

Internship Report on

"Analyzing Import Data, Landed Costs, and Customer Perspectives to Optimize Trading Operations at BSRM Wires"



Submitted To

Islamic University of Technology
in partial fulfillment of the requirement for the degree
of BBA in Technology Management

Submitted By

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Approved By

Fatima Meher
Junior Lecturer
Business and Technology Management
Islamic University of Technology

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

Name: **Sajnur Islam**

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Business and Technology Management
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Approved By:

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Letter of Transmittal

3rd September 2025

Fatima Meher

Junior Lecturer

Business and Technology Management

Islamic University of Technology

Subject: Submission of Internship Report

Dear Madam,

I would like to hereby state that with all due respect, my internship report on “Analyzing Import Data, Landed Costs, and Customer Perspectives to Optimize Trading Operations at BSRM Wires” has been completed. I tried to follow all the criteria that I was given by you, and I have tried to adhere to the policies that were laid out in the internship report guidelines, and I have stated all the relevant information accordingly. The internship provided me the opportunity to relate to the learning that I accumulated over the undergraduate period through hand to hand experience. It helped me to understand the functions and operations within the Wires Industry.

I express my gratitude to you for your constant support during my internship tenure. I hope that you will find my report satisfactory, and I beg your pardon if there are any errors in the report. My internship period was quite fruitful and I have explained my experience in the report. Moreover, if any query is required, I am available to answer them.

Sincerely,

Name: Sajnur Islam

ID: 200061147

Business and Technology Management

Islamic University of Technology

Declaration

I am Sajnur Islam, student of Business and Technology Management, Islamic University Of Technology, hereby declare that the Internship Report on “ **Analyzing Import Data, Landed Costs, and Customer Perspectives to Optimize Trading Operations at BSRM Wires**” is a original work done by me under the supervision of Fatima Meher, Department of Business and Technology Management, Islamic University of Technology

Student’s Full Name & Signature:

Sajnur Islam

ID-200061147

Business and Technology Management

Islamic University of Technology

Acknowledgment

First and foremost, I would like to express my sincere gratitude to the **Almighty Allah** for giving me the strength, patience, and determination to complete this report on **Analyzing Import Data, Landed Costs, and Customer Perspectives to Optimize Trading Operations at BSRM Wires.**

I am really appreciative to BSRM Wires Ltd., a division of the esteemed BSRM Group, for giving me the chance to carry out this research and obtain hands-on experience with actual trade operations. My sincere gratitude is extended to my **supervisor Fatima Meher**, whose insightful advice, helpful criticism and unwavering support were crucial to the accomplishment of this task.

Additionally, I want to express my gratitude to the management and staff of BSRM Wires, particularly **Mohammad Mizanur Rahman, Senior Business Analyst**, for their collaboration, assistance and provision of crucial information and insights that enhanced this study.

Finally, I would like to thank my family, friends, and well-wishers for their unwavering support, inspiration, and encouragement throughout the preparation of this report.

Executive Summary

BSRM Wires Ltd., **an associate of the highly respected BSRM Group**, is a leading manufacturing and trading enterprise of wire products in Bangladesh, catering to both domestic infrastructure and export industry segments. Established with the vision of ensuring international standards in manufacturing quality, BSRM Wires diversified its business presence through raw material input imports and real-time cost analysis to maximize trading efficiencies. The import and trade activities of BSRM Wires Ltd., as well as its data-driven landed cost management approach, import planning, and cost optimization, are covered in this report. The company's performance in local and international markets can be attributed to its methodical approach to import data handling and post-import cost visibility. The existing import departmental structure, decision-makers, and import workflow procedures that have a direct influence on trade performance are also reviewed in this research.

This study offers a thorough examination of the methods used by BSRM Wires to examine its import data and landed cost breakdowns in order to gain competitive advantages. In order to identify areas for improvement and competitive gaps, the research also compares peer trading operations within the same industry.

BSRM Wires is putting itself at the forefront of smart trade operations as a result of port terminal digitization and the government's increasing interest in facilitating import-trade. Results on supplier behavior, logistics optimization, and the efficacy of policies are also included in the study, offering recommendations for enhancing BSRM's trading strength.

The paper concludes by highlighting the significance of the contributions that landed cost analysis and import data provide to BSRM Wires' trading operations. The paper provides practical suggestions and strategies that can help BSRM thrive in the face of a more complex and competitive trade market through scholarly correlation and real-world analysis.

Keywords : Import data ,Landed cost analysis, Trade policies,Wires industry.

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Chapter 1

Introduction

This report is part of my final internship at BSRM Wires. It looks at the import data and landed cost factors that affect the company's trading performance. The study focuses on finding the cost-driving elements in imports, examining trends in procurement and logistics, and assessing the landed cost structure to ensure cost efficiency. It also aims to suggest ways to improve operational effectiveness by using data-driven insights in trading operations.

The analysis not only offers a clear view of the financial and logistical aspects of imports but also helps develop practical recommendations for streamlining processes, cutting unnecessary costs, and supporting BSRM Wires long-term growth in a competitive market.

1.1 Origin of the study:

As a part of the BBA Program's mandatory requirement, Department of Business & Technology Management students at the Islamic University of Technology must undergo an internship program of 9 credit hours that lasts for three months. The goal of this curriculum is to give students hands-on experience with actual business procedures, operational tasks, and technology applications in corporate settings.

According to this mandate, I have finished my internship at BSRM Wires Limited, one of the top producers and dealers in Bangladesh's steel industry, in order to fulfill this criterion. During the internship, I was assigned to conduct Import Data and Landed Cost Analysis to examine the ways through which trade activities can be maximized by good cost structure analysis, import documentation, and market competitiveness. This report is submitted as part of internship under the guidance of Jr. Lecturer Fatima Meher, Department of Business and Technology Management, Islamic University Of Technology.

I started my internship at Chattogram's Head Office of BSRM Wires Limited on May 20, 2025 and after completing this program on August 17, 2025, I am presenting my internship report on import data management, landed cost analysis, and their role in maximizing trading activities.

1.2 Objectives of the study:

1.2.1 Broad Objective:

The broad objective of this report is to analyze the import data and landed cost composition of BSRM Wires Limited and discuss how these factors facilitate better trading operations.

1.2.2 Specific Objectives:

The specific objectives of this study are to –

- Recognize the import protocols, paperwork, and legal compliance that BSRM Wires Limited adheres to.
- Analyze the components of landed cost viz. freight, duties, taxes, and other related charges.
- Define how accurate landed cost calculation can improve price, competitiveness, and profitability.
- Examine the impact of import data management on trading efficiency and decision-making.
- Recommend ways to optimize trading operations by optimizing cost estimation and data-driven methods.

