

**Sales and Distribution Strategies of SMC Enterprise  
Limited: Driving Social Impact**



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

**Islamic University of Technology**

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

**Submitted by**

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**An Internship Report**  
**On**  
**Sales and Distribution Strategies of SMC Enterprise**  
**Limited: Driving Social Impact**



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

## **Letter of Transmittal**

Farjana Nasrin

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

Subject: Submission of “Internship report on Sales and Distribution Strategies of SMC Enterprise Limited: Driving Social Impact”

Dear Ma’am,

To complete my internship requirements, I am submitting my report on “Sales and Distribution Strategies of SMC Enterprise Limited: Driving Social Impact.”

I would appreciate thanking you for the useful learning experience. Writing this report, I started with the idea to reflect on the reality of work of SMC Enterprise Limited and on my positive work observations.

I thank SMC Enterprise Limited for having awarded me this internship. I have substantially understood much about the nature of businesses and specifically their sales and distributions operations and the role of social businesses in our economy.

I wish that all the work done on this report can be able to live or meet the expectations. Do not hesitate to contact me any time you need to consult about the items in this report.

Sincerely yours,

Sheikh Wasif Wasal Praon

ID: 200061128

## **Declaration**

I, Sheikh Wasif Wasal Praon, a student of the Department of Business and Technology Management at Islamic University of Technology, officially declare that this report on SMC Enterprise Limited is the sole piece of work of mine under the supervision of Mrs. Farjana Nasrin, Assistant Professor of BTM, to whom I also extend my warm thanks because of her great supervision.

I further state that this report is not and shall not be submitted to any other institution of learning in order to earn academic credit and that this report is not in conflict with the self plagiarism and collusion policies of the university.

### **Student's Full Name & Signature:**

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### **Supervisor's Full Name & Signature:**

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**Farjana Nasrin**

Assistant Professor

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## **Acknowledgement**

This report was written with contributions and assistance of many people to whom I am indebted.

I would like to start by appreciating the Almighty Allah for the strength, patience and determination that he has granted me in order to enable the completion of my internship at SMC Enterprise Limited that forms the backbone of this report.

Specifically, I would appreciate to extend my thanks to Mrs. Farjana Nasrin, Assistant Professor, Department of Business and Technology Management, who ensured my supervision, without any limits on the support and advice which she gave me during my internship. She has been very encouraging and helpful in leading the tone and the contents of this report.

I also wish to thank the professors of the BTM Department who made it all possible to organize the internship program so that we could get a closer insight into practical use of what we have studied in the business industry. It is very impressive to observe the level at which they are concerned about connecting between the classroom and life.

I thank my family so much who inspired me and kept me in line in the entire process.

And finally, I wish to express my heartfelt gratitude to my supervisor, colleagues and team members in SMC enterprise for their guidance, cooperation as well as warm hospitality. Their readiness to lend a hand and share experience made me develop as a professional throughout the internship and made me feel that I could cope with obstacles.

## **Executive Summary**

This internship report presents an overview of my professional experience as a Sales Intern at SMC Enterprise Limited, focusing on the organization's strategic sales and distribution operations. The principal aim of the report is to develop the in-depth idea of the company organization and key operations as well as describe business activities of the company and give the overview of my tasks and achievements I have accomplished during the internship period.

The report examines the capacity of SMC Enterprise limited, a famous social enterprise in Bangladesh in implementing its sales and distribution strategies to cater the interests of business as well as mobilizing social purpose. It describes main operation processes and underlines that I was engaged in daily sales activities, data treatment, the preparation of offer reports, and stock management. It represents a mixture of personal experience and contact with specialists, the combination of which with ... resources found at the company level, and domain websites provides these insights.

SMC Enterprise Limited will engage in an effort geared toward alleviating the health of the people, and achieving profitability. The company has taken an economic and a social leading edge in the country in terms of its far reaching product distribution network and marketing approaches that are socially oriented. The internship experience at SMC will enable me to have a clearer picture of how professional workplace dynamics operate, establish efficient communication and reporting techniques, and be exposed to what happens inside a mission-driven organization.

As a whole, this internship is not only an important aspect in my academic and professional growth but also provided me with real-life experience, industry knowledge, and vital business skills, which will assist me in the future work.

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# CHAPTER: 01

# INTRODUCTION

# **Introduction**

## **1.1 Background of the Report**

This report is one of the requirements of the Internship Program (BTM 4800) of the Department of Business and Technology Management, Islamic University of Technology. I was a student in my final semester and my three months internship was completed at SMC Enterprise Limited as a sales operation department.

SMC Enterprise Limited is one of the most successful social marketing companies in Bangladesh and it has been working in a mission based on a health improvement of the people with the marketing of affordable or quality health and family planning goods. Through my internship, I had the chance to actively take part in the sales information gathering processes, summarizing budgets, documents processing, and territory maintenance, getting a firsthand impression of the working process in a professional sales department.

This report describes my experience and lessons, including the application of theoretical knowledge that was obtained at the university level into a practical form of the corporate world.

## **1.2 Origin of the Internship Report**

At Islamic University of Technology where I have been doing BBA, internship is a compulsory component of the curriculum. It mainly aims at connecting the paths of academic education and real-life purposes of the corporation. This report is based on my internship of the SMC Enterprise Limited where I got placement as Sales Intern with the guidance of Mr. Md. Enamul Karim as Manager Sales Operations.

## **1.3 Main Purpose of the Internship Program**

The purpose of the internship program is to enable the student to make entry into the real professional world by offering an experience on how businesses work outside the classroom. It

gives us a chance to apply theories and concepts we have gained during the process of the BBA program and actually comprehend how these work in a real life setting. By getting this kind of practical experience, we do not just acquire knowledge that is industry-relevant, but we also acquire new skills, communication, teamwork, problem-solving, and adjustment, which makes us professionals in the future. My three-months working experience in SMC Enterprise Ltd. also formed a significant part of this experience. This is when I got to know about how the company works, the diverse nature of its products and its competitive nature in the industry it finds itself in. It is an expression of that experience and it has been written with the needs of the Business and Technology Department at the University in mind.

#### **1.4 Objective of the Internship Report**

Sales are required in any sort of business. They directly touch upon the cash making and growth of a company. It is now believed that the success of a company is based on whether its sales strategy is successful. Effective sales mechanism makes customer acquisition and retention an efficient, low-cost and quick process.

My primary reason to accept an internship in SMC Enterprise Ltd. was to gain considerable experience in practical sales and distribution strategies. As a means to achieve the needs of the organization in terms of expanding to the market and making an impact there, I wished to understand well how to best access the target audiences and motivate them to adopt the product.

#### **Generic Objectives:**

- Learn how to conduct sales in one of the major FMCG companies
- Determine how documentation, sales analysis and coordination aid in running of the daily business

#### **Specific Objectives:**

- Give an outline of the duties and obligations that are given to me
- Find out the tools and platforms of the sales analysis
- Know what we call interdepartmental coordination as applied to sales operations

- Think of obstacles and learning results of the internship experience

## **1.5 Methodology Used and Data Source**

To find information and observations in this internship report, I applied diverse primary and secondary sources.

### **Primary Sources**

As the main side, I studied under the direct supervision of the Sales Operations Manager, whose direction has provided me with the perfect picture of how the team functions and performs. I experienced a day to day contact with the team members giving me practical information concerning the way the company approaches its sales aspects and I was also able to participate in the overall process that involved sales analysis and document handling whereby I was able to receive the practical lessons.

### **Secondary Sources**

On the secondary side, I used the websites of companies and their documents to learn the structure, products and policies of the companies. I interpreted policy and training materials and current sales databases and spreadsheets in order to reinforce my familiarity with how SMC Enterprise Ltd. operates and what is practiced in the industry

## **1.6 Significance**

This report points out some of the major operational activities undertaken within the Sales Department at SMC Enterprise limited. It presents the way a student intern could benefit a national-level FMCG firm and get to grasp some industry-related work practices in the process. The information presented in the report can be of help to future students, teachers, as well as company trainers who would like to know more about internship learning outcomes.

## **1.7 Limitations**

Though I tried my best to make this report as thorough as I could, there are some limitations which are to be mentioned. It was also inevitable that the three month internship period could not expose me to other departments at SMC Enterprise Ltd. thereby limiting my knowledge on how the whole company meets its objectives. Moreover, some of the proprietary information was not available because of the confidentiality policy, and some areas could not be covered more deeply. My analysis is limited to only the tasks and tools that I employed under the Sales Operations team and does not reflect all the functions of the business operations of the organization.



# CHAPTER: 02

## COMPANY

## OVERVIEW

# Company Overview

## 2.1 Introduction to SMC Enterprise Limited

SMC Enterprise Limited (SMC EL) is an organization, a leader and an entity of supreme standing in the world of social and health-related marketing and health-industry based private business industry in the nation of Bangladesh. It has been in existence since its founding as an important subsidiary of the Social Marketing Company (SMC). SMC EL then was officially incorporated as an independent commercial organization with a specific purpose in 2014, that is, to produce, sell, and distribute basic health and family planning goods in a form that is financially viable. This is a strategic decision that enables SMC EL to carry on its activities very effectively in business, but in a very unique way of giving back to the society through the essential social activities by its parent company, SMC. This forms a very appealing and efficient hybrid model of the profit with purpose, where the public health programs are heavily financed by the success of the businesses.

The operations of SMC EL cover essential areas such as health, food and family welfare issues. The firm is critical in the provision of a varied product mix of both consumer and pharmaceutical products. Most of the basic necessities these packages contain are contraceptives, life-saving oral rehydration salts (ORS), life-saving zinc tablets, useful micronutrient powders, and all categories of personal hygiene products. With such services, SMC EL meets core demands of public health at the national level. The real difference of SMC EL is its well maintained presence nationwide and its large distribution network carefully constructed throughout its history. This network is precisely able to cover urban centers and deep-seated rural areas all over Bangladesh, and it strengthens the availability of vital healthcare and wellness products to the general populace.

## 2.2 Mission and Vision of SMC Enterprise Limited

**Mission:** SMC Enterprise Limited has a very clear mission, which is to raise the standard of general living in Bangladesh. It does this by going to the ends of the world to help facilitate universal access to required and affordable health and family planning products. The fundamental

plan towards accomplishing this is to make use of highly effective marketing and strong distribution channels to access various populations.

**Vision:** SMC Enterprise Limited wants to be referred to as the foremost social enterprise in South Asia. This idealistic purpose relates to determination of making an effort to preach healthy living by perpetually employing long-lasting, market-oriented interventions.

### **2.3 Core Values of SMC Enterprise Limited**

SMC Enterprise Limited has had a vehement set of core values which it has employed in all its activities as well as in making its business decisions. The company has these core values so that it continues to uphold its two-sided mission of both commercial sustainability and social improvement:

**Integrity:** SMC EL is ethical in all its operations and business activities. This implies observing the utmost ethical standards and upholding absolute honesty in any business procedure, communication and reporting.

**Devotion:** The firm shows such devotion on several vital fronts. This involves a profound commitment in its efforts to learn more and satisfy the needs of its customers, the welfare and growth of its workforce, and making a difference in the greater society by enhancing the health conditions of the entire country of Bangladesh.

**Innovation:** SMC EL maintains a culture of constant innovations. This is the value that motivates the organization to continue to find improved ways of improving its operating processes, acquiring more knowledge on the process of improving its services, developing or improving more products that would enable it to serve the market and the health of the people in a much better way.

**Accountability:** There is a high level of accountability in SMC EL. The corporation and members are committed in ensuring total responsibility of all its actions and choices, transparency and reliability of its contributions.

**Social Impact:** The social impact is the central point to SMC EL identity. In the endeavor towards a sustainable growth as a commercial organization, there is explicitly a strong and clear focus on

creating a very tangible positive impact on the area of public health, such that the success of the business enterprise is equated to the well-being of the society.

