

- 1. Weekend Sales Trends:** The analysis of the data revealed that there was a prevalent trend of higher conversion rate, which was attained during the weekends, hence the increased sales activity. With this insight, it shows the fact that weekends are the most important time when customers tend to interact and also generate more income.
- 2. Impact of Promotions:** Specifically, we have detected an increase in conversion rates starting from December 22, 2023, onwards that is in line with the advertising initiatives taken during this time of the year. Such observations show that marketing promotions efficacy to induce customer engagement and motivate purchasing made a noticeable difference in conversion rates.
- 3. Customer Demographics:** analysis of customer demographics revealed interesting insights regarding purchasing behavior. Notably, individuals shopping alone exhibited a higher propensity to leave the store without making a purchase. Additionally, male customers displayed a greater tendency to refrain from purchasing compared to their female counterparts, highlighting gender-specific preferences and behaviors in the retail environment.

The rate is shown in the graph below:

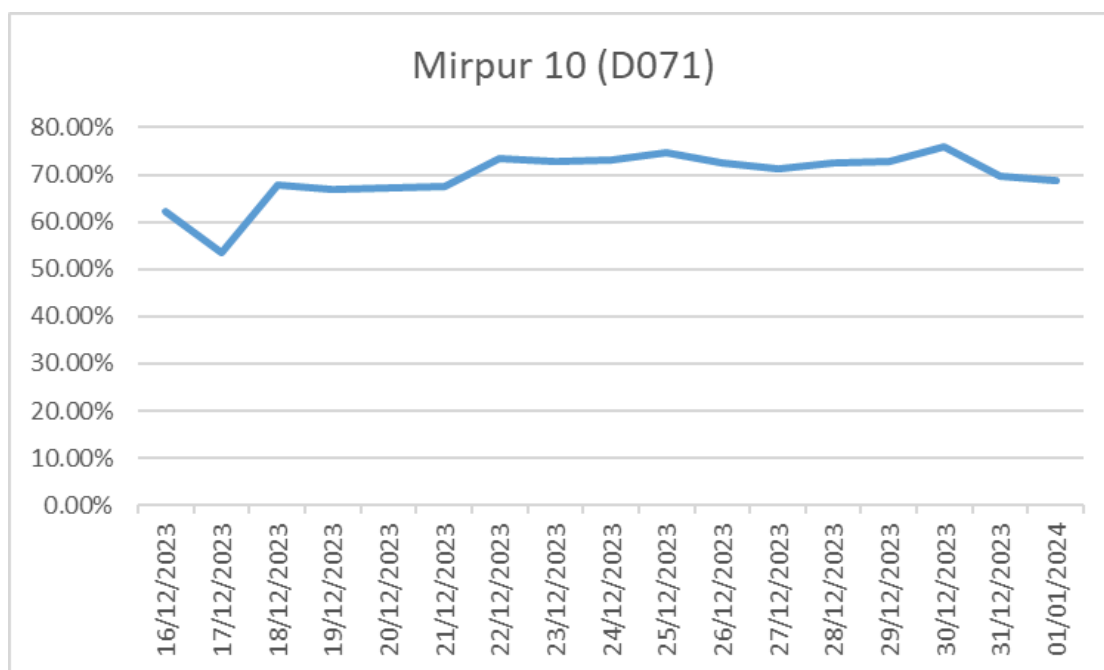


Figure 14: Conversion rate of Mirpur 10 Shwapno outlets from December 16–31, 2023  
Source: Author’s Creation

The increase in the conversion rate was caused by the promotional campaigns mentioned below:

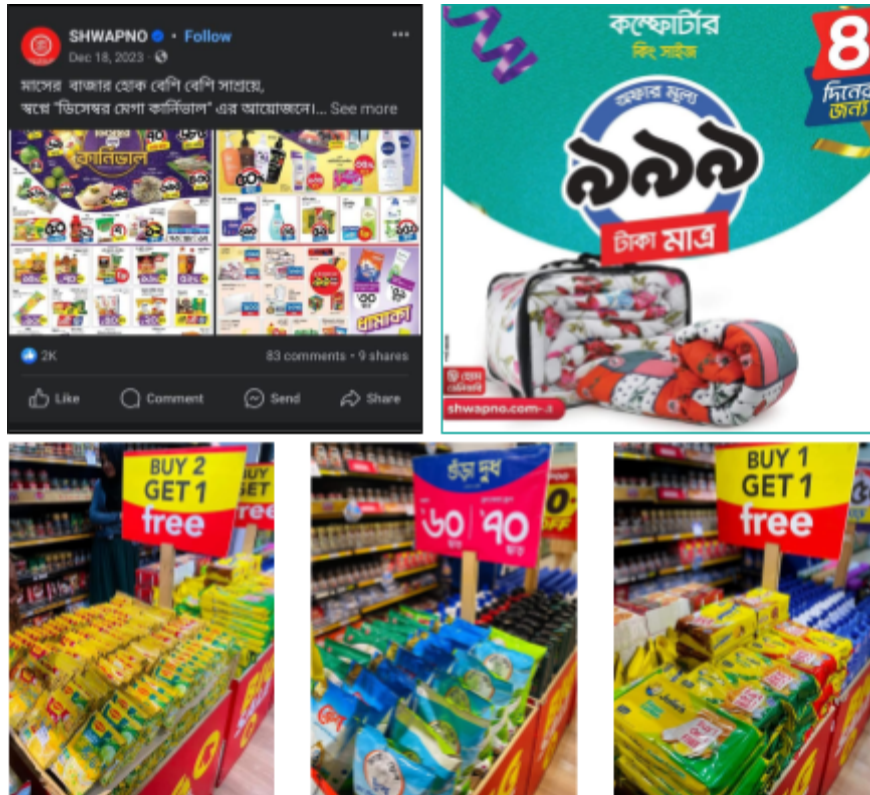


Figure 15: Promotional Campaigns of Shwapno  
Source: <https://www.facebook.com/Shwapno.ACILL/>

Observations on the Conversion Rate at Mirpur-12 Shwapno Outlet:

- 1. Weekend Sales Trends:** The weekends exhibit a typical feature of higher conversion rates compared to other days, a trend that shows definite consumption and customer engagement on weekends. This data shows that a majority of consumers' revenue-processing activity peaks during weekends. It further highlights the critical role of targeting marketing campaigns, especially during shopping hours.
- 2. Impact of Promotional Campaigns:** One of the most significant changes that appeared after a campaign launched on January 12, 2024, is shown in the graph below. Thus, after successfully implementing this marketing strategy, there was a rapid increase in the rate of sales conversions and higher stability in sales performance. This suggests that the promotional activities profoundly assisted in stimulating customer interest and spurring buying decisions, which in turn directly contributed to the increasing rates of conversions and overall revenue.

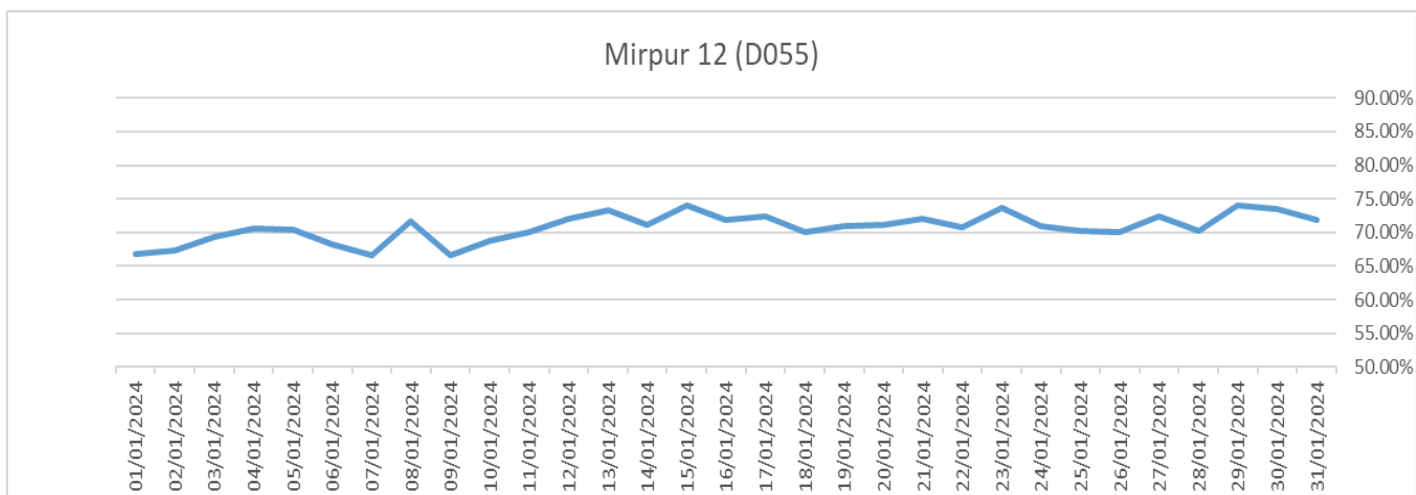


Figure 16: Conversion rate of Mirpur 10 Shwapno outlets from January 1 to January 31, 2024  
Source: Author’s Creation

### Analysis of Outlet Visit Observations

Through the course of my internship, I visited 13 Shwapno outlets to identify the reasons customers do not opt to make a purchase once they step into the store. The results from these surveys by the customers gave us some indicators of the customers' behavior and identified the top areas for improvement in this regard to heighten the shopping experience of the customers.