1.3 Topic of the study:

BSRM Wires Limited has been selected as the host company for my internship due to its high profile as a market leader and trader in Bangladesh's steel sector. The company's large-scale activities in importing raw materials and carrying out trading operations provide a suitable platform for examining the practical sides of international trade, import documentation, and landed cost analysis. This type of environment offers the perfect context within which to relate academic theory to commercial business reality, in this case in the areas of cost analysis and operational efficiency. Furthermore, the scope of the organization's activities ensures a comprehensive understanding of how strategic cost analysis and fact-based decision-making can optimize trading activity. The selection of BSRM Wires is therefore aligned with my professional and academic aspirations, as it allows me to solve real-world problems, validate analytical models, and strive for optimizing operations by identifying areas of improvement.

1.4 Methodology:

The goal of this study necessitates gathering and analyzing a variety of data and information on BSRM Wires Limited's import operations and landing cost structures. Both primary and secondary data sources were taken into account, and appropriate research methodologies were used to guarantee dependability and relevance. The following describes the technique used in this study:

1.4.1 Research Design:

- The study applies a mix of exploratory, descriptive, and analytical research techniques.
- The exploratory technique was utilized to create an understanding of the import activities, documentation, and cost management of the company.
- The descriptive technique was utilized to explain the observed practices and facts in an orderly manner.
- The analytical technique was used to analyze the landed cost elements, their implications, and ways to optimize trading operations.

1.4.2. Sources of Data:

- Both primary and secondary data were employed to collect the necessary information:
- Primary Data: Obtained through direct observation, off-the-record discussions, and interviews with BSRM Wires Limited's Import and Finance Department officials.
- Secondary Data: Retrieved from company reports, internal accounts, cost statements, government regulations and rules applicable to imports and customs charges, and industry and academic literature on the subject.

1.4.3. Data Collection Methods:

- Document analysis of import-related documents, invoices, and cost analyses.
- Study of freight prices, customs, duties, taxes, and other fees contributing to landed cost.
- Meetings with authorities dealing with import procedures and trade matters.
- Use of government documents, journals, and online resources for verification.

Flow Chart:

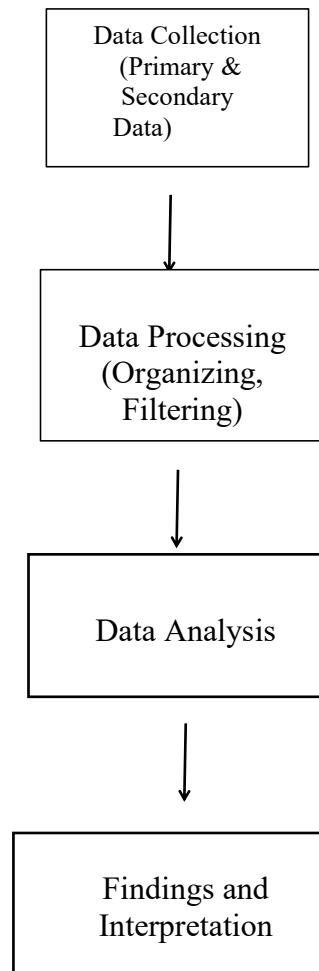


Fig 1.1 : flow chart of data collection method

1.5 Scope of the study:

The import activities, handling of data, and calculation of landed cost of BSRM Wires Limited are primarily the focus of this study with an objective to understand how the trading activities can be optimized through the means of proper cost estimation as well as sound decision making. The research considers the import procedure of raw material, freight charges calculation, duties, taxes, and other cost factors aggregating to landed cost. Results of this research will help the organization decide on areas of operational efficiency enhancement, cost management, and competitiveness in the sector. Students like me can also gain practical knowledge regarding international trade, supply chain management, and cost-cutting measures in the manufacturing and steel sector.

1.6 Limitation of the study:

- The research was conducted over a limited span of time, which restricted the scope of analysis.
- Study and internship were funded separately, limiting access to certain resources.
- There existed an availability restriction of publicly available documents, articles, and current information related to the import business of the company.
- Certain sensitive or proprietary data was not accessible due to organizational policy.
- The study restricted itself to head office activities, and did not include all branch or regional activities.
- Availability of sophisticated analysis tools and accounting records was restricted, which was a limitation for large-scale analysis of data.

Chapter 2

Company overview

2.1 Company Profile

BSRM is the top steel manufacturing company and one of the leading businesses in Bangladesh. Over the years, builders have chosen BSRM steel products for major national landmarks and infrastructure projects. Some examples include the Padma Bridge, Rooppur Nuclear Power Plant, Hatirjheel Project, Zillur Rahman Flyover, Mayor Hanif Flyover, and Shah Amanat Bridge. BSRM Xtreme was launched when there was no graded steel available in Bangladesh. This marked a significant shift in the country's steel industry. The main driver was a commitment to improving steel products. This led to the introduction of the first EMF tested rod and the first steel brand to pass 5 million cyclic loading fatigue tests in the U.K. It also met 10 global standards. With the largest steel production factory in the country and using top technology from Europe, the company ensures high volume without compromising on quality. BSRM is focused on providing the best solutions for the construction industry. They specially designed and rolled the first ever 50 mm rod for the deep piling needs of the Padma Bridge. BSRM also offers various specialized products to meet specific needs in the construction sector.

BSRM Wires Limited is a concern of BSRM Group, the largest and most renowned steel producing conglomerate in Bangladesh. With the growth in industrialization and infrastructure development in the country, BSRM Wires was established to specifically meet the growing demand for high-quality wire products with global standards. The firm has today expanded to become a trusted name in the sector, producing a wide range of wire products that serve key sectors such as construction, agriculture, power transmission, and other industrial applications.

BSRM Wires product range includes galvanized wires, drawn wires, high-tensile wires, binding wires, and customized wire solutions that are tailored to meet individual industrial needs. All these are manufactured using the most advanced technology, new machinery, and strict quality control measures to ensure consistency, strength, and safety. This focus on quality has established the company as a market leader in Bangladesh's wire manufacturing sector.

Other than its predominance in the domestic market, BSRM Wires is also reaching out globally by marketing its products in neighboring countries and even further away. The company's technological innovation, green approach, and efficiency-based

operations are all a reflection of its vision to become not only a domestic leader but also a world-leading steel wire producer.

What is special about BSRM Wires is that it is able to marry innovation with legacy. With the support of the legacy of the BSRM Group, it inherits a culture of trust and reliability and continues to embrace new technology and international standards. By becoming customer-focused, ensuring timely delivery, and offering competitive prices, BSRM Wires has established itself as a reliable and innovative brand.



Figure 2.1 : Steel Melting & Billet Casting Plant, BSRM

2.2 Brief History of BSRM Group of Companies

In order to manufacture reinforcing bars and structural sections, Bangladesh Steel Re-Rolling Mills Limited (BSRM) was founded in 1952 and initially operated four small rolling mills in Nasirabad Industrial Area, Bayezid Bostami Road, Chittagong, Bangladesh. The current management's predecessors, the late Mr. Taher Ali Alibhai Africawala and the late Akber Ali Alibhai Africawala, created the mills.