## **2.4 Organizational Structure of SMC Enterprise Limited**

SMC Enterprise Ltd. (SMC EL) is structured upon a very clear hierarchical organizational system given that it is a subsidiary of Social Marketing Company (SMC). This organization is created to support effective business activities but without abdication of its compliance with the overall mission of its parent company. It has a core management that consists of a Board of Directors who are put in charge, an overseeing Managing Director and a suite of specialized departments, which include Sales, Finance, Marketing and Procurement among others. In a unique way, SMC EL is run as a for-profit organization, and it is able to create a difference between its commerce and the charity works of the parent organization SMC.

And this is how its structural elements can be explained in a bit more detail:

**The Board of Directors:** The Board of Directors in SMC EL are people selected in the SMC Board therefore there are similarities to the vision, constant leadership in both companies. Such common membership as in the case of Chairman, Mr. Waliul Islam, and other members such as Mr. Muhammed Ali and Engineer Md. Siddique Ullah ensures that the commercial interests of SMC EL do not conflict with the overall intent of SMC.

**Executive Leadership:** SMC EL day-to-day operations have been driven by the Managing Director, Sayef Uddin Nasir since his appointment into this key position on October 1, 2023. Managing Director is a strong senior management team, which consists among others, a number of Department Heads, Deputy General Managers (DGMs) and Senior Managers. The significant activities that come under the control of these leaders are Sales (e.g. Mr. Iftekhar Ahmed, Head of Region, East-West), Finance (e.g. Mr. Md. Salim Choudhury, DGM, Cost, Budget & Financial Reporting) and Procurement among others. The structure also boasts of very niche type positions such as Senior Manager of Product Development and Senior Manager of Regulatory Affairs, which indicate that the company focus is on innovation and regulatory affairs.

**Operational Departments:** At SMC EL, the scope of work is divided in several important

departments which are as follows:

**Sales:** The market presence and product distribution are operated by a team of committed and regionally assembled sales team including the Senior Sales Managers, training and monitoring teams.

**Finance/Accounts:** Headed by a DGM, this department carefully takes care of all financial affairs of the company.

**Marketing:** This group will be in charge of formulating and implementing branding and communication strategies to create a better market association and product uptake.

**Procurement:** This department is run by a DGM and joined with a Top Manager which keeps the process of acquiring needed resources to be efficient and ethical.

**Distribution and Logistics:** This is a very important department of a company that has a far reach and this department alone handles the complicated procedures of distributing the product and the logistical maneuverings.

**Pharmaceutical Division:** It is a specialized division which ensures the supply of affordable and high quality pharmaceutical products.

**Human Resources and Administrative Services:** This department is concentrated on the development of the workforce by equipping and enhancing the employees by recruitment, training, and giving them the much-needed administrative guidance.

**Quality Assurance:** A Senior Manager in Bhaluka Factory takes the initiative to ensure that high level of quality is maintained to all the products.

**Regulatory Affairs:** This department accurately navigates through any regulatory requirements of any product and, technically, stays compliant to them.

The philosophy of the SMC EL is built around the unique SMC or two companies strategy, the so-called one SMC - two companies. This dual strategic separation was instituted to define a distinct separation between philanthropic activity of SMC and commercially-oriented activity of

SMC EL. Though this entails operational separation, both organizations share a mutual set of values and policies, develop mutual insights of available data and have symbiotic connection as well. Such a new structure, in particular, allows the SMC EL to relocate the profits generated to SMC thus, the parent company, funding sustainable support of the non-profit social programs fundamental to it.

## 2.5 Board of Directors of SMC Enterprise Limited

The Board of Directors of SMC Enterprise Limited is composed of experienced professionals that provide directions to the strategy of the company and good governance. Leadership of the organization is critical in ensuring growth and maintaining the mission of the organization enhancing the health and well being of the people.



**Mr. Waliul Islam, Chairman of the Board of Directors**

Chairman, SMC and SMC Enterprise Ltd  
Former Secretary, Ministry of Planning (Statistics Division), Government of Bangladesh  
Former Secretary, Ministry of Communication (Roads and Railways), Government of Bangladesh  
Former Secretary, Ministry of Shipping, Government of Bangladesh  
Former Director General of Bangladesh Bureau of Statistics (BBS)  
Former Managing Director, Bangladesh Shipping Corporation (BSC)  
Former Independent Director, Dhaka Stock Exchange



**Mr. Muhammed Ali, Director**

Former Chairman, SMC and SMC Enterprise Ltd  
Former Secretary, Ministry of Health and Family Welfare, Government of Bangladesh  
Former Secretary, Ministry of Civil Aviation and Tourism, Government of Bangladesh  
Former Secretary, Ministry of Power, Energy & Mineral Resources, Government of Bangladesh  
Former Secretary, Ministry of Land, Government of Bangladesh  
Former Secretary, Ministry of Communication (Jamuna Bridge Division), Government of Bangladesh  
Former Chairman, Sonali Bank and Janata Bank



**Engineer Md. Siddique Ullah, Director**

Engineering Advisor, Bangladesh Medical Studies and Research Institute (BMSRI)  
Co-Chairman, EC, BMSRI  
Former Chief Engineer, Public Works Department (PWD), Government of Bangladesh



**Mr. Siddiqur Rahman Choudhury, Director**

Former Chairman, SMC and SMC Enterprise Ltd  
Former Secretary, Finance Division, Ministry of Finance, Government of Bangladesh  
Former Secretary, Ministry of Commerce, Government of Bangladesh  
Former Secretary, Ministry of Food & Disaster Management, Government of Bangladesh  
Former Managing Director, Sonali Bank (UK)  
Former Chairman, Sonali Bank (UK)  
Former Chairman, Agrani Bank  
Former Chairman, Sadharan Bima Corporation



**Mr. Aftab ul Islam FCA, Director**

Chairman, IOE (Bangladesh) Limited  
Former Country Manager, NCR Bangladesh  
Former President, Dhaka Chamber of Commerce & Industry (DCCI)  
Former President, American Chamber of Commerce and Industry



**Mr. Muhammed Farhad Hussain FCA, Director**

Managing Partner, Hussain Farhad & Co., Chartered Accountants  
Former President, Institute of Chartered Accountants of Bangladesh (ICAB)  
Former Director, Agrani Bank Limited  
Former Board Member, Confederation of Asian and Pacific Accountants (CAPA)  
Former Technical Advisor, SAFA, New Delhi, India



**Dr. Jahir Uddin Ahmed, Director**

Adjunct Faculty, MPH, Department of Public Health, AIUB  
Former Director-General, Family Planning Association of Bangladesh (FPAB)  
Former Director, Directorate General of Family Planning (MOH&FW)  
Former Chairman, Midwifery & Nursing (DMN) Department, BRAC University



**Mr. Faruque Ahmed, Director**

Chairperson, Board of Trustees, Rangpur Dinajpur Rural Service (RDRS) Bangladesh  
Former Executive Director, BRAC International  
Former Director, Health Program, BRAC  
Former Senior Operations Officer, Health, Nutrition and Population Team, The World Bank  
Former Representative, Civil Society, GAVI Alliance Board (Geneva)



**Ms. Rupali Haque Chowdhury**

Managing Director, Berger Paints Bangladesh Ltd.  
Managing Director, Jenson & Nicholson (Bangladesh) Ltd.  
Former President (2 consecutive terms), Foreign Investors' Chamber of Commerce & Industry  
Director at Surjer Hashi Group  
Director at Bata Shoe Company (Bangladesh) Limited



**Mr. Toslim Uddin Khan, Director**

Managing Director & CEO, Social Marketing Company



**Mr. Sayef Uddin Nasir**

Managing Director, SMC Enterprise Ltd

*Figure 1: Board of Directors of SMC EL*

## **2.6 Branding and Development Initiatives**

SMC Enterprise Ltd. is active in engaging customers and creating awareness of health problems among the population by engaging in different methods of developing its activities and branding. The company also broadcasts Public Service Announcements ( PSAs ) which touch on such matters as hygiene, family planning and nutrition, which help to create awareness to a large extent in a wide range. It also conducts community based campaigns where the information reaches the people in the locations where they reside and work and it is easier to make the message cut across and they are touched.

Another method of trust and familiarity with the products of the company is the trade fairs and demonstrations of the product where the customer is given an opportunity to experience them. Together with these attempts, SMC EL spends money on imaginative packaging and online media advances to keep its label new and attractive. Such initiatives cement the relationship between the company and the audience and help the country toward better national goals of ensuring that there is better human health as well as their well-being.

## **2.7 SMC Enterprise Limited Collaborative Frameworks and Key Alliances**

SMC Enterprise Limited (SMC EL) is a company that has an outreach and influence by having a network of essentialities of cooperation and partnerships. These alliances play a critical role in strengthening its consistent objective to enhance better health of the people and to make its necessities readily available to the masses. After being in operation as a commercially sustainable organization, SMC EL has a participatory culture similar to that of its mother, SMC which seeks the stakeholders of various parties to work towards attaining common goals.

SMC EL collaborative cultures usually work with:

**Government Agencies and Public Health Programs:** The SMC EL is a major stakeholder in terms of national health and family planning programs, which means SMC EL is often connected to respective government agencies and ministries. This collaboration will guarantee compatibility with national health priorities and extension to greater total health interventions. As an example,

collaborative work could be aimed at the rate of contraceptive use or the provision of access to vital medicines.

**Development Partners and International organizations:** SMC EL works together with development partners and international organizations in order to increase its impact on the society and apply the best practices worldwide. Such partnerships are able to give technical support, finances, and program support, which improves the quality and extent of health and wellness campaigns. This could be with such organizations as in maternal and child health, nutrition or disease prevention.

**Healthcare Provider Networks:** SMC EL uses strong networks of online healthcare providers in order to deliver its products and health messages to the end users. This involves formal and informal services of doctors, pharmacists, community health workers and other health providers in the private sector. As an example, the "Star Networks" (e.g., Blue Star, Green Star, Pink Star, Gold Star), that form the part of its parent SMC and through which its products are distributed, are essential that will facilitate last-mile distribution and dispensation of services. The networks help in counseling the patient, dispensing the product and communicating a change in behavior.

**Research and Academic Institutions:** To remain on the frontline with regard to the challenges of the public and innovative global health solutions, SMC EL can work with research institutions and academic bodies. These culminated partnerships can be used in the research of the market, and product promotions, impact assessments and coming up with evidence-based knowledge to use in the action strategies.

**Supply Chain and Distribution Partners:** As its omnipresent distribution system exists in urban and rural Bangladesh, SMC EL liaises with a large range of distributors, transportation partners, and retail stores. Such business partnerships are important in the retention of efficient and timely supply chain, which guarantees accessibility to products as well as their availability even in far places.

**Manufacturing and Technology Partners:** In order to be at competitive advantage and provide high-quality product offerings, SMC EL can cooperate with technology providers and distribute manufacturing services. This may include joint operations in terms of superior products plants or

even incorporation of new technologies which improve production efficiency and quality of the products.

All these ventures demonstrate how SMC EL applies an integrated strategy, which is a combination of sound business and great attention to community health. Closely collaborating with various groups, SMC EL will be able to use its influence broadly, influence many more people, and enhance its image as one of the leading social enterprises focusing on the improvement of the life of people in Bangladesh.



Figure 2: Key Partners of SMC EL

## **2.8 ISO Certification**

ISO certification is certification according to standards set by the International Organization of Standardization (International Organization for Standardization or ISO, a non-governmental international organization) internationally known by its acronym.

In case of companies such as SMC Enterprise Limited (SMC EL), attainment of ISO certification will indicate an effort in adhering to certain quality management principles and practices. This is especially crucial to a firm working in the fields of health, nutrition and family welfare where the quality and trustworthiness of products is crucial.

Here's why ISO certification is significant for SMC EL:

### **Quality Assurance (ISO 9001):**

**What it is:** The most universally known ISO quality management system standard is ISO 9001. It offers an organization a system through which organizations ensure that their products and services are always at par with customer and regulatory expectations and the organization is keen on customer satisfaction through continuous improvement.

What it means to SMC EL: To the SMC EL which produces and markets health related products such as ORS, zinc tablets, contraceptives etc, ISO 9001 certification implies that their manufacturing operations, quality management, and quality system in general are sound and are up to the international standard. This guarantees the customers, their partners, as well as regulators of the quality and safety of their products. On the SMC site the specific mentioning of the certification with ISO 9001:2015 by both SMC (parent company) and SMC EL and also by the SMC Health & Hygiene Factory is made.