Main Reasons for Non-Purchase Decisions:

1. **Product Unavailability:** A significant percentage of the clients surveyed reported that the lack of products and goods is a factor that hinders them from making a purchase. This point should stress stock management procedures wherever necessary to enable the stocking of popular items in ample quantity and avoid situations where the products are not available.
2. **Low Quality of Products:** second common reason for client decisions not to purchase was worries over the quality of products. One of the vital things that are important is way the quality control issues are looked at and regular standards throughout the product provided are kept in check in order to build up trust and loyalty to clients.
3. **High Price:** Price consciousness presented itself as a key element shaping the consumers’ decision-making process, specifically concerning the prospect of having to spend money on goods that they deemed too expensive. To overcome this concern, it is recommended to introduce competitive pricing modules and related value-added promotions, which will lessen concerns about pricing and stimulate purchases.
4. **Killing Time in Store:** Others referred to their purchasing habits as recreational rather

than intentional; in fact, some said that they loafed around there or just looked at stuff randomly. excellence of in-store displays, including attractive design, engaging elements such as digital aids or kiosks, and the use of experiential marketing techniques, are able to entice customers to spend money immediately.

- 5. Customer Service:** Poor customer service and that is what customers said, was one of the reasons they didn't buy the products. Training all staff is a very important aspect of hospitality. Also, the culture should be customer-centric, which should translate to good service quality, satisfied customers, and, at the end, loyal customers.

By addressing these identified pain points, Shwapno can mitigate the number of customers leaving the store without making a purchase and subsequently increase the conversion rate. Directed and effective marketing initiatives crafted gradually to deal with these specific issues in particular—targeted promotions, product diversification, etc.—may have a significant impact on overall customer satisfaction and business development.

The percentage of the reasons is shown in the pie chart below-



Figure 17: Percentage of each reasons from the total of 431 samples  
Source: Author's Creation

From these analyses, I've found out that:

- The marketing campaigns really help in bringing in more consumer purchases by examining the conversion rates of the store
- 5 vital things that are mentioned above actually affect individuals when they are making decisions when they are browsing and finally buying products at Shwapno stores.
- Effective use of marketing promotional tools, such as campaigns, placement plans, and pricing strategies, has an effect on consumer conversion rates.
- The market survey information can drive these marketing strategies and facilitate an easy transition from browsing to shopping for customers.



## Chapter 6: Conclusion and Recommendation





## 6.1 Conclusion

This report includes a holistic investigation that portrays the retail sector panorama of Shwapno-ACI Logistics Limited in Bangladesh. The focused marketing strategies and customer experience efforts are the factors that are responsible for the increase in Shwapno's market share.

The report thus testifies to the efficacy of Shwapno's marketing strategy, which has enabled the firm to establish the brand as a compulsory purchase for a wide population. The marketing strategy has been the core driver in creating a strong brand identity, featuring unprecedented competitive pricing, innovative product offerings, and a customer-centric approach. Shwapno has gone the distance to ensure that quality, affordability, and personalized customer service are the prime focus; hence, they have succeeded in nurturing loyalty and trust with their customers. The analysis certainly enumerates what Shwapno does right, but it also points out what needs to be addressed to achieve a sustainable competitive advantage. Causes like product unavailability and service quality problems offer the enterprise an opportunity to perfect its operations and also provide better service to its customers. Through tackling the above problems, with the help of smart moves that can lead to upgrading the product availability, the service standard, and the price strategy, the Shwapno will take its place among the market leaders, and its growth and sustainability will be maintained.

In the future, Shwarp is expected to continue to act prudently and intelligently as consumer tastes and market dynamics evolve, respectively. Continuously being aware of customers' preferences, utilizing data analytics, and constantly innovating will allow Shwapno to remain competitive in the dynamic landscape of the retail sector in Bangladesh. In summary, this report functions as a blueprint for Shwapno to continue with its success and to make strong adjustments aimed at the brand being a strong focus for the Bengali community, after which consumers will be more inclined to go to their nearest Shwapno stores rather than other supermarkets for their shopping needs.

## 6.2 Recommendations

Based on the findings of this report, the following recommendations are proposed to enhance Shwapno's marketing efficacy and customer experience:

1. To guarantee a constant supply of popular products, which are often in high demand from our customers, develop technology-driven inventory management systems that will minimize the number of instances where items are not available in stock or are otherwise out of stock.
2. Implementing advanced training courses for employees in order to raise the level of service quality and foster a client-oriented attitude across all outlets of Shwapno.
3. Constantly observing market trends as well as competitor prices would be very important to make sure Shwapno's pricing remains competitive and aligned with customer expectations.
4. Include a variety of fresh and branded products in the offering portfolio to stay up-to-date with the changing needs of consumers and stand out from competitors.
5. Develop systems to collect customer feedback and data analysis to pinpoint the areas to be worked on and smartly create action plans that engage consumers in their overall shopping experience.

The strategies highlighted above will enable Shwapno to strengthen the competitive position of its market, develop customer loyalty, and be competitive in the retail Rajdhani vendeur environment of Bangladesh in the future.

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## **Appendices**

During the internship period, all the weekly reports regarding weekly work activities signed by both the company and academic supervisor are attached here. The total number of weekly reports is 12. These weekly reports are made with proper care and order.