By incorporating European technology, the mill progressively grew. The management made the decision to expand the plants in 1987 in order to produce high-quality goods including 60 Grade reinforcing bars and TOR Steels. To meet the need for high-quality billets as rolling mill raw materials, BSRM developed a captive billet manufacturing facility in 1996. In order to produce ribbed, high-strength M.S. wires, BSRM set up a cold rolling machine in 2006. Last but not least, in 2008, the BSRM Group of Companies opened BSRM Steels Ltd., a cutting-edge rolling mill factory in Danieli, Italy, located at 4 Fouzdarhat Industrial Area, Chittagong, Bangladesh. It has modern equipment and can produce 1,35,000 M/T of 75 Grade M.S. Rod annually.

One of the biggest projects in Southeast Asia is the production of their new product, "BSRM Xtreme," a 75 Grade M.S. Rod that meets international standards for multi-story buildings that are subject to uprisings.

BSRM Wires was conceptualized within the long-term group vision of diversifying its product line so much that Bangladesh's industrial and infrastructure segments would be able to reap global standard wire products without excessive reliance on imports. Right from its establishment, the company has pumped huge amounts of money into cutting-edge production facilities, introduced advanced machinery with importation, and created a skilled manpower to maintain the highest level of quality at every production stage.

Being the uncontested market leader in the wire segment, BSRM Wires has become the pillar of Bangladesh's industrial and infrastructural growth. The company has been a dominant player in offering quality, reliable, and long-lasting wire solutions required for some of the nation's most meaningful initiatives—such as power transmission lines, bridges, highways to high-rise commercial and residential complexes—for decades.

The key to the success of the company is the relentless pursuit of excellence in the form of uncompromising adherence to international quality standards, the ability to rapidly adapt to evolving customer needs, and a relentless pursuit of innovation in product development and manufacturing practices. In attaining the synergy of state-of-the-art technology and sustainability, BSRM Wires has become not only a supplier, but a strategic partner in national development.



Fig 2.2: BSRM Wires Ltd.

2.3 BSRM at a glance:

The first rerolling mill in Bangladesh opened its doors in 1952, marking the beginning of the BSRM story.

High strength cold twisted steel bars were first used in the construction industry in 1984.

In 1987, ASTM 615 Grade 60 reinforced steel bars were introduced.

In 1996, the nation's largest billet-making plant was put into operation.

Micro-reinforcement wires were introduced in 2006 for inexpensive rural building.

In order to meet the nation's expanding steel needs, BSRM Steels Limited (BSRMS), a division of the BSRM Group of Companies, was founded in 2007.

2008 saw the launch of BSRM Steels Ltd.'s globally renowned Grade 500 steel bars under the "Xtreme 500W" name.

In 2008, the BSRM Group paid taxes, levies, charges, and VAT totalling around Tk. 100 crores to the national exchequer.

The nation's largest billet-making facility, BSRM Iron & Steel Co. Ltd., began commercial production on June 1st, 2010.

2010 saw an increase in BSRM Steel's production capacity to 500,000 M/T.

2012 saw the celebration of BSRM's 60th anniversary, marking yet another milestone.

The annual production capacity of BSRM Steels Limited has been increased to 6,00,000 M/T.

2015: The biggest induction furnace-based billet-making plant, BSRM Steel Mills Ltd., goes into operation in September of that year.

2015 saw the release of the "BSRM Maxima," a new product.

BSRM "Ultima" and "Centura" are introduced in 2016–2017.

Sales of MS Products surpassed one million M. tonnes in 2016 for the first time in the BSRM Group's history.

The construction of a factory to manufacture Low Relaxation Pre-Stressed Concrete (LRPC) and Galvanised Iron (GI) wire began in 2017–2018.

Project face: BSRM Wires Limited, 2018–2019.

2020: Low carbon wire and welding electrode products were first manufactured.

2.4 BSRM Vision:

At BSRM Group, our goal is to continue to dominate the steel industry by manufacturing the highest-quality steel products, consistently improving customer satisfaction, and being a dependable supplier and customer partner.

Be a preferred employer by emphasising the development of future organisational leaders and fostering talent.

Preserve our shareholders' interests by generating value and fostering sustainable growth.

Maintain the confidence of all parties involved by implementing moral business conduct.

Encourage the community by implementing Corporate Social Responsibility programs.

2.5 BSRM Mission:

To provide quality, durable, and reliable wire products that support the infrastructure, agriculture, and industrial growth of Bangladesh, with sustainability, efficiency, and value to stakeholders.

2.6 Values of BSRM

Sustainable growth is defined as: utilising innovation to continuously anticipate and respond to changing business and environmental needs; sharing knowledge and experience within the organisation; and continuously improving the quality of products and services, process efficiency, and business profitability.

Quality: Produce goods and services that consumers appreciate; continuously innovate and implement best practices to improve processes; cut waste; minimise expenses; invest in systems and technology; and train employees to create a highly skilled workforce.

Be the go-to business partner for suppliers and customers by delivering high-quality products, offering prompt, efficient service before to, during, and following business transactions, and keeping all of your promises in spite of obstacles.

Trust: Maintain the confidence and goodwill of all parties involved, including consumers, shareholders, suppliers, workers, government agencies, and the general public, by implementing moral and open business practices, acting justly and truthfully in all interactions, and establishing strong governance and risk management procedures.

Leadership: Be a role model, establishing standards for people, processes, and products; continuously outperforming the competition by developing new goods, enhancing market share, and developing talent to create leaders inside the company.

Social Responsibility: Recognise and fulfil your responsibilities to society by taking steps to improve society overall, developing your skills, and providing facilities for the less fortunate.

Ensure customer satisfaction by genuinely understanding the needs of both internal and external customers, providing them with the finest products and services, treating them with respect, and actively soliciting and acting upon their feedback at every step of engagement.

2.7 Corporate Logo:



2.8 Tagline/Slogan:

"Building a safer nation"
(একটি নিরাপদ জাতি গড়ে তোলা)

2.9 Products of BSRM Wires

2.9.1 Welding Electrode:

Stick Electrode

Stick electrodes are used in the welding process because they are consumable. The choice of electrode is essential for bead quality, weld strength, cleanup convenience, and reducing spatter. There are four different kinds of stick electrodes in BSRM.

for supplies used in welding. We have Ultraweld, Jetbond, Masterbond, and Aquastar. Every stick electrode has a specific function and is employed for various welding applications. The ideal electrode for site manufacturing is Jetbond. Lightweight steel welding is typically accomplished with Masterbond. Aquastar can be applied to routine building projects. Additionally, Ultraweld is mostly used for welding lightweight steel to heavy steel.



*Fig 2.3:*Stick Electrodes

MIG/ MAG Welding Wire (CO₂):

Welding consumables are flux and filler metals combined. A solid bond between two metals is ensured during welding by employing the appropriate consumable, or filler material. We use high-grade welding consumables to guarantee great job.