### **Environmental Management (ISO 14001):**

**What it is:** ISO 14001 is the specification of an environmental management system (EMS). It assists the organizations manage their environmental responsibilities in an orderly way that adds to

the environmental pillar of sustainability.

**Benefits to SMC EL:** Although not outlined in the same measure applied to SMC EL as involved with ISO 9001, any manufacturing organization has a lot to gain with ISO 14001. It shows that they will engage in environmental protection measures by trying to protect the environment by using resources efficiently, reduction of waste substances and prevention of pollution in their industrial plants (such as the ORS or Health & Hygiene factories).

**Occupational Health and Safety (ISO 45001):**

**What it is:** ISO 45001 presents the specifications to an occupational health and safety (OH&S) management system. It helps the organization to deliver a healthy and safe working environment where it prevents work-related injuries and illnesses, and improves its OH&S performance internally.

**Relevance to SMC EL:** To a business that has factories and wide-spread distribution channels, the health and safety of the employees is a main concern. The ISO 45001 certification would show the commitment of SMC EL to establish a safe working environment, mitigate the risk at the working place and enhance the wellness of the employees.

**Overall Impact for SMC EL:**

There are certain important advantages of ISO 9001 (and other types of) certification of SMC EL:

**Improved Credibility and Trust:** It gives confidence to consumers, health care professionals and international partners that SMC EL products and operations are subjected to high international standards.

**Better Efficiency and Consistency:** As SMC EL complies with the ISO standards, it cuts its processes, minimizes mistakes and maintains quality consistency of its products and services throughout the long chain distribution network.

**Regulations Compliance:** Though complying with ISO is voluntary, the regulations are usually in

unison with the national and international regulations, which guides SMC EL to be compliant in its various markets.

Competitive Advantage: ISO certification in a competitive market can distinguish the SMC EL that serves as an indicator of the increased interest in delivering quality and operational excellence.

Enables "Profit with Purpose": Because efficient and high-quality operations are guaranteed by the ISO certification, the ability to make some profits and subsequently to reinvest it in the SMC social programs, thus repeating their unusual hybrid concept, is indirectly facilitated by ISO certification.

The ISO certification is a seal of the efforts made by SMC EL to commit not only to commercial success, but also to operational excellence, the quality of its products and the quality of its business practices, without which its mission to enhance the health of the people in Bangladesh could not have been achieved.

ISO Certificate of SMC EL:



Figure 3: ISO Certificates

## 2.9 SMC Enterprise Limited products

SMC enterprise limited (SMC EL) has a wide and rich product line with most of the products concentrating on health, nutrition, and family welfare. These products serve diverse needs of

diverse consumer groups in Bangladesh, which is in line with the mission statement of the company that is to strive to enhance the level of life through affordable and convenient health services.

Their products can roughly be divided into:

**I. Health & Family Planning Products** (in most cases, a handoff of or close to SMC social marketing aims):

**Contraceptives:**

- Oral Contraceptive Pills: such as Femicon, Minicon, Norix-1, Femipil, Ovacon Gold, Mypill, SmartPill, SmartPill Lite.
- Condoms Raja, Hero, Panther (Dotted), Sensation (Classic, Chocolate Strawberry, Coffee), U&ME (Colors, Long Love, Anatomic), Xtreme (3 in 1, Ultra Thin) and Amore (Gold, Black).
- Injectables Birth control: SOMA-JECT and Sayena Press.
- Intrauterine Devices (IUDs): e.g. Relax IUD.



*Figure 4: Oral Contraceptive Pills*

**Oral Rehydration Salts (ORS):**

- **SMC ORSaline (previously ORSaline-N):** It is a market leader in Bangladesh, an outstanding product and essential in the prevention and cure of dehydration.
- **SMC Fruity:** An oral saline made with a flavor (e.g. Orange), which serves as a flavored

alternative.



Figure 5: ORSaline-N

### Micronutrient Supplements:

- **MoniMix:** A contain-iron, vitamin A, vitamin C, Folic acid and Zinc micronutrient powder to treat childhood iron deficiency anemia and enhance nutritional status in children.
- **FullCare:** Multiple Micronutrient Supplements (MMS) designed to contain the necessary level of micronutrients supplied to pregnant women in accordance with the UNIMMAP/WHO recommendations.
- **SMC Zinc:** Zinc dispersible tablets (Strawberry and Vanilla flavored) is an adjunct therapy followed against diarrhea in children.
- **Forbon:** Calcium tablets (Calcium Carbonate) to preserve the health of bones in children and adults.
- **Another type of older children's micronutrient powder:** MoniMix Plus.

### Personal and Body Hygiene and Baby Care:

- **Joya Sanitary Napkin:** Widely used sanitary pads which come in scented and unscented as well as with wings/belt systems.
- **Smile Baby Diaper**
- **Smile Gentle Baby Wipes**
- **SMC Pure Petroleum Jelly**
- **Germ Kill Hand Rub**



*Figure 6: Joya Sanitary Napkin*

## **II. Fast-Moving Consumer Goods (FMCG) / Food and Beverage:**

### **Electrolyte Drinks:**

- **SMC Plus:** The original electrolyte drink in Bangladesh designed scientifically with different flavours (Lemon, Orange, Apple).



*Figure 7: SMC Plus*

### **Instant Soft Drink Powders:**

- **Taste Me:** Comprises various fruit flavors (Orange, Mango, Pomegranate, Lychee) and is highly rich in Vitamin A, C, and Calcium.



*Figure 8: Taste Me*

### **Fortified Confectionery/Biscuits:**

- **MoniBiscuit:** Cookies made of chocolate and added with vitamins and minerals to support iron deficiency and nutritional demand of children.
- **SMC Butter Cookies:** Multi-enriched and multi-vitamin-mineral cookies.
- **SMC LEXUS Vegetable Crackers Biscuits:** Calcium rich and real cheese added.
- **Super Kid:** Enhanced candy (e.g. Badam Chocolate) that offers necessary vitamins and minerals to kids.

### **Glucose Powder:**

- **BOLT:** Glucose powder for On-the-go energy.
- **SMC Honey:** Tackling The Increasing Consumer Awareness Of Grooming.

### **III. Pharmaceutical Products (from SMC Pharma Division):**

The pharmaceutical unit that was initiated in the year 2017, is specialized in offering quality and low cost pharmaceuticals that cut across the numerous drug groups. Examples include:

- Paragesic-Paracetamol, Paragesic-C-Paracetamol + Caffeine.
- Antiulcerants: Esomium (Esomeprazole), Prazomax (Omeprazole), Nulanso (Dexlansoprazole), Pantoprox (Pantoprazole).
- Antibiotics: Aziday (Azithromycin), Cefimax (Cefixime), Ceframax (Cephadrine) Ciprodyll (Ciprofloxacin), Neoclav.
- Antihistamines: Fenox ( Fexofenadine Hydrochloride ).

- Antiemetics: Vomidyl (Ondansetron) Moticare (Domperidone).
- Cough& Cold Preparations: Kofmelt (Ambroxol Hydrochloride).
- Micronutrients (e.g. Vitamins and Minerals beyond basic micronutrients): Nurowel (Vitamin B1, B6, B12).
- NSAID; Dolwin (Naproxen Sodium), Flexidol (Aceclofenac), Ezepain (Etoricoxib).
- Others: Ezevent (Montelukast Sodium - asthma/ allergies), Fungicap (Fluconazole - antifungal), Spadyl( antispasmodic), Vermicid( deworming).



*Figure 9: Pharmaceutical Products*

Its product offerings are continuously updated and diversified to cater to the population of Bangladesh with the main values of quality and social impact.

## **2.10 CSRs of the Organization**

SMC Enterprise Limited (SMC EL) has its distinctive concept of profit with purpose that would, by default, incorporate corporate social responsibility (CSR) into its primary processes.

In comparison to other companies, where the concept of CSR could be an optional attribute, SMC EL has developed its commercial business directly feeding into large-scale social programs of extreme importance, so in other words, each product sold and profit made contributes towards a better public health and welfare in Bangladesh. The CSR activity of SMC EL is mainly reflected in its mother company, the Social Marketing Company (SMC), where these surpluses made by various profitable activities of SMC EL are invested with the repute of making significant social

programs. This symbiotic relationship makes the business activities of SMC EL inseparable to the overall well being of society.

These are the major areas in which SMC EL is able to conduct extensive social responsibility due to the operational profits it creates which in effect is the CSR of the organization:

**Enhancing Accessibility to Health and Family Planning:** This is the key and the first CSR contribution which includes ensuring that the essential health and family planning supplies are easily accessible and affordable. SMC EL contributes to significant public health demands, like giving away micronutrient powders, ORS, Zinc pills, and contraceptives to a wide spread supply-chain that helps in the battle against malnutrition, backup maternal and child mortality, and control population growth. Their social responsibility is also interpreted in the direct effect of the products, as, with the help of ORS, far fewer people die of diarrhea.

**Helping Community Health Networks:** SMC EL profits go back into helping to build and support SMC Critical "Star Networks," small community health networks. These include:

**Blue Star Program:** Developing the capacity of non-graduate health providers in the community as the private sector.

**Green Star Program:** Involving the sellers of medicine and health products in the health work of providing primary health services.

**Pink Star Program:** This program enables Long Acting Reversible Contraceptive (LARC) assistance using certified medical doctors.

**Gold Star Network:** The strategy is to empower female businesswomen with the rural community so that they can promote healthy ways and sell and distribute the products so that we can have both the health impact and business opportunities.

The networks have formed the backbone to the delivery of health information and services at the last mile level particularly in underserved localities.

**Promoting Adolescent Health and Awareness:** The group through the support of focused activities and campaigns can enlighten teenagers in matters related to sexual and reproductive health. This will be done by availing of quality health messages and services to the young generation which they are in dire need of, to stay healthy.

**Maternal and Child Health Initiatives:** Programs that curb the promotion of health in mothers and children directly complement the operations of SMC EL. These programs are such as the Rose Star Program that implicates the pediatricians about offering advice in respect to nutrition and monitoring growth of children below five years of age and the giving of Multiple Micronutrient Supplements (MMS) such as FullCare medication to expectant women with an aim of decreasing low weight births.

**Running Affordable Health Clinics:** The profits are also used in starting up and sustaining SMC Clinics such as the Niltara Clinic, which is reasonable cost and quality in medical and diagnostic facilities. To these various segments of the population, the clinics offer convenient places where people can be diagnosed, consulted on, and offered model pharmacy services.

**Targeting Specific Health Needs:** SMC EL contributes to national programs in countries where the program has been established by addressing, e.g., the control of diarrheal diseases, the improvement of hygiene (e.g., by distributing sanitary napkins and hand rubs), or may even cover the provision of referral services to diseases, like tuberculosis (TB), through the supply of the products and the funding of programs. Such commitment is also reflected by the mission of the pharmaceutical division, which is to provide affordable quality medicine.

In simple terms, the CSR in SMC EL is not a separate department or series of side activities. Instead, it makes a natural component of its business strategy because its financial prosperity automatically leads to perceptible improvement in the health and welfare of countless many individuals and establishments across Bangladesh. Due to the commitment of the organization to the concept of the profit with the purpose, its financial profits are always redistributed to the creation of a healthier society.



# CHAPTER:03

## INDUSTRY ANALYSIS

# **Industry Analysis**

## **3.1 Industry Size**

The healthcare and fast-moving consumer goods (FMCG) market in Bangladesh is becoming mature in the past decade. The FMCG industry has been recording steady growth. The main reasons for this increase are growing population, improved level of public awareness of health issues and challenges and the ever-growing coverage of distribution networks bringing the country deeper into the country. A stunning annual growth has been maintained in the FMCG sector.

In such a dynamic world, there is an over-the-counter (OTC) healthcare and wellness products market that is the core area of the operation of SMC Enterprises Limited (SMC EL) expected to have a market value of US\$ 2 billion by the close of 2025. Such prominent objects as oral rehydration salts of various types, various methods of contraception, micronutrient supplements, personal hygiene goods, hand hygiene products and a wide range of nutritional products are all represented in this large market segment. One can characterize the market with the significant and consistent demand of the affordable healthcare solutions, and it is particularly visible in the big rural and semi-urban markets in Bangladesh. Companies such as SMC EL play a very crucial role in this respect, as they can assist in eliminating the loopholes that exist in the field of healthcare delivery and allow critical products to reach those who can utilize them the most.

## **3.2 Maturity of The Industry**

Today, the consumer health and social marketing activities have been dynamically changing in Bangladesh. The growing market is the manifestation of the growing demand in health-related products and services, but there is a lot of unexploited potential for innovations and new ideas. Although there are certain categories of products that are held by the large, recognized corporate entities in the field of pharmaceuticals and fast-moving consumer goods OTCs (FMCG), such as pharmaceuticals and international fast-moving consumer goods OTCs (FMCG), the local social entrepreneurs such as SMC Enterprise Limited (SMC EL) have been able to open their own

significant niche. They concentrate in the underserved communities due to their outreach models which focus on being affordable and reachable particularly in the areas that are underserved which makes them succeed therefore reaching communities that would otherwise be excluded. The way social marketing functions has changed greatly since the start of the 1990s in Bangladesh. The significant section of the early initiative was the awareness campaigns that were donor-funded and excessively dependent on external assistance. However, this adult version has achieved greater sustainability and business-sensible ventures which combine social objectives with business strategies. Here are some of the invigorating influences to this revolution, the rapid digitalization, leading to selective outreach and data-based decision making; the policy enhancement, that is enabling a more productive landscape in terms of public health initiatives; and above all, given a heightened level of health awareness among the population of Bangladesh, the demand of appropriate health products remains. On one hand, we have good signs, but on the other hand, there are still a lot of challenges left, especially regarding regulation and infrastructure. Unconsistent cold-chain supply chains that are common in the rural area are having a severe impact in delivering temperature-sensitive drugs and medicines and vaccines to those locations in an efficient manner. Other than that, the price sensitivity of consumers is also a very crucial consideration.

Such a firm as SMC EL shall always be seeking a means of making the products remain cheap and located at the same time. The removal of these impediments is the prerequisite to the industry, the further development, and the implementation of the full potential.

### **3.3 Competitive Environment**

The health and wellness consumer product market in Bangladesh is extremely competitive, comprising established local manufacturers and also potent multinationals who are defining the market. In order to remain competitive and scale, companies in this area need to concentrate on smart positioning and relentless innovation.

For SMC Enterprise Limited (SMC EL) are the main competitors:

**ACI Limited:** A diversified local conglomerate, with a variety of products and services, hygiene and health being one of them. The sheer variety of its approaches enables it to be a serious player

in the market.

Square Toiletries Ltd: Square, a famous name in the personal care sector, competes with SMC EL in a number of product categories associated with everyday hygiene and wellness.

Renata and Eskayef: Both originally pharmaceutical companies have expanded into the over-the-counter (OTC) health products segment. They have taken their know-how in medicine out into the consumer health space.

Unilever Bangladesh Ltd: This multinational has been enjoying superior status in most of the segments in the market particularly personal hygiene and health related segment. Unilever with its solid name recognition and huge distribution outlets would be a formidable company in the business of any local firm.

Even with a market populated by such strong competitors, SMC EL possesses several distinct qualities that keep it competitive. The company's mission stems directly from public health and sets it apart from competitors whose goals are primarily profit-driven. This public health mission enables SMC EL to deliver wellness products of high quality and low cost to a much-broader customer base, one that includes low- and middle-income groups often neglected by other health product providers.

The company remains engaged in social marketing, and its educational and awareness campaigns have a dual purpose. They promote the company's products, but they also push an agenda that the company obviously believes in and that consumers should too, if they want healthier lives. All the while, consumers are made to feel good about the company's (and their) agenda.

SMC EL plays a vital role in the burgeoning health and wellness sector in Bangladesh. This is a public mission that combines a public health mission with smart pricing, strong brand trust, and dependable operations.

### **3.4 Key Industry and Growth Trends**

Health and wellness consumer products industry is a sector that undergoes a dramatic shift with the mainstream altering the behavior of the business, the relationships with customers, and the formulation of the growth strategy. Included in the remarkable turning points is the increased penetration of the digital platform, which is transforming the process of purchasing and delivering goods in Bangladesh through e-commerce and ordering applications. This revolution does not just occur in the cities anymore because even the networks in the rural health care areas are getting digital. As an example, business organizations like SMC Enterprises Limited are convinced that platforms of technology, local partners, and consumer contacts build a smooth integrated ecosystem where good accessibility and quicker deliveries lead the way. At the same time, there is an increase in health-conscious consumers, the tendency that has gained pace due to the pandemic. Health has emerged as the central consideration, more in the stock of immunity, hygiene and pre-preventive care, and it should be a major driver of demand both in the personal health and OTC product markets. SMC EL, whose portfolio mix is value-driven, is in a great position to exploit this need by co-marketing its products alongside health education campaigns. As the social entrepreneurs and governmental agencies collaborate their efforts, the coverage of the basic commodities such as the zinc supplements, oral rehydration salts (ORS), and contraceptives is at an increase. By gaining new partners, SMC EL can intensify the social aspect of its mission and help problem communities more.

The industry is also being defined by the newness in the product packaging. These formats such as single use sachets, portable packs, useful and economy friendly formats have increased the availability of the much needed healthcare products at higher percentages including the low-income population. This corresponds to the affordability and the wide-reaching distribution promises of SMC EL. In summary, evidence-based sales management is turning out to be a standard instrument of great performance. Inventory management, sales forecasting, and efficiency of companies are improving as more companies are incorporating mobile applications, interactive dashboard, and efficient ERP systems. SMC EL views these tools as a possibility to make wise decisions, optimize the supply chain, and multiply both financial and social impact on the same.

### **3.5 Porter's 5 Forces**

#### **1. Competitive Rivalry**

Local and foreign companies are competing in the Bangladesh market trying to secure the maximum share of the health and wellness industry, which is highly competitive. SMC EL, a company that has built a reputation for a product line that is not costly and has a mission focused on public health, is still obviously winning in the market. However, the competitors such as ACI, Square Toiletries, and Unilever are changing and coming up with more and more product lines to compete with them. Unless SMC EL continues to put quality, affordability, and customer trust first and at the same time invests in marketing and product development, it will find it hard to maintain a leading position.

#### **2. The threat of New Entrants**

The risk of new players entering the market is moderate. A good reason that attracts new businesses and startups to Bangladesh is its increasing need for wellness and hygiene products. Also, the government's friendly policies aimed at investing make it easier for a new entrant to come in. However, SMC EL is the owner of some resources that newcomers cannot easily replicate, such as a well-known brand, community trust, and an extensive distribution network, which gives it a competitive advantage over them.

#### **3. Bargaining Power of Suppliers**

In this case, the suppliers have a significant power, especially those who give the big quantities of high-grade raw materials. SMC EL is a company whose suppliers are few, reliable, and they can provide high-quality products that satisfy the company's criteria. Even though the dependence of suppliers provides them with some negotiating power, SMC EL, on the other hand, is in a better position to solve these problems due to long-term partnerships and steady volume purchases.

#### 4. The threat of substitute products

There is minimal competition of substitutes. There are very limited direct substitutes of basic health and hygiene products. Like the nutritional supplements, the sanitary napkins, the oral rehydration salts and the contraceptives. In case of any competition offered by any other brands or imported substitutes, there are few products that will be able to compete with the SMC EL products in terms of price, availability, and social acceptability, particularly in the underserved and rural markets.

#### 5. Bargaining Power of Buyers

Buyers, at least buyers who are concerned with their health, do have a say because there are so many brands and choices out there. But in the field of products that are related to health, the trust and reliability of the price are more important than the price in itself. A lot of buyers remain loyal to SMC EL due to its image of being a company dealing with safe, efficient, and affordable goods. The company, however, should be inquisitive to evolving tastes, price sensitivity, and an increasing level of competition to maintain this loyalty.



Figure 10: Porter's Five Forces

### **3.6 SWOT Analysis – SMC Enterprise Limited**

#### **Strengths**

SMC EL's distribution network that is well-established covers almost all regions of the country, including areas that are difficult to access and remote. It is a brand that is trusted by the community for its good reputation for the health sector with low- and middle-income communities. The enterprise model of the company in the social sector not only balances the expansion of business but also public health impact and the promotion of sustainability of the local community, is what makes the company very unique.

#### **Weaknesses**

The clear goal that motivates SMC Enterprise Limited is to raise the standard of living in Bangladesh. This is done through intense efforts to provide access to necessary and affordable family planning and health goods. Strong distribution channels and very effective marketing are utilized to reach different demographics and thus to implement this main strategy.

#### **Opportunities**

There is a large opportunity for SMC EL to use digital technology for sales, marketing, and internal operations, which will make the company more efficient and data-driven. The company can move forward by adding new products to its portfolio especially in personal care and over-the-counter (OTC) medicines that are in high demand. With public awareness of health and hygiene on the rise, there's a growing market ready to engage with trusted, affordable health products.

#### **Threats**

Competition in the health and wellness space is heating up, with large private pharmaceutical companies investing heavily in consumer health products. Changes in the rules of healthcare marketing may become an obstacle to the way SMC EL communicates with its audience. For the company to keep its market share, it must always find a way to keep the price low and the quality

good because of price sensitivity in rural regions.

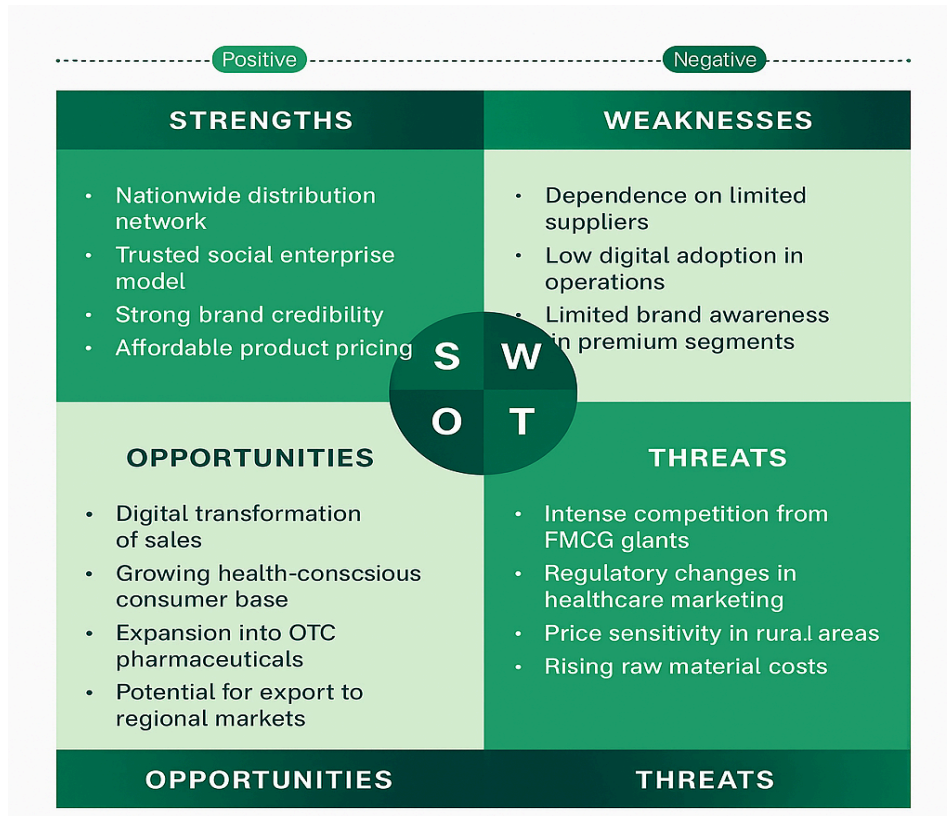


Figure 11: SWOT Analysis

### 3.7 Contribution of SMC Enterprise Limited to the Industry

A socially conscious organization and a commercially sustainable business, SMC Enterprise Limited (SMC EL) holds a very significant and special dual role in the same industry. Its contributions have deeply influenced Bangladesh's health and wellness environment. SMC EL, besides that it has been the main vehicle in the mass distribution of vital public health products, such as essential zinc tablets and ORSaline-N, has also provided a pivotal role in the market. Moreover, the organization has immensely contributed to the accomplishment of Bangladesh's family planning goal by making a range of affordable contraceptive choices available and

popularizing these among the public. By providing micronutrient powders, the organization has been the one who has given the most significant boost to the elimination of childhood malnutrition.