We have consumables for Magweld welding, BSRM. For various types of welding activity, including pre-engineering buildings, the automobile and bicycle industries,

furniture, shipbuilding, and the production of LPG cylinders, Magweld is the ideal option.

Magweld has certification for both affordable and high-performance welding.



*Fig 2.4:*MIG/ MAG Welding Wire (CO₂)

2.9.2 Low Carbon Wire Products:

Barbed Wire:

One kind of GI wire fencing option for protecting property at a very affordable price is barbed wire. Sharp edges or points are incorporated into the stand's construction at regular intervals. Only fencing posts are needed for barbed wire to do the fencing at the most affordable price. It is straightforward for a semi-skilled individual to install, quick to erect, and simple to manufacture. Additionally, it protects agricultural areas from cattle, other animals, and other undesirable trespassers.



*Fig 2.5:*Barbed Wire

Chain Link Fence:

Galvanised or PVC-coated steel wires are typically used to create chain link fences, a type of woven fence. The wires are arranged in a zigzag pattern, running vertically, with each zig hooking with the wires on one side and each zag with the wires on the other. This creates the fence's distinctive diamond design.

It is a simple and affordable substitute for a barrier and protection. It is reasonably priced and requires little upkeep. A chain-link fence is installed by driving posts into the ground and fastening the fence to them.



Fig 2.6:Chain link fence

Razor Wire:

Concertina wire is a form of clipped spiral razor wire that is made from galvanised steel wires and has a BTO-22 type razor blade. It is characterised as a passive safety element since it is made in circular coils that can expand like an accordion.

Razor wire is utilised in many high-security applications because, while it can be easily evaded by people using tools, it is highly difficult and slow for security personnel to breach without tools, allowing them more time to react. There are numerous circles on concertina wires. Create a spiral razor wire by tying clips to each of the two neighbouring circles. There isn't room for a person or a medium-sized animal since spiral razor wire circles cross one another.



Fig 2.7: razor wire

Gabions:

A hexagon-shaped cage or box made of welded wire or woven wire mesh, gabion mesh is filled with concrete, rocks, and occasionally sand. A partially flexible block formation called a gabion is used to protect against erosion and stabilise slopes. Different kinds of gabions are built and utilised in various engineering projects.



Fig 2.8: Gabion

PVC Coated Wire:

PVC coated wire is created by applying a coating to black or galvanised wires. The PVC coating offers durability, while the galvanised wire shields the steel from rust and corrosion. For usage in harsh conditions including acidic soils, water, and salt water, it offers further protection. Most popular because of its inexpensive cost,

durability, fire resistance, and strong insulating qualities. Compared to standard GI Wires, it offers superior corrosion resistance, anti-aging qualities, and a significantly longer service life. Virgin quality PVC is used by BSRM.



Fig 2.9:PVC coated wire

2.9.3 ACSR Core Wire:

Stranded aluminium conductors used in power distribution and transmission are reinforced with ACSR Core Wire, a steel core wire that can be single or stranded.



Fig 2.10:ACSR Core Wire

Standard Specification:

Aluminium conductor steel reinforced ACSR core wires are of the finest quality and meet ASTM B500/B500M-12 for stranded ACSR core wire and ASTM B 498/B 498M-19 for single ACSR core wire (reapproved 2018).

BSRM ACSR Core Wire Specifications:

Wire sizes: 1.56; 1.68; 2.38; 2.68; 3.09; single wires

Strains: 7 X 1.57, 7 X 2.675, and 7 X 3.09 mm; 3.15, 3.35, 3.37, 3.47, and 4.77 mm

2.9.4 LRPC Wires:

Insufficient Relaxation International standards such as ASTM A416/A416M, ASTM A421, JIS 3536, BS 5896, IS 14268, and others are met using pre-stressed concrete steel wires and strands. Pre-stressed concrete girders for roads, rivers and railway bridges, as well as PT slabs for high-rise buildings, flyovers, slabs, domes, silos and hangers, are all constructed using LRPC Strands. Railway sleepers, PC poles for power distribution and transmission, PC piles for large foundation projects, etc., all require LRPC wires.



Fig 2.11:LRPC Wires

Specifications of Combined LRPC WIRE & Strand Line:

9.53, 12.70, and 15.2 mm (7 ply) LRPC Strand

Diameter of LRPC Wire: 6, 7, 8, and 9 mm

Utilising the most recent state-of-the-art technology, BSRM Wires manufactures LRPC wires that were first launched in Bangladesh while upholding international standards.

Wire rods can be coated with anti-rust oil, descaling, electro pickling, phosphating, and lime. They can also be heated and cooled under control while being tensioned.



Fig 2.12: output

2.10 Organizational Structure: The organizational structure of BSRM Wires Limited is designed to ensure efficiency, accountability, and smooth coordination across all levels of operation. It follows a hierarchical model with clear divisions for production, quality control, sales, distribution, and corporate governance.



Alihussain Akberali FCA
Chairman



Aameir Alihussain
Managing Director



Zohair Taherali
Finance Director



Tehseen Zohair Taherali
Director



Sabeen Aameir
Director

Fig 2.13:Board members

Meet The Board Member

Table 1: Key Executives

Position	Name
Managing Director	Alihussain Akberali
Deputi Managing Director	Tapan Sengupta
Chief Operating Officer, Wires Division	Gautam Bandopadhyay
Head, Manufacturing	MD. Azizul Haque
Head, Finance and Accounts	Shekhar Ranjan Kar, FCA
Head, Coporate Affairs	Saumitra Kumar Mutsuddi
Head, Human Resources	Jamil Ahmed
Head, Administration	A.K.M Saifuddin
Head, Corporate Strategy and Projects	Mohammad Monir Hossain
Head, QMCI and Risk Management	Bipin Sharma
Head, Rolling	Mohinder Singh Hanspal
Head, Sales and Marketing	Mohammad Imtiaz Uddin Chowdhury
Head, Internal Audit	Mohammad Reazul Kabir, FCA

2.11 SWOT Analysis of BSRM Wires Ltd.

Table 2 : SWOT analysis

Strength	Weakness
<ul style="list-style-type: none"> ● Local production of previously imported wires, with a strong manufacturing capacity of around 65,000 tons per year. This includes galvanized, ACSR, LRPC, Mig Wire, Welding Electrodes, and more. ● BSRM A top-notch manufacturing setup that features advanced testing labs to ensure quality meets international standards. 	<ul style="list-style-type: none"> ● A heavy financial outlay, for example, Tk 500 to 1,000 crore for the LRPC plant, may put pressure on cash flow during ramp-up. ● As a new division, BSRM Wires may not have the same level of customer trust or market presence as the established BSRM Steel brand. ● Like most heavy industries in Bangladesh, it relies on a steady