Besides the distribution of the products, the company has also organized very efficient campaigns for raising the awareness among the people. Those campaigns have been very helpful in fostering better health and have been carried out by health workers, digital media platforms, and the schools' initiatives. It is still a major roadblock to the industry best practices that such good examples of ethical marketing and so high quality control are constantly brought up. The most important factor of the development and growth of the healthcare marketing and distribution in Bangladesh is the unique socially inclusive business model of SMC EL.

Having effectively created a harmonious balance between low prices, product innovation and rousing sales tactics, SMC EL has still managed to dramatically impact the direction of the health-conscious Fast-Moving Consumer Goods (FMCG) industry in the country.



# CHAPTER:04

## Internship Main Activities

# Internship Main Activities

## 4.1 Internship Information

This segment has detailed the important aspects of my internship i.e. time frame of the internship, where I was under supervision, how the communication was done, and what duties were performed by me.

### Period, Company, Department, and Address

**Organization:** SMC Enterprise Limited

**Duration of Internship:** 9th February 2025 to 8th May 2025

**Working time:** 8: 30 am to 5: 00 pm (Sunday to Thursday)

**Department:** Sales Operations Department

**Location:** SMC Tower, 33 Banani, Dhaka-1213, Bangladesh

### Supervision and Interaction

- My company supervisor was Mr. Md. Enamul Karim, Sales operation Manager of SMC EL. He helped me with daily activities and gave me strategic direction.
- My supervisor in the academic front was Farjana Nasrin, Assistant Professor, Department of business and Technology management, Islamic University of Technology.
- I was in direct contact with my boss and other team members in face-to-face meetings and tools of the organization such as internal email and official software.

### Colleague Interaction:

- I was working with colleagues in the sales, procurement and documentation departments.
- There was some cross-functional guideline that needed alignment between the Area

Managers, Territory sales Officers (TSOs) and with the MIS Team.

## **4.2 Job Roles and Responsibilities**

Through my internship in the Sales Department of SMC Enterprise Limited, I participated in a series of activities that were meant to equip me with practical skills in terms of knowledge as well as in the six-day training in which I was trained in Sales, Distribution and operational efficiency. Some of the main activities and responsibilities, which I was involved in, during the period of my internship, are described below, in more detail:

### **1. Sales Data Analysis and Reporting**

A major part of my internship position was to gather and analyse sales data to an extensive scale and report them to the Sales Department as an aspect of strategic action.

**Daily Sales Performance Analysis:** Analyzed sales performance regularly after getting a base of daily sales both through E-Sales and E-DMS. That included tracking the change in sales units of diverse product types, regular comparison of the existing data with the past, and detecting the patterns and inconsistencies as well as evaluating the peak days of sales.

**Regional and product-wise Performance assessment:** Analyzed sales at both the regional and product levels to determine the regions that are performing and underperforming. Analyzed the sales development product by product to identify products that were burning hot and how each of these products contributed to the total revenue levels..

**Distributor vs. Direct Sales Analysis:** Examined the effects of a distributor based sales compared to direct sales to find out the effect of each on the total revenues.

**Compile and Document MIS Reports:** Designed and in-place Management Information System (MIS) reports that summarize critical sales data, region-wise performance and business growth trends over different intervals. This included collection of data in various sources, commitment to accuracy and presentation of the data to be reviewed by the management.

**Understanding of National Sales Report of the fiscal Year:** A detailed comprehension of the National Sales Report of the fiscal year was created based on Key Performance Indicators (KPIs), regional inputs (East-West and North-South), and year-over-year growth based on the ongoing trend to facilitate strategic decision-making and forecasting.

**Provide Report Generation of the Offer:** Managed complete offer report summations of E-Sales as well as E-DMS devices throughout 12 definition locations. This involved data collection, validation, and the segmentation of data depending on geographical regions, summarizing the results to bring out performance and evaluation of the alignment problem between platforms.

## **2. Sales Planning and Target Management**

I also took part in the strategic functions of sales target setting and sales planning, in which company objectives have to be taken into consideration.

**Targets Compiled- Sales Representative (SR) and Sales Officer (SO) Wise:** I have gathered Sales targets, by Sales Representative (SR) and Sales Officer (SO) wise and have collated single targets by different area managers in consolidated sheets and have indicated the targets and variances on a monthly basis reporting.

**SR Wise Target Format Preparation:** Engaged in the preparation of a systematic approach of SR Wise Target Format after defining sales targets that can be achieved and depending on previous performance and potential of the market as well as standardising the document of easy accessibility to the sales team.

## **3. Stock and Inventory control**

My participation gave me valuable insights on keeping the inventory correctly and assisting an effective supply chain.

**Stock Checking Procedures:** had the opportunity to practically know how to determine the stock availability of the products on the system, the ability to access the database and navigate the inventory, the ability to determine the exact stock of products, and also to determine the

out-of-stock and overstocked products to help make their inventory plans.

#### **4. Offer and Price Management**

I assisted the department to have open and harmonized pricing and skillful control of trade offers.

**Price List:** Carried out the price list update task, which was to update the price list of SMCEL products, collect all the latest prices data and validate the information, point out mergers and make corrections, finally making an updated price list that will be distributed to the sales teams.

**Trade Offer Summary Preparation:** Made a detailed Trade Offer Summary containing Dealer Price (DP), Trade Price (TP) and Maximum Retail Price (MRP) of different products. This was done by compiling the prices information, making price comparisons across the different distributors and organizing the document in a manner that was objective and consistent.

**Trade Offer Rearrangement:** Contributed to the rearrangement of current trade offers to be presented and understood in a more adequate manner, gather data about active offers, categorize information according to its type and the term, and organize files to disseminated internally, as well as to the distributors.

#### **5. Field Operations and Territory Management Support**

I helped to arrange and cognize how field sales and territory management work.

**Sales Officer Territory Details Organization:** Assisted in organizing territory-wise details of Sales Officers which involved working out data at the internal level, preparation of master files in terms of the area code and assigning officers to areas, ensuring compatibility with target sheets.

**Information Hard Copy Organizing of the distributors:** This will be aimed at organizing the hard copies of information on distributors in all the 12 areas with the collection, classification and arrangement, filing of documents in an order manner so that a complete index is developed so that access of documents will be at ease.

**District Covered Areas:** Composed a summary of the districts tendered in different sales areas,

how active the sales regions were doing, and recommendations to the areas concerning the trends of the sales in the region.

Gathering national branding information, Summarized national branding information report summarized information assembled by area executives, organized the data by area, and distributor-based (DB) segments to determine branding effectiveness and market penetration.

## **6. General Documentation and Administrative assistance**

I offered the necessary administrative and documentation assistance to achieve regular operations of the departments.

**Documentation and Filing:** Charged with the responsibility of preparing, warehousing and retaining important operational documents central to the operations of the Sales and Procurement and these include: HR files, Pricing files, Procurement files, as well as their approvals.

**Corporate SIM Information Compilation:** In charge of compiling and systematizing information used with respect to the use of corporate SIMs, field work, collating data, and correction of data to aid in the auditing process.

**Training Evaluation Forms Compiling:** Obtained and compiled training evaluation forms provided by area executives of Sales Representatives (SRs) and looked through answers to see areas of strengths and missed training areas and organized data to be used by management.

## **7. Training and Skill Development**

During the internship throughout my stay, I had several training sessions that improved my professional and technical training.

**Business Etiquette:** Trained on how to conduct himself in the corporate environment and how to communicate with other people around.

**Microsoft Excel and PowerPoint:** Underwent lessons on how to fully utilize these tools of the trade that are vital in data analysis, visualization, and presentation, which is vital when dealing with sales reporting and planning.



# CHAPTER: 05

## ANALYSIS

# **Analysis**

## **5.1 Application of Theoretical Knowledge**

During my internship at SMC Enterprise Limited I had a great chance to experiment with theoretical concepts I learned in my BBA program. The courses that were featured: Management, Financial Accounting, Marketing Principles, and Business Communication, gave me the basic knowledge that turned out to be very helpful during the internship.

For instance:

Sales management principles were applied while analyzing daily sales data and understanding regional performance.

Business communication skills helped me create reports, communicate professionally with my supervisor and colleagues, and maintain clear email correspondence.

Financial knowledge was utilized while assisting in the preparation of capital budget summaries and purchase-related documentation.

Participation in the E-sales and E-DMS platforms was completed by employing the MIS and Excel abilities which were gained through coursework, notably when preparing sales reports in a structured format.

This work experience was significant in rebuilding the primary role of solving real problems and reflecting how well academic concepts can relate to the business field in the practical world.

## **5.2 Skills Developed**

My time at SMC Enterprise Limited has given me quite a number of opportunities to develop and hone several skills, both technical and interpersonal:

### **Technical Skills:**

Advanced use of Microsoft Excel for data sorting, pivot tables, and report creation. Hands-on

experience with E-Sales and E-DMS for daily sales tracking. Budget file handling, territory mapping, and offer compilation.

**Soft Skills:**

- Time Management: Handling several jobs at the same time and complying with deadlines every day have strengthened my ability to use my workload efficiently.
- Team Collaboration: Cooperation with departments, which were not my own, certainly contributed to my understanding of team dynamics and also improved my interpersonal skills.
- Adaptability: I was very flexible in the corporate world and made just as many adjustments in my reporting style and workflow protocols as were required.

They are going to be great skills that will help me in my future academics.

**5.3 Company Level Analysis**

SMC Enterprise Limited carries out its business with a dual focus, where the one is commercial excellence and the other is social responsibility. This balance is very much visible in the Sales Operations department, which highly appreciates structured planning, data-driven decision-making, and efficient execution. I was fully involved in various tasks during my internship that have been reflecting the company's strategic priorities and operational strengths.

One of the most remarkable things was the fact that SMC relies heavily on Management Information Systems (MIS). I was engaged in the preparation and assembling of many reports such as the Daily Sales Report, Offer Tracking Report, and SKU-wise Sales Breakdown. These MIS tools help the management team to make educated and timely decisions, thus not only they can improve inventory control but also they can be more efficient in promotional planning through the interpretation of the correct data.

In one more instance I was at the depots doing stock checking and I was giving support to finding out the difference between what is recorded in the system and the real quantity of the stock. This mission is clearly showing that it is very important to have the stock properly aligned, in case of

uninterrupted supply chain, especially for the healthcare sector, where the availability of the product can have a direct impact on the public well-being.

Actually, SMC is not a company that explicitly follows the Lean Six Sigma principles, however, I saw that there is still a lot of informal adherence. Activities such as Jitaprime Calculation and SR Number Verification were done with the aim of time saving, reducing mistakes, and improving the efficiency of the process. These practices are the reflection of the willingness of SMC to achieve the highest level of operational performance, to optimize the costs, and to be always on the way of searching for the best solutions in the departments.

#### **5.4 Market-Level Analysis**

SMC Enterprise Limited is engaged in a highly competitive and socially sensitive market segment. SMC is operating in a market segment that is highly competitive and very sensitive to social issues. To improve public health, it is important that the company loves people by providing them with a diverse product portfolio that includes contraceptives, nutritional items, medical devices, and general consumer goods. The company continuously needs to adjust to the going market trends while still being committed to the mission of improving public health.

The market penetration and distribution efficiency of SMC are the major strengths. The company has a large field force and a distribution network that covers both urban and rural areas, so they never miss product availability. My internship provided me with a chance to witness SMC's use of market segmentation and regional sales tracking systems to perfect their operations with local demand. The role of the territory managers in this process is extremely vital. They can use their knowledge of the local area to make strategic decisions that will help them penetrate the market more deeply and satisfy their customers more.

SMC is very much concerned with products and offers customization. Based on consumer behavior, the company builds promotional campaigns with a message directed to a certain region and demographic segments. While performing my duties of collecting and analyzing Offer Reports, I was able to provide them with considerable input for the various promotional strategies'

effectiveness measurement. Such region-specific offers give SMC a competitive advantage by ensuring greater relevance and responsiveness in its marketing efforts.

In addition to this, SMC is highly trusted by the public, mainly because of the fact that it is a brand that is both commercially and socially driven. These products, which include Orsaline-N, SMC Zinc, and Safe Motherhood Kits, have not only been accepted as quality ones but also as those that can solve the public health problem. This close relation of branding with community welfare ventures not only allows SMC to be the leader in the healthcare market but also to be the positive force for society.

## **5.5 Professional Level Analysis**

The internship at SMC Enterprise Limited was like a bolt of lightning in my professional journey. It opened the doors to the whole range of aspects of sales operation—the analytical part as well as the ground-level one. The most important area of growth I developed was in technical and analytical skills. I improved my proficiency in Microsoft Excel and became acquainted with crucial tools such as Jitaprime Calculation Sheets, SAP (as an observer), and internal sales dashboards. These experiences not only supported me in my reports and decision-making but also allowed me to realize the power of data.

Besides all the technical skills, communication, and teamwork skills were significantly developed during the experience of the internship as well. Speaking to the Sales Managers, Territory Officers, and warehouse personnel demanded that I have strong interpersonal abilities and the flexibility to adapt my communication style based on the audience. This has increased my efficiency in working within a multidisciplinary environment. I also obtained valuable leadership experience during depot visits and stock verification processes, where I was entrusted with leading small tasks, such as checking delivery notes, solving product discrepancies, and explaining technical documentation to field staff. These assignments accelerated the personal development of me in those qualities needed in real-world professional settings like patience, clarity, and confidence.

It is also for note that the internship further improved my problem-solving mindset. I was in the forefront of those activities like detecting inventory mismatches and double-checking supplier-related papers, thus I learned how to face operational issues with a mind full of solutions.

All in all, the internship at SMC Enterprise Limited has been more than just a familiarization with the supply chain and sales functions. It has radiated within me the combination of technical and soft skills that prepare me for heading operations, logistics, and management in the future.



# CHAPTER: 06

# CONCLUSION

# Conclusion and Recommendations

## 6.1 Conclusion

My internship with SMC Enterprise Limited has been a really rewarding journey that has equipped me with knowledge and hands-on experience in sales operations and supply chain coordination. Right from the first moment, SMC's unique positioning—achieving commercial success while also pursuing a strong social mission—was very inspiring and motivating. Being assigned to the Sales Operations department gave me the chance to learn the practical side of sales tracking, inventory management, depot coordination, and data analysis. It also provided me with a bird's eye view of how the ground operations of a large-scale FMCG and healthcare-focused organization work.

The most important part of the internship to me was seeing SMC's utilization of technology and data which helped to make the distribution and sales process more efficient. The work that involved MIS reporting, Jitaprime calculations, and SR number verification indicated that the company was seeking efficiency, accuracy, and keeping on improving even if not officially incorporating Lean Six Sigma methodologies. Furthermore, the actual stock checking, the collection of the report on offers, and depot-level problem solving enabled me to make a connection between the knowledge I got theoretically to the practical applied business areas.

A really good aspect of the experience was the opportunity to meet professionals who were very organized but at the same time very friendly and open. Their guidance and comments have deeply influenced my learning process and have given me a rewarding sense of professional discipline. The cooperative environment at SMC Enterprise Limited has given me a sense of inclusion and acceptance and has also been a major factor in my understanding of the values and culture of the organization. Now when I look back on this journey, I realize that being a member of such a dynamic team in such a prestigious organization while still a student has given me a great boost for my future career in business and management.

## 6.2 Recommendations

Based on my internship experience, I would like to give some recommendations for future interns and for the organization.

### **For Future Interns:**

**Be Proactive:** The new interns must be fully active. They must have the enthusiasm and mindset to learn new things, and they must have the mindset of helping everyone in all departments of the office. They should always be ready to do so.

**Maintain Documentation:** Always keep daily work records ready and keep personal notes of everything so that you do not face any problems while submitting the final report.

**Communicate Clearly:** Very strong communication habits need to be developed, especially when reporting results and seeking clarification.

### **For SMC Enterprise Limited:**

**Structured Orientation:** A brief onboarding session or a training module for interns on platforms such as E-Sales and E-DMS will enable them to work without any delay.

**Digital File Indexing:** The use of digital file management in addition to the handling of documents in hard copy can bring about more efficient operations in the long run.

**Intern Feedback Loop:** This can be a two-way relationship if you collect the necessary feedback from the interns. The internship program can be changed accordingly and become more effective.

To sum up, the SMC EL's internship program is one of the most professionally invigorating, well-organized, and industry-recognized programs out there. It not only successfully bridges the gap between the academic environment and the workplace but also provides students with business knowledge from the real world that is hardly attainable in the classroom.

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# **Appendix A**

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st Week

Date: From 9th February 2025 to 13th February

I have completed my first week of internship tenure as a **Sales Intern** at **SMC Enterprise Limited**.

### List of Activities with Brief Description:

During my first week at **SMC Enterprise Limited**, I encountered the following experiences:

#### 1. Understanding SMC Enterprise Limited Head Office Sales Operations

During my first week, I was introduced to how the SMC Head Office manages its entire sales operation, which plays a crucial role in ensuring seamless product distribution and revenue generation. I gained insights into the workflow, where different departments such as sales, marketing, logistics, and finance work in coordination to achieve organizational goals.

I observed how sales strategies are formulated based on market research, historical sales data, and consumer demand. The team regularly analyzes key performance indicators (KPIs) to track sales performance and make data-driven decisions. Additionally, I learned about the process of inventory management, where demand forecasting is used to ensure a steady supply of products across different regions without overstocking or shortages.

I gained a better understanding of the role of sales supervisors and field teams in executing sales plans, monitoring distributor performance, and expanding market reach. The company employs various digital tools and software to streamline communication between departments and efficiently manage sales operations.

#### 2. Learning the Sales Hierarchy

I was introduced to the sales hierarchy at SMC Enterprise Limited, which provided a clear understanding of how responsibilities are structured across different levels. The hierarchy plays a crucial role in ensuring smooth communication, efficient decision-making, and effective execution of sales strategies.

At the top level, the Sales Director and Regional Sales Managers oversee the company's overall sales performance, set targets, and develop long-term strategies based on market trends and company objectives. They collaborate closely with the Marketing and Finance teams to align sales strategies with brand positioning and financial goals.

At the mid-level, Area Sales Managers and Territory Officers act as a bridge between senior management and field-level sales personnel. Their responsibilities include:

- Supervising sales teams within designated regions.
- Ensuring distributors meet their sales targets.
- Conducting market analysis to identify opportunities and challenges.
- Implementing promotional campaigns to boost sales performance.

At the field level, the Sales Representatives are responsible for directly interacting with distributors and retailers. They play a key role in:

- Taking product orders and ensuring timely deliveries.
- Addressing customer concerns and providing necessary support.
- Gathering market feedback to report back to higher management.

### 3. Understanding Regional and Sales Areas

I gained insights into the regional distribution and sales areas of SMC Enterprise Limited, which helped me understand how the company manages its market coverage across different territories. The sales operations are divided into two primary regions:

1. **EW (East-West) Region**
2. **NS (North-South) Region**

Each of these regions is further divided into six sales areas, making a total of 12 areas:

- **EW Region:** Dhaka East, Dhaka West, Mymensingh, Sylhet, Cumilla, Bogura
- **NS Region:** Rangpur, Khulna, Barishal, Kushtia, Rajshahi, Chattogram

Each area has its own sales team, distribution network, and market strategy, tailored to the region's consumer behavior, purchasing power, and product demand. I learned how these areas are monitored and managed by regional and area managers, who ensure that sales targets are met, distributors receive proper support, and supply chains operate efficiently.

I understood how market segmentation works in different regions, where urban and rural markets are approached with distinct sales strategies. For instance, major metropolitan areas like Dhaka and Chattogram have a higher demand for fast-moving consumer goods requiring a rapid distribution cycle, whereas regions like Rangpur and Kushtia focus more on expanding reach and distributor penetration



#### 4. Interacting with SMC Distributors

One of my key tasks during the first week was engaging with **100 distributors** of **SMC Enterprise Limited** in the **Food & Beverage sector**. I conducted these interactions over the phone, gathering critical insights into their operations, business structure, and challenges in the distribution process.

During these discussions, I focused on several key aspects:

- **The Role of Sales Representatives (SRs)**  
Each distributor manages a team of Sales Representatives responsible for order collection, product delivery, and retailer engagement. I inquired about the number of SRs each distributor had under their supervision and how they coordinated their tasks to ensure efficient market coverage.
- **Business Tenure with SMC**  
I asked distributors about their years of experience working with SMC, which provided insights into their long-term relationship with the company. Some had been partners for several years, while others were relatively new, offering a mix of perspectives on how SMC's distribution network has evolved.
- **Product Delivery Process**  
Understanding how products are delivered from distributors to retailers was a key focus. Distributors shared details on their daily delivery schedules, how they manage bulk orders, and the frequency of product restocking to maintain a smooth supply chain.
- **Types of Vehicles Used for Distribution**  
I inquired about the types of vehicles distributors commonly use for transportation. Depending on the region and delivery scale, some distributors used vans, trucks, or three-wheelers, while others relied on motorbikes for short-distance deliveries. This information helped me understand the logistical challenges they face in different areas.
- **Delivery Areas and Coverage**  
Each distributor operates within a specific geographical zone, covering various markets and retail stores. I gathered information about their delivery areas, the number of retailers they serve, and any expansion plans they might have for increasing their reach.
- **Product Bouncing Issues**  
A major challenge in sales and distribution is product bouncing, which occurs when a retailer refuses to accept delivered goods due to overstocking, expired products, or incorrect orders. I asked distributors about the average percentage of products that get bounced, the reasons behind it, and how they manage returns and replacements.

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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 2nd Week

**Date:** From 16th February 2025 to 20th February

I have completed my second week of internship tenure as a **Sales Intern** at **SMC Enterprise Limited**.

### List of Activities with Brief Description:

During my second week at **SMC Enterprise Limited**, I encountered the following experiences:

#### 1. Learning to Report Daily Sales Across Bangladesh

During this week, I learned how to generate and report the daily sales data across Bangladesh. This process is conducted using the daily sales analysis feature in the ERP system. I gained hands-on experience in extracting sales figures, interpreting key metrics, and preparing reports for internal review.

#### 2. Understanding E-Sales and E-DMS

I developed an understanding of how E-Sales and E-DMS (Electronic Distributor Management System) function within the company's sales operations. These digital platforms are essential for streamlining sales processes, monitoring distributor transactions, and ensuring accurate data tracking.

- **E-Sales:** This system helps in real-time sales tracking, order processing, and performance analysis. It provides detailed insights into sales volume, revenue generation, and product demand across different regions.
- **E-DMS:** This platform is designed for managing distributor networks efficiently. It records distributor-wise sales, inventory levels, and payment status while facilitating smooth coordination between SMC and its distribution partners.

#### 3. Analyzing Sales Data from February 01 to February 20

I worked on analyzing sales data for February 01 to February 20 using E-Sales and E-DMS. This involved assessing the overall sales trends at **SMC Enterprise Limited**, where sales occur in two primary ways:

- Direct Sales (DS)
- Distributors Sales (DBS)


I calculated the figures for both sales channels, conducted a comparative analysis, and derived insights into the company's overall sales performance. This analysis provided me with a clearer understanding of market trends and the effectiveness of different sales approaches.