<ul style="list-style-type: none"> ● A strategic investment in infrastructure involved building an LRPC strand facility that exceeds domestic demand, producing 30,000 tons per year compared to a demand of 12,000 tons. This effort helps reduce reliance on imports. ● A solid reputation as a trusted safety brand, closely tied to national infrastructure development and recognized for promoting construction safety. 	<p>power supply and faces challenges from the national power supply.</p>
<p>Opportunities</p> <ul style="list-style-type: none"> ● Import substitution, the ability to produce LRPC, galvanized wires, and more locally at competitive prices, boosts market appeal and reduces foreign exchange outflow. ● Infrastructure boom in Bangladesh, high demand from bridges, flyovers, and mega projects like the Padma Bridge, creates an expanding market. ● Diversified product portfolio, ranging from ACSR and Mig Wire to electrodes and gabion mesh, supports various industry applications. 	<p>Threats</p> <ul style="list-style-type: none"> ● Intensifying competition, other steel and wire manufacturers may enter or expand into the wires segment, challenging market share. ● Raw material and energy volatility, fluctuations in material costs or electricity rates could squeeze margins. ● Macroeconomic risks, economic downturns, currency volatility, or financing challenges may slow expansion plans. ● Regulatory and environmental

	compliance, as a heavy industry, must meet strict environment and safety standards, which can increase costs.
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Chapter 3

Industry Analysis

3.1 Industry Size and Growth Trend

The steel and wire manufacturing sector in Bangladesh has experienced notable growth over the past few decades. This rise is fueled by growing demand from construction, infrastructure, and industrial development. Steel products, especially reinforced steel bars (rebars) and wire products, are essential for the country's fast-growing construction and real estate sectors. Industry reports indicate that Bangladesh's steel consumption has been increasing at an average annual rate of around 8 to 10% over the last ten years. Demand is expected to keep growing as urbanization and industrial projects expand. BSRM Wires operates within the steel wire and wire rod segment, an important part of Bangladesh's steel industry. The company makes a variety of wire products, including black wire, galvanized wire, and other specialized wire types used in construction, manufacturing, agriculture, and infrastructure development. These products are crucial for reinforcing concrete, creating fences, making fasteners, and serving other industrial needs. As a heavy industry, regulatory and environmental compliance must meet strict environment and safety standards. This need can lead to increased costs.

Key Players in Bangladesh Wire and Steel Industry:

BSRM Wires Ltd. – Leading manufacturer with high-quality wire products for domestic and export markets.

- **KSRM Steel** – Prominent steel producer, offering rebars and wire rods for construction and industrial use.
- **Abul Khair Steel** – Diversified steel products, including wires, rebars, and structural steel.
- **GPH Ispat** – Supplies rebars and wire rods; serves construction and industrial sectors.
- **Rangpur Steel** – Regional manufacturer with focus on construction-grade wires and rebars.
- **Bay Steel Industries Ltd.** – Produces galvanized wires, binding wires, and industrial wire products.
- **Maisha Steel Industries Ltd.** – Offers wire rods and galvanized wires for construction and industrial purposes.

- **Shah Cement & Steel (wire division)** – Provides wires and steel products mainly for construction applications.
- **Meghna Wire Industries** – Regional producer of binding wires and general-purpose wires for domestic use.
- **Chittagong Wire Industries** – Supplies construction and industrial wires primarily to the Chittagong region.
- **Jubilee Wire Products Ltd.** – Manufacturer of galvanized and high-tensile wires for industrial projects.
- **Rupa Wire & Steel** – Offers wire rods, galvanized wires, and other steel products for industrial and construction use.
- **Nazir Steel & Wire** – Provides binding wires, fencing wires, and general construction wire products.
- **H.R. Wire Industries Ltd.** – Specialized in high-quality galvanized wires for both domestic and export markets.

3.2 Market Positioning and Production Capacity:

BSRM Wires is one of the largest wire manufacturers in Bangladesh, recognized for high-quality products and reliability. The firm produces wire rods and finished wire products to be sold locally, industrially, and for exports using new manufacturing technology. The firm enjoys a competitive advantage both in the local and international markets since its products comply with the specifications both locally and internationally.

Domestic Market Presence: BSRM Wires sells to industrial consumers, hardware traders, and construction organizations all over Bangladesh. Its solid distribution chain owned by the company makes its products available in major cities and industrial hubs like Bangladesh Dhaka, Chittagong, Khulna, and Sylhet. Due to the continuous trend of urbanization, high-rise development, and infrastructure government projects, BSRM Wires' dominant market segment is the domestic market.

Export & International Operations: By focusing on areas where there is high demand for steel wires and construction wires, BSRM Wires has broadened its export base over time to the nations of South Asia and others. Even though its other competitors such as Abul Khair Steel and KSRM Steel export, BSRM Wires focuses on quality and reliability as its foremost strengths.

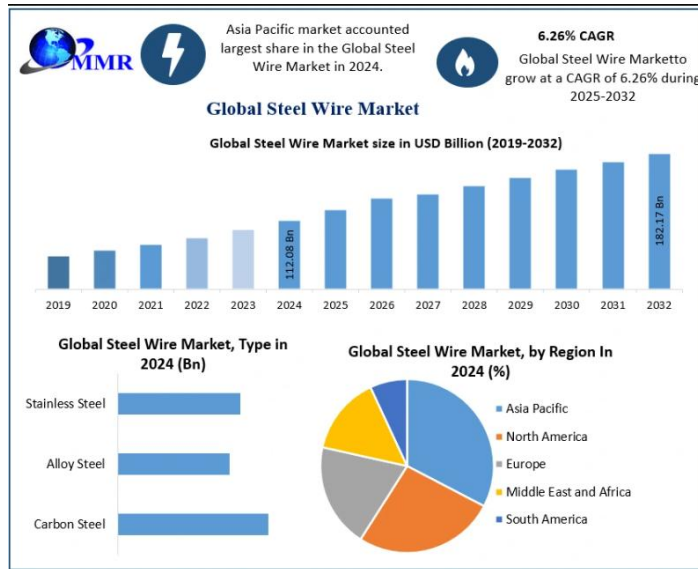


Fig 3.1 : Global Steel Wire Market

Specialized Segments:

- In addition to general construction wires, BSRM Wires also produces specialty wires such as: Galvanized wires for corrosion-resistant applications.
- Binding and fencing wires for agricultural and industrial use. High-tensile wires for engineering and heavy industrial projects.

Industry Trends:

Growing government-sponsored infrastructure projects such as real estate construction, bridge construction, and road construction.

More and more modern technology in production and quality standards are being utilized.

Growing regional demand and aggressive prices are stimulating demand for exportation.

Industry growth and construction provide vast expansion possibilities for Bangladesh's steel and wire sector. With its wide-ranging domestic distribution network, quality products, manufacturing capability, and growing global presence, BSRM Wires is the sector leader. The firm is well-positioned to take advantage of growing export markets and rising domestic demand.

3.3 External Economic Factors and Their Effect on the Industry

The steel and wire industry of Bangladesh is the backbone of industrial growth, construction, and infrastructure development, all of which are imperative to the Bangladeshi economy. The industry provides employment in supply chains, production, and transportation. Direct employment opportunities are offered by wire producers to approximately 25,000 people, while another 50,000 people work indirectly throughout the country in logistics, construction, and shops.

Being a front-runner company, BSRM Wires has the honor of contributing to the country's economy. Its output serves big infrastructures like power houses, highways, bridges, and industrial estates. The export of BSRM has also improved Bangladesh's image in South and Southeast Asia. Wire demand is boosted by government-sponsored infrastructure programs, urbanization, and economic development. For example, demand for top-quality construction wire has spread extensively because of the government of Bangladesh Delta Plan 2100 and its ongoing urban housing schemes.

The contribution of the sector to GDP is significant. About \$500 million of the GDP is supported by sales and exportation domestically of wire products every year. Demand for steel and high-quality wire products is also increasing as a result of foreign investment in the manufacturing and construction sectors.

3.4 Seasonality in Wire Demand

There are definite seasonality trends in wire product demand in Bangladesh. Weather, industrial production trends, and the building cycle all strongly affect these trends. It is essential for manufacturers, suppliers, and others to recognize these patterns of demand change. They can better plan production, inventory, and price plans accordingly.

Seasonal Demand Patterns

Pre-Monsoon Surge: During the period between February to May, the pre-monsoon season experiences an instant boom in the requirement of wire products. This is at the start of the construction season. Before the rainy season hinders the process with delays, contractors and builders try to complete tasks in haste. During these months, major infrastructural construction like bridges, highways, and residences initiates,

increasing the demand for binding wires, high-tensile wires, and other constructional wire products.

Monsoon Slowdown: Construction work slows down during the months of June to September due to the rainy conditions. Due to the slowdown of current projects and postponement of new ones, there is a temporary slow-down in the demand for wire. Manufacturers often adjust their production timelines to accommodate space for the slower demand during this period.

Post-Monsoon Recovery: Construction work resumes again from October to January after the monsoon. Projects that were pending resume, and fresh projects start. The need for wire increases as a result. To fulfill this demand, manufacturers gear up production and stockpile.

Influence of Industrial Production Trends

Demand for wire is not only driven by construction but also by the cycles of industrial production. As the power industry, factories, and infrastructure projects expand, for instance, more specialized wires are required. Such industrial activities tend to have their own cycles, with strong periods of demand corresponding to project lifespans and budget years.

Strategic Implications

Wire industry investors should look to utilize the following methods in an effort to manage the seasonal fluctuations in wire demand: **Production Planning:** Schedule production to meet the anticipated highs and lows in demand. This reduces operating costs and allows for efficient utilization of resources. **Inventory management:** To achieve on-time delivery and buffer against supply chain disruptions' impacts, carry excess inventory for high-demand periods. **Pricing Strategies:** Implement dynamic pricing structures based on the changes in seasonal demand. This way, profits are sustained while keeping the business competitive. **Market diversification:** For consistent annual revenue, discover opportunities in non-seasonal markets or industries.

3.5 Technological Factors

As a member of the BSRM Group, BSRM Wires Ltd. invested in cutting-edge manufacturing technologies to promote environmental sustainability, quality of products, and production efficiency.

Advanced Manufacturing Technologies The organization runs the newest plants in Chattogram and Mirsarai. They possess accurate quality control systems, galvanizing lines, and wire drawing machines with automation. They are in accordance with international standards and ensure consistent product performance. For example, BSRM Wires produces different products like welding electrodes, galvanized wire, ACSR core wire, and LRPC Mig Wire.

Energy-Efficient and Low-Carbon Production

BSRM Wires has implemented eco-friendly production processes in accordance with its environmental sustainability commitment. The company is also undertaking initiatives for reduction of emission and energy through its Green Initiative 2024.

Digital Integration and Supply Chain Optimization

In order to maximize supply chain efficiency, BSRM Wires implemented digital technologies in its processes. The firm tracks orders, inventories, and shipments online and through the use of real-time production monitoring technologies. This makes it possible to finish huge infrastructure projects on time.

3.6 Regulatory Frameworks and Legal Compliance

In Bangladesh, BSRM Wires Ltd. functions within a highly regulated environment. For maintaining product quality, environmental protection, and occupational safety, the company complies with national and international standards.

Quality Management Systems: BSRM Wires have ISO 9001:2015, ISO 14001:2015, and ISO 45001:2018 certifications. These certifications demonstrate the organization's dedication to upholding environmental conservation, high-quality manufacturing practices, and occupational health and safety practices.

Environmental Compliance: The organization adheres to the 2006 Bangladesh Labor Act. This law governs employees' rights, conditions at work, and working conditions. It requires working hour, health and safety, and conflict resolution

procedures regulations. BSRM Wires also adheres to environmental regulation by the Department of Environment (DoE). The company maintains appropriate effluent treatment and emission control. BSRM Wires has taken steps to reduce its footprint on the environment. Some of these steps include energy-saving practices and garbage recycling.

3.7 Competitive Environment and Changes in the Competitive Landscape

There is fierce competition among the major companies vying for market share in Bangladesh's steel and wire industry. Despite the many manufacturers, some few major companies have emerged as industry giants.

Market Share and Key Players

According to current research, Bangladesh Steel Re-Rolling Mills (BSRM), Abul Khair Steel (AKS), GPH Ispat, and Kabir Steel Re-Rolling Mills (KSRM) are the top four steel producers in Bangladesh, accounting for over 53% of the total steel demand in the nation. As the leading steel brand in the nation with an estimated market share of over 26%, BSRM is the nation's most powerful steel brand. The remainder of the market share includes prominent companies like Maisha Steel and Bay Steel.

Reasons Behind BSRM's Market Dominance

BSRM's dominance of the market is a result of some remarkable strengths:

Good Brand Image and Repeated Quality: BSRM built up a good brand image as a manufacturer of wire products and other good-quality steel products since its formation in 1952. Domestic and foreign customers now believe in this quality.

Broad Distribution Channel: The organization ensures that its products reach all over the nation via a robust distribution channel covering city and rural consumers alike.

Capacity to Supply Mega Projects:

BSRM's production units can supply large steel and wire products, like power plants, bridges, and highways, which are part of infrastructural projects.

Technological Improvements: To raise the scale of production efficiency and product quality, the company has invested in advanced manufacturing technology, including automated wire drawing equipment and galvanizing lines.

Competition Pressures and Strategic Moves:

Although BSRM is currently at the pinnacle, it has to compete with other existing firms as well. In order to capture more market share, companies like AKS, GPH Ispat, and KSRM keep launching new strategies and increasing their production capacities. For instance, AKS has the production capacity of 1.4 million metric tons per annum, whereas GPH Ispat and KSRM have the production capacity of approximately 800,000 metric tons each. In order to continue its lead over others, BSRM concentrates on:

Product innovation entails developing new and enhanced steel and wire products to meet the evolving needs of the construction and industrial industries.