#### 4. Documenting and Organizing Distributor Information

Following up on my first week's work, I completed the proper documentation for the 100 distributors I engaged with earlier. This involved collecting, verifying, and structuring key details such as contact information, business tenure, sales performance, and product distribution records.

I systematically arranged their paperwork, ensuring all records were properly organized in both soft copy and hard copy formats. The digital records were categorized for easy retrieval, while the physical documents were sorted and stored in a structured manner. This organization enhanced accessibility, reduced redundancy, and ensured that distributor-related data could be efficiently referenced for future sales strategies, audits, or operational improvements.

  
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd Week

Date: From 23rd February 2025 to 27th February

I have completed my third week of internship tenure as a Sales Intern at SMC Enterprise Limited.

### List of Activities with Brief Description:

During my third week at SMC Enterprise Limited, I encountered the following experiences:

#### 1. Analyzing Sales Data from 21st February to 27th February

This week, I worked on analyzing sales data for the period between 21st February and 27th February using both E-Sales and E-DMS. This involved extracting sales figures, categorizing them based on sales channels, and interpreting trends to assess the company's market performance.

- **Sales Performance Evaluation:** I examined how different product categories performed during this period and identified any fluctuations in sales volume. By comparing data across different regions, I observed variations in demand, seasonal influences, and distributor efficiency.
- **Direct Sales vs. Distributor-Based Sales:** SMC Enterprise Limited generates revenue through direct sales and sales via distributors (DBS). I calculated the total sales from both channels, compared their performance, and analyzed how distributor engagement affects overall sales volume. This comparison helped in understanding which method contributed more to revenue during this period.
- **Identifying Market Trends:** By analyzing the regional data, I noticed shifts in consumer demand and distributor order patterns. Some regions showed an increase in sales, while others remained stable or experienced slight declines. This helped in recognizing which territories required more strategic interventions.
- **Sales Forecasting and Decision-Making:** The insights from this analysis were valuable in identifying potential sales opportunities and challenges. Understanding these trends allows the company to make data-driven decisions regarding inventory management, distributor support, and promotional campaigns.

#### 2. Documentation of MIS Report (August 2024 – January 2025)

I worked on preparing and structuring the Management Information System (MIS) report, which covered sales performance data from August 2024 to January 2025. The MIS report is a critical document that consolidates essential sales metrics, providing a comprehensive overview of the company's sales operations, regional performance, and business growth trends.

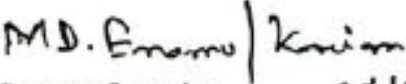
- **Data Compilation & Organization:** I gathered and compiled sales data from multiple sources, including E-Sales and E-DMS, ensuring accuracy and consistency in reporting. The data included total sales figures, distributor performance, regional contributions, and month-over-month sales comparisons.
- **Regional Distribution Analysis:** The report segmented sales data by region, helping to identify which areas had strong sales growth and which required strategic adjustments. By categorizing data based on the EW (East-West) and NS (North-South) regions, I provided a clear view of regional performance trends.


- **Identifying Growth Patterns:** By analyzing historical sales data, I helped identify sales growth patterns and potential challenges faced in different months. This analysis aids the company in forecasting future demand and optimizing its sales strategies.
- **Ensuring Report Accessibility:** I ensured that the report was properly formatted, structured, and saved in both soft copy (digital format) and hard copy, making it easily accessible to management and relevant departments for future reference.

### 3. Understanding the National Sales Report for the Fiscal Year

I developed an understanding of the National Sales Report for the fiscal year, which at SMC Enterprise Limited runs from **July to June**. This report provides a comprehensive overview of the company's sales performance across the country, highlighting trends, regional contributions, and key performance indicators (KPIs).

- **Key Performance Indicators (KPIs):** The report focuses on essential metrics such as total sales volume, revenue generation, distributor performance, and product-wise sales growth over the fiscal year.
- **Regional Sales Contributions:** By analyzing sales data across different regions, I observed how different territories contribute to the company's overall revenue. The report breaks down sales into East-West (EW) and North-South (NS) regions, helping to evaluate the effectiveness of sales strategies in each area.
- **Year-over-Year Growth Trends:** The report provides insights into sales growth compared to previous fiscal years, identifying any fluctuations and their possible causes, such as market demand shifts, seasonal variations, or changes in distribution efficiency.
- **Strategic Decision-Making & Forecasting:** Understanding national sales performance is crucial for setting future sales targets, optimizing resource allocation, and forecasting demand. The data-driven insights from this report help SMC Enterprise Limited plan better sales strategies for the upcoming fiscal year.

  
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th Week

Date: From 2nd March 2025 to 6th March

I have completed my fourth week of internship tenure as a Sales Intern at SMC Enterprise Limited.

### List of Activities with Brief Description:

During my fourth week at SMC Enterprise Limited, I encountered the following experiences:

#### 1. Analyzing Daily Sales from 28th February to 5th March

This week, I conducted a detailed analysis of daily sales data using E-Sales and E-DMS platforms. My task involved tracking and evaluating sales figures to assess business performance over the given period.

- **Sales Performance Evaluation:** I monitored the fluctuations in sales volume across different product categories and compared them with previous weeks to identify any trends or inconsistencies.
- **Regional Sales Comparison:** By analyzing data from different territories, I assessed which regions showed strong sales performance and which required further strategic attention.
- **Distributor & Direct Sales Analysis:** I evaluated the impact of distributor-based sales versus direct sales to understand their contribution to overall revenue.

#### 2. Trade Offer Summary for DP, TP, and MRP Pricing

This week, I was responsible for preparing a comprehensive Trade Offer Summary that outlined the Dealer Price (DP), Trade Price (TP), and Maximum Retail Price (MRP) for various SMC products. This task required careful data collection, analysis, and documentation to ensure transparency and consistency in pricing across different sales channels.

- **Compiling Pricing Data:** I gathered and verified updated price structures for multiple SMC products from internal sales databases and market sources. Ensuring accuracy in pricing was essential for maintaining competitive market positioning and distributor confidence.
- **Comparative Analysis:** I conducted a detailed comparison of price variations across different distributors and retail channels, identifying any discrepancies that needed to be addressed. This analysis helped in ensuring uniformity in trade pricing and aligning it with the company's overall pricing strategy.
- **Documentation & Reporting:** I structured the trade offer summary in a well-organized format, categorizing products based on pricing tiers and distribution levels. The final document was formatted for easy reference by the sales, marketing, and distribution teams, facilitating smoother trade negotiations and pricing consistency in the market.

### 3. Physical Sales of SMC Products Worth BDT 54,572

During this week, I actively engaged in **direct sales activities**, successfully selling SMC products worth BDT 53,572. This experience provided me with hands-on exposure to customer interactions, pricing negotiations, and sales execution.

- **Customer Interaction & Selling Techniques:** I interacted with potential buyers, understood their product preferences, and applied persuasive selling techniques to achieve sales targets.
- **Product Promotion:** Highlighted the benefits and value propositions of SMC products to enhance customer interest and maximize sales.
- **Transaction Handling:** Managed cash transactions and ensured proper documentation of sales records.

### 4. Questionnaire Session with 14 Senior Area Executives

I conducted **one-on-one questionnaire sessions** with 14 Senior Area Executives to gather insights into sales operations and distribution challenges.

- **Key Discussion Areas:** The sessions focused on understanding sales performance, distributor engagement, market demand, and logistical challenges in different regions.
- **Data Collection & Interpretation:** The responses helped in identifying common issues faced by sales executives and potential areas for process improvement.
- **Impact on Future Strategies:** The feedback from these sessions will assist SMC Enterprise Limited in refining its sales and distribution strategies for better market penetration.



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th Week

Date: From 9th March 2025 to 13th March

I have completed my fifth week of internship tenure as a Sales Intern at SMC Enterprise Limited.

### List of Activities with Brief Description:

During my fifth week at SMC Enterprise Limited, I encountered the following experiences:

#### 1. Physical Sales of SMC Products Worth BDT 29,565

This week, I was actively involved in physical sales and achieved a total sales figure of BDT 29,565. Through direct customer interactions and negotiations, I contributed to the overall revenue generation.

- **Customer Engagement:** Interacted with potential buyers to promote and sell SMC products.
- **Sales Execution:** Processed sales transactions while ensuring accuracy in documentation.
- **Product Promotion:** Emphasized key selling points to enhance customer interest and increase sales.

#### 2. Analyzing Daily Sales from 6th March to 12th March

During this week, I conducted a comprehensive analysis of daily sales data using both E-Sales and E-DMS platforms. The objective was to assess sales trends, identify performance variations, and generate insights for strategic decision-making.

##### Trend Identification:

- Monitored daily fluctuations in sales volume across different product categories.
- Compared the current week's sales data with previous periods to detect patterns or anomalies.
- Assessed peak sales days and factors influencing higher/lower sales performance.

##### Performance Evaluation:

- Analyzed sales performance across different regions to identify high-performing and underperforming areas.
- Evaluated distributor-based sales versus direct sales to understand their individual contributions to overall revenue.
- Assessed product-wise sales performance to determine which items were in high demand.

##### Data Reporting:

- Compiled key sales figures into structured reports for internal analysis.
- Presented findings with comparative insights, highlighting sales growth or decline in specific territories.

### 3. SR Wise Target Format for February 2025

I worked on preparing a structured Sales Representative (SR) Wise Target Format for February 2025. This format will help in setting clear targets for individual sales representatives, ensuring alignment with company sales goals.

- **Target Allocation:** Assigned achievable sales targets to each SR based on past performance and market potential.
- **Performance Benchmarking:** Used historical sales data to determine realistic yet challenging targets.
- **Document Structuring:** Formatted the target sheet for easy accessibility and reference by the sales team.

### 4. Area-wise Covered District Summary

As part of my responsibilities, I prepared a summary of the districts covered in various sales territories.

- **Territorial Mapping:** Identified the specific districts where sales operations are active.
- **Coverage Evaluation:** Assessed market penetration and suggested areas for expansion.
- **Strategic Insights:** Provided recommendations based on regional sales trends and coverage efficiency.

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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 6th Week

**Date:** From 16th March 2025 to 20th March

I have completed my sixth week of internship tenure as a **Sales Intern** at **SMC Enterprise Limited**.

### List of Activities with Brief Description:

During my sixth week at **SMC Enterprise Limited**, I encountered the following experiences:

#### 1. Analyzing Daily Sales from 13th March to 19th March

During this week, I conducted a comprehensive analysis of daily sales data using both **E-Sales** and **E-DMS** platforms. The objective was to assess sales trends, identify performance variations, and generate insights for strategic decision-making.

##### Trend Identification:

- Monitored daily fluctuations in sales volume across different product categories.
- Compared the current week's sales data with previous periods to detect patterns or anomalies.
- Assessed peak sales days and factors influencing higher/lower sales performance.

##### Performance Evaluation:

- Analyzed sales performance across different regions to identify high-performing and underperforming areas.
- Evaluated distributor-based sales versus direct sales to understand their individual contributions to overall revenue.
- Assessed product-wise sales performance to determine which items were in high demand.

##### Data Reporting:

- Compiled key sales figures into structured reports for internal analysis.
- Presented findings with comparative insights, highlighting sales growth or decline in specific territories.

#### 2. Summary of National Branding Information Report - Area-wise & DB-wise

I gathered necessary information from the area executives and compiled a comprehensive summary of the national branding information report, categorizing the data based on different areas and distributor-based (DB) segments. This report was aimed at evaluating branding effectiveness and market penetration.

- **Area-wise Branding Summary:** Collected and analyzed data on branding initiatives in various geographical locations to assess reach and impact.

- **DB-wise Assessment:** Evaluated branding effectiveness at the distributor level based on insights gathered from area executives.
- **Report Compilation:** Summarized key insights and findings for internal use and strategy formulation.

### 3. Compiling Training Evaluation Forms from Area Executives for the SRs

As part of my responsibilities, I gathered and compiled the training evaluation forms submitted by area executives for Sales Representatives (SRs). This task was essential for assessing the effectiveness of the training programs and identifying areas for improvement.