Operational Efficiency: Reduction of production costs through implementation of lean manufacturing principles and investment in energy saving technologies.

Customer Engagement: Utilization of real-time order tracking systems and online platforms in an effort to enhance customer service.

Being a market leader in Bangladesh's steel and wire business is a reflection of BSRM's commitment to customers, innovation, and quality. Nevertheless, the company needs to continue adapting to the evolving competitive environment by adopting new technologies and addressing market demands if it is to remain in the leadership position in the future.

3.8 An examination of BSRM Wires Ltd. using Porter's Five Forces.

As a subsidiary of BSRM Group, BSRM Wires Ltd. is engaged in the wire and steel business in Bangladesh. It becomes simpler to explain factors affecting its market position using the Porter's Five Forces model:

Moderate to High Buyer Composition: This encompasses distributors, industrial companies, and construction companies.

The switching expenses are moderate. However, during purchase, quality and dependability are of primary importance. The Benefit of BSRM: Against lesser importance suppliers, BSRM Wires' powerful brand name reduces buyer bargaining power.

Bargaining Power of Suppliers – Moderate Raw Material Sources: Both domestic and foreign suppliers provide raw materials such as steel billets and scrap steel.

Price volatility: Raw material prices may be influenced by the world steel market health. Mitigation Strategies: Buying in bulk and long-term supply contracts minimize supplier control.

Threat of New Entrants – Low Capital Investment: High capital investments are needed for the process of wire drawing, galvanizing, and quality control machinery. Barriers to Entry: Acquired names and distribution networks present high barriers to entry.

Industry Perspective: The steel industry normally requires an enormous investment and technical know-how, so it is not easy for new companies to enter. Networks and economies of scale favor firms like BSRM, and it is hard for new companies to match their levels.

Threat of Substitutes – Low to Moderate Alternative Materials: Substitute building materials (e.g., plastic ties, aluminum wires) do exist but are not extensively used in industrial and construction settings.

Material Properties: Steel wires have greater strength and reliability, and the threat of substitution is low.

3. Rivalry Among Existing Players – Very High Market Competition: There are many established competitors in the industry.

Competitive Issues: Price competition and quality differences compel strategic choices.

BSRM's Role: BSRM Wires' technology and capacity give it a competitive advantage in demanding projects.

BSRM Wires Ltd. is strategically positioned in Bangladesh's steel and wire sector by managing buyer-supplier relationships, possessing an advantageous brand name, and embracing advanced technology. However, the company will need to continue countering robust buyer power, rigorous rivalry, and potential substitute threats in order to maintain its market dominance.

Chapter 4

Description of Main Duties

4.1 Internship Experience:

I successfully completed 12 weeks internship program at BSRM, fulfilling all program requirements. I was placed within the business analysis team.

As a Business analyst intern in the steel industry, especially in the wires and strand segment my responsibility was crucial for ensuring cost efficiency, market competitiveness, and long-term sustainability. Unlike routine clerical or transactional work, business analysis in this area requires a deep understanding of procurement strategies, international trading regulations, product optimization, competitor comparison, and pricing methods.

4.2 Duties and responsibilities

- **Import Data Analysis**

I performed a detailed import data analysis to gain more insight into the company's procurement and sourcing procedures. The analysis entailed the examination of raw material imports, their volumes, unit prices, and supplier tendencies over the past few years. I researched cost movements in response to international market trends, shipping lanes, and supplier performance to establish the most influential factors that were driving import costs. By comparing the source from different suppliers and countries, I was in a position to vary costs and verify reliability in terms of lead times and delivery consistency. To this import data, I added landed cost analysis so that I could obtain the complete financial impact, including duties, taxes, logistics, and other related costs. This allowed me to quantify the actual imported material cost in excess of the initial purchase price. My findings suggested cost-saving opportunities in the form of diversification of suppliers, better negotiation, and procurement planning optimization. I also revealed risks such as currency risk, changing trade policies, and supply chain risks that may affect BSRM's import business. Overall, the analysis not only provided a clear insight into the company's import structure but also informative insights to improve data-driven decision-making and enhance BSRM's trading efficiency.

The sample is given below-

	Exporters Name	Bill Of Entry Date	Commercial Description	Weight (KG)	Unit Price (FC)	U. Price (BDT)	CD Rate	RD Rate	Total Cost/ KG (With VAT, AT & AIT)	Total Cost/ KG (Without Vat, AT & AIT)
	SILVERY DRAGON GROUP TECHNOLOGY AND	09-07-2021	HIGH TENSILE PC STRAND	546,049	\$ 0.93	78.84	25.00%	3.00%	121.79	102.43
o. Ltd.	HEBEI VICTORY METAL PRODUCT CO., LT	11-07-2021	NEWLY PRODUCTS: 12.70MM PC STRAND (HT WIRE)	50,788	\$ 0.97	82.40	25.00%	3.00%	132.48	106.92
o. Ltd.	HEBEI VICTORY METAL PRODUCT CO., LT	11-07-2021	NEWLY PRODUCTS: 15.24MM PC STRAND (HT WIRE)	50,002	\$ 0.96	81.55	25.00%	3.00%	131.11	105.81
gineers	SILVERY DRAGON GROUP TECHNOLOGY AND	12-07-2021	HIGH TENSILE PC STRAND DIA 12.7MM &15.24MM	448,130	\$ 0.77	65.41	25.00%	3.00%	105.30	84.98
ed.	NIRMAL WIRES PVT. LTD. RUDRAMANI, 1	17-07-2021	HIGH TENSILE STRANDED WIRE (UN-COTED, 3 MM*3 PLY)	41,620	\$ 0.99	84.10	25.00%	3.00%	135.87	109.65
d	BANGKOK STEEL WIRE CO.LTD. THAILAND	17-07-2021	7-WIRE STRANDS (FDEE PROJECT)	296,262	\$ 1.20	101.94	25.00%	3.00%	163.59	132.03
UP	THE 4TH CO. LTD. CHINA.	26-07-2021	PRE-STRESSED STEEL STRAND (PADMA BRIDGE RAILWAY LINK PROJECT)	412,420	\$ 0.77	65.41	25.00%	3.00%	104.24	84.13
ITY OF	BANGKOK STEEL WIRE CO., LTD. THAILA	29-07-2021	7-WIRE STRAND FOR PRE. CONCRETE	197,021	\$ 1.21	102.36	25.00%	3.00%	151.40	131.65
INA	SILVERY DRAGON GROUP TECHNOLOGY AND	04-08-2021	P.C STRAND 12.7 MM 15.24 MM	207,319	\$ 0.77	65.41	25.00%	3.00%	105.30	84.98
ed.	NIRMAL WIRES PVT. LTD. RUDRAMANI, 1	08-08-2021	HIGH TENSILE STRANDED WIRE (UN-COTED, 3 MM*3 PLY)	63,700	\$ 0.99	84.10	25.00%	3.00%	135.87	109.66
shali	TIANJIN HUASHI INTERNATIONAL TRADE	10-08-2021	PC STRAND (12.7MM)	74,971	\$ 1.01	85.80	25.00%	3.00%	138.66	111.91
	TIANJIN QIANGBANG INDUSTRIAL CO.LTD	12-08-2021	WIRE STRAND 15.24 MM	26,226	\$ 1.11	94.20	25.00%	3.00%	152.14	122.79
ON	SUZHOU YOGIANT HOLDINGS CO., LTD. C	16-08-2021	PC STRAND	324,849	\$ 1.16	98.54	25.00%	3.00%	159.06	128.38
onal	SILVERY DRAGON GROUP TECHNOLOGY AND	16-08-2021	NEWLY PROD DIA 12.7MM AND 15.24MM PC STRAND WIRE	50,000	\$ 0.77	65.41	25.00%	3.00%	103.65	83.65