- **Data Collection:** Collected training feedback forms from area executives.
- **Evaluation Analysis:** Reviewed responses to identify strengths and gaps in the training.
- **Report Preparation:** Organized the data into a structured format for further assessment by the management.

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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 7th Week

**Date:** From 23rd March 2025 to 27th March

I have completed my seventh week of internship tenure as a **Sales Intern** at **SMC Enterprise Limited**.

### List of Activities with Brief Description:

During my seventh week at **SMC Enterprise Limited**, I encountered the following experiences:

#### 1. Analyzing Daily Sales from 20th March to 26th March

During this week, I conducted a comprehensive analysis of daily sales data using both **E-Sales** and **E-DMS** platforms. The objective was to assess sales trends, identify performance variations, and generate insights for strategic decision-making.

#### Trend Identification:

- Monitored daily fluctuations in sales volume across different product categories.
- Compared the current week's sales data with previous periods to detect patterns or anomalies.
- Assessed peak sales days and factors influencing higher/lower sales performance.

#### Performance Evaluation:

- Analyzed sales performance across different regions to identify high-performing and underperforming areas.
- Evaluated distributor-based sales versus direct sales to understand their individual contributions to overall revenue.
- Assessed product-wise sales performance to determine which items were in high demand.

#### Data Reporting:

- Compiled key sales figures into structured reports for internal analysis.
- Presented findings with comparative insights, highlighting sales growth or decline in specific territories.

#### 2. Updating the Price List of SMC EL Products

As part of my responsibilities, I undertook the task of updating the **product price list** for **SMC Enterprise Limited** to ensure accuracy and alignment with current market conditions.

- Collected and validated updated pricing data from internal sources and relevant stakeholders.
- Identified and rectified any discrepancies in the existing price list to maintain data integrity.
- Ensured seamless integration of revised prices into internal databases and sales systems.

- Compiled and structured the final price list for effective distribution among sales teams and key decision-makers.

### 3. Compiling the TSO List

As part of my responsibilities, I compiled an updated TSO (Territory Sales Officer) list for internal reference and operational efficiency.

- Collected and consolidated the most recent TSO data from various sources.
- Verified information accuracy, including assigned territories and responsibilities.
- Organized the data into a structured format for managerial use.

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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 8th Week

**Date:** From 6th April 2025 to 10th April 2025

I have completed my eighth week of internship tenure as a Sales Intern at SMC Enterprise Limited.

### List of Activities with Brief Description:

During my eighth week at SMC Enterprise Limited, I encountered the following experiences:

#### 1. Analyzing Daily Sales from 27th March to 9th April

During this week, I conducted a comprehensive analysis of daily sales data using the E-Sales and E-DMS platforms. The objective was to identify trends and evaluate sales performance across various parameters.

##### Trend Identification:

- Monitored daily fluctuations in sales volume across different product categories.
- Compared the current week's sales data with previous periods to detect patterns or anomalies.
- Assessed peak sales days and factors influencing higher/lower sales performance.

##### Performance Evaluation:

- Analyzed sales performance across different regions to identify high-performing and underperforming areas.
- Evaluated distributor-based sales versus direct sales to understand their individual contributions to overall revenue.
- Assessed product-wise sales performance to determine which items were in high demand.

##### Data Reporting:

- Compiled key sales figures into structured reports for internal analysis.
- Presented findings with comparative insights, highlighting sales growth or decline in specific territories.

#### 2. Learning Stock Checking Procedures

Throughout the week, I gained practical experience in checking the stock availability of products within the system.

- Learned how to access and navigate the inventory database.
- Verified stock levels of key products at regional and distributor levels.
- Identified out-of-stock and overstocked items to assist in inventory planning.

### 3. Compiling MIS Reports

As part of my responsibilities, I compiled Management Information System (MIS) reports to support strategic planning and performance monitoring.

- Collected relevant data on sales, stock, and market performance.
- Organized the data into comprehensive MIS formats used internally.
- Ensured accuracy and consistency of reported information for managerial review.

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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 9th Week

**Date:** From 13th April 2025 to 17th April 2025

I have completed my ninth week of internship tenure as a **Sales Intern** at **SMC Enterprise Limited**.

### List of Activities with Brief Description:

During my ninth week at **SMC Enterprise Limited**, I encountered the following experiences:

#### 1. Generating and Compiling Offer Report Summary for E-Sales (12 Areas)

This week, I was responsible for preparing a comprehensive offer report summary based on data from the E-Sales platform.

##### Report Preparation:

- Collected offer-related data from 12 designated areas through the E-Sales system.
- Validated accuracy of input data and ensured area-wise categorization.

##### Data Compilation:

- Segmented data by area to evaluate offer utilization and response rates.
- Summarized results to highlight areas with the highest and lowest performance under specific offers.

##### Presentation & Insights:

- Created a final report for internal use, contributing to sales performance reviews.
- Included key metrics to aid in understanding the effectiveness of the ongoing promotional offers.

#### 2. Generating and Compiling Offer Report Summary for E-DMS (12 Areas)

In parallel with the E-Sales summary, I compiled the offer report for the same 12 areas using the E-DMS platform to support comprehensive performance analysis.

##### Data Collection:

- Retrieved offer data distributed through distributor-level sales channels via E-DMS.
- Ensured the integrity of the data across different distributors and areas.

### Analysis & Summary:

- Identified which areas were making optimal use of available offers.
- Highlighted potential gaps between E-Sales and E-DMS performances to find alignment issues.

### Final Reporting:

- Merged insights into a structured format for submission.
- Supported the sales team in identifying key areas to focus on for future promotions.

### 3. Analyzing Daily Sales from 10th April to 16th April

During this week, I conducted a comprehensive analysis of daily sales data using the E-Sales and E-DMS platforms. The objective was to identify trends and evaluate sales performance across various parameters.

#### Trend Identification:

- Monitored daily fluctuations in sales volume across different product categories.
- Compared the current week's sales data with previous periods to detect patterns or anomalies.
- Assessed peak sales days and factors influencing higher/lower sales performance.

#### Performance Evaluation:

- Analyzed sales performance across different regions to identify high-performing and underperforming areas.
- Evaluated distributor-based sales versus direct sales to understand their individual contributions to overall revenue.
- Assessed product-wise sales performance to determine which items were in high demand.

#### Data Reporting:

- Compiled key sales figures into structured reports for internal analysis.
- Presented findings with comparative insights, highlighting sales growth or decline in specific territories.

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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 10th Week

**Date:** From 20th April 2025 to 24th April 2025

I have completed my tenth week of internship tenure as a **Sales Intern** at **SMC Enterprise Limited**.

### **List of Activities with Brief Description:**

During my tenth week at **SMC Enterprise Limited**, I encountered the following experiences:

#### **1. Analyzing Daily Sales from 17th April to 23rd April**

During this week, I conducted a comprehensive analysis of daily sales data using the E-Sales and E-DMS platforms. The objective was to identify trends and evaluate sales performance across various parameters.

#### **Trend Identification:**

- Monitored daily fluctuations in sales volume across different product categories.
- Compared the current week's sales data with previous periods to detect patterns or anomalies.
- Assessed peak sales days and factors influencing higher/lower sales performance.

#### **Performance Evaluation:**

- Analyzed sales performance across different regions to identify high-performing and underperforming areas.
- Evaluated distributor-based sales versus direct sales to understand their individual contributions to overall revenue.
- Assessed product-wise sales performance to determine which items were in high demand.

#### **Data Reporting:**

- Compiled key sales figures into structured reports for internal analysis.
- Presented findings with comparative insights, highlighting sales growth or decline in specific territories.

## 2. File Management and Documentation for FY 2025

During this week, I took responsibility for organizing and maintaining key operational files critical to the Sales and Procurement departments.

### Files Handled:

- **HR File - 02 (FY 2025):** Updated and managed personnel records to support HR planning.
- **Pricing File (Master):** Maintained the master pricing sheet ensuring all SKUs and pricing data were up-to-date and accurately reflected.
- **Procurement File for PR (FY 2025):** Organized purchase requisition data to streamline procurement processes.
- **All Approvals for FY 2024–25:** Archived and managed approval documents from various departments for audit and compliance purposes.
- **Trade Offer for FY 2025:** Consolidated trade promotional offers and updated relevant stakeholders for campaign planning.

### Impact:

- Enhanced ease of access to critical documents for internal audits and reporting.
- Improved interdepartmental coordination through structured documentation.
- Ensured all files were version-controlled and aligned with the fiscal year's operational timeline.

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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th Week

Date: From 27th April 2025 to 1st May 2025

I have completed my eleventh week of internship tenure as a **Sales Intern** at **SMC Enterprise Limited**.

### List of Activities with Brief Description:

During my eleventh week at **SMC Enterprise Limited**, I encountered the following experiences:

#### 1. Distributors' Information Hard Copy Organizing for all 12 Areas

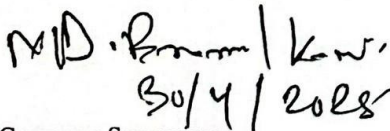
This week, I focused on organizing the hard copy information pertaining to distributors across all 12 areas.


- Collected distributor-related documents from various sources.
- Categorized and arranged the documents by area.
- Ensured all documents were filed in a systematic manner for easy retrieval.
- Created a master index of all organized documents.

#### 2. Daily Sales Analysis from 24th April to 30th April

During this week, I conducted a comprehensive analysis of daily sales data using the E-Sales and E-DMS platforms.

- Monitored daily fluctuations in sales volume across different product categories.
- Compared the current week's sales data with previous periods to detect patterns or anomalies.
- Assessed peak sales days and factors influencing higher/lower sales performance.
- Analyzed sales performance across different regions to identify high-performing and underperforming areas.
- Evaluated distributor-based sales versus direct sales to understand their individual contributions to overall revenue.
- Assessed product-wise sales performance to determine which items were in high demand.

  
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th Week

Date: From 4th May 2025 to 8th May 2025

I have completed my twelfth week of internship tenure as a **Sales Intern** at **SMC Enterprise Limited**.

### List of Activities with Brief Description:

During my twelfth week at **SMC Enterprise Limited**, I encountered the following experiences:

#### 1. Capital and Revenue Budget Rearrangement

This week, I worked on reorganizing the capital and revenue budget structure to ensure better clarity and reporting.

- Reviewed existing capital and revenue budget data.
- Rearranged line items under appropriate heads.
- Ensured consistency between forecasted and actual figures.
- Helped improve visibility for key budget allocations.

#### 2. Corporate SIM Information Compilation

I was responsible for collecting and organizing information related to corporate SIM usage.

- Gathered SIM-related data from field representatives.
- Created a structured file for easy access and monitoring.
- Verified the accuracy of user-wise allocations.
- Supported the audit process by maintaining organized records.

#### 3. Trade Offer Rearrangement

I supported the reorganization of ongoing trade offers for better presentation and comprehension.

- Collected details of active trade offers.
- Structured the information based on offer type and duration.
- Organized files for internal and distributor-level circulation.
- Ensured all necessary approvals were attached.

#### 4. Capital Budget Summary Preparation

I assisted in preparing a summarized view of the capital budget for internal review.

- Compiled category-wise capital expenditures.
- Highlighted key areas of investment.
- Created a summary sheet with supporting figures.
- Shared the draft with my supervisor for feedback.

#### 5. Sales Representative (SR) and Sales Officer (SO) Target Compilation for May 2025

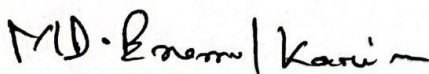
I compiled SR- and SO-wise sales targets for the month of May.

- Collected individual targets from different area managers.
- Organized data into a consolidated sheet.
- Highlighted monthly goals and variance from previous months.
- Supported planning efforts with the compiled data.

#### 6. Sales Officer Territory Details Organization

I helped organize the territory-wise details for Sales Officers.

- Gathered territory data from internal sources.
- Created a master file with area codes and officer assignments.
- Verified alignment between territory data and target sheets.
- Ensured the file was ready for field team access.



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## **Appendix B**

# Sheikh Wasif Wasal Prapon

## 200061128\_Internship Report\_BTM 20\_main.pdf

 Internship Report Check

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