Fig 4.1 : sample of import data

● Market Data Analysis from SMS Recharge Campaign

To get an idea about the customer's feedback of BSRM welding electrodes (Jetbond Brand), I conducted a customer survey and tried to cover as many areas as possible with important information.

I have called approximately 211 people over the phone but was only able to gather data from 110 people. The success rate of making a positive phone call and collecting data was just above 52%.

Considering that, many people often do not receive phone calls from unknown numbers, avoid participating in surveys and also are busy in different ways. If we consider all of these, then the success rate is decent. I have focused mainly on the repeat buying chance of customers, satisfaction level, brand name of previous electrodes and the problems faced by customers while using BSRM Electrodes.

The sample is given below-

57	Akbor	Kamrangirchar	Supervisor	Grill	Digital		Owner	Satisfied	Mo:
58	Shakil	Sylhet	Welder	Grill/ Gate/ V	Local	ACL Arc	Welder	Satisfied	Mo:
59	Takin	Tejgaon	Owner	Grill/ Gate/ V	Local		Owner	Satisfied	Mo:
60	Tuntun	Rajshahi	Welder	Trolley	Digital	Navana	Manager	Satisfied	Mo:
61	Oliullah	Kamrangirchar	Owner	Grill/ Gate/ V	Both Local & Digital	LBL/ Bolarc/ Navana	Owner	Satisfied	Mo:
62	Ataur Rahman	Shoshan, Rangpur	Owner	Grill/ Gate/ A	Local	Bolarc- Linde	Owner	Not Satisfied	Low
63	Rakib	Rangpur	Owner	Grill/ Gate/ V	Digital	RFL	Owner	Satisfied	Mo:
64	Mokhlesur Rahman	Niamotpur	Supervisor	Grill/ Gate/ V	Local		Owner	Satisfied	Mo:
65	Yakub	Gollamari, Khulna	Welder	Grill/ Gate/ V	Both Local & Digital	Gemini	Owner	Satisfied	Mo:
66	Alauddin	Kamalgonj	Owner	Grill/ Gate/ V	Local	RFL	Owner	Satisfied	Mo:
67	Md. Oshin	Jhalokathi	Manager	Grill/ Gate/ V	Both Local & Digital	Navana	Owner	Satisfied	Mo:
68	Appel	Rangpur	Welder	Grill/ Gate/ V	Both Local & Digital	Ferrospeed- Linde	Owner	Satisfied	Mo:
69	Jabed	Feni	Welder	Grill/ Trolley	Both Local & Digital	Ferrospeed- Linde	Owner	Satisfied	Mo:
70	Omar Faruque	Dinajpur	Owner	Grill/ Gate/ V	Digital	Bolarc/ LBL- Linde	Owner	Satisfied	Mo:
71	Raihan	Jamalpur	Manager	Grill/ Gate/ V	Both Local & Digital	Ferrospeed	Owner	Satisfied	Mo:
72	Abdullah	Rangpur	Owner	Grill/ Gate/ V	Both Local & Digital	Bolarc- Linde	Owner	Satisfied	Mo:
73	Robiul	Heyako	Owner	Grill/ Gate/ V	Both Local & Digital	LBL- Linde	Owner	Satisfied	Mo:
74	Robiul Alam	Sagorika	Welder	Grill/ Gate/ V	Both Local & Digital	Bolarc- Linde	Owner	Satisfied	Mo:
75	Abu	Beani Bazar, Sylhet	Owner	Grill/ Gate/ V	Local		Owner	Satisfied	Mo:
76	Jony	Sagorika	Owner	Pipe	Both Local & Digital	Bolarc- Linde	Owner	Satisfied	Mo:
77	Sumon	Domar	Manager	Grill/ Gate/ V	Local	Bolarc/ LBL- Linde	Owner	Average	Low
78	Maksudul	Barisal	Welder	Grill/ Gate/ V	Both Local & Digital	LBL- Linde	Manager	Satisfied	Mo:
79	Ripon	Companiganj	Owner	Grill/ Gate/ V	Both Local & Digital	Bolarc- Linde	Owner	Satisfied	Mo:
80	Afridi	Dhaka Cantonment	Welder	Grill/ Gate/ V	Local	Ferrospeed- Linde/	Owner	Satisfied	Mo:

Fig 4.2 : market data analysis

● Landed cost analysis

My analysis involved looking at each cost element, including HS Code, Unit of Measurement (UoM), ordered quantity, and CFR price per unit. I also factored in duties and taxes such as CD, RD, SD, VAT, AIT, and AT. Additionally, I took into account extra costs like TTI, a commercial cost of 2%, and logistics expenses to find the total landed cost per unit. I prepared calculations for landed cost with and without AT and VAT, and included finance cost at 14% to evaluate the overall cost. Using the conversion rate of 1 USD = 122 BDT, I then created the suggested list price with VAT, assessed BSRM's net realization (excluding VAT and after a 5% trade discount), and calculated the profit margin. This analysis helped the company understand the true financial effect of imports, improve pricing strategies, and streamline trading operations.

The sample is given below-

Item Name	Currency	Mig Torch Contact Tip E-Cu M6 X 45 for 0.8mm	Mig Torch Contact Tip E-Cu M6 X 45 1.0mm	Mig Torch Contact Tip E-Cu M6 X 45 1.2mm	Mig Torch Contact Tip E-Cu M6 X 45 1.6mm	Mig Torch Contact Tip CuCoZr M6 X 45 0.8mm	Mig Torch Contact Tip CuCoZr M6 X 45 1.0mm	Mig Torch Contact Tip CuCoZr M6 X 45 for 1.2mm	Mig Torch CuCoZr M6
	BDT/Unit	0.33	0.33	0.33	0.33	0.46	0.46	0.46	
	BDT/Unit	-	-	-	-	-	-	-	
	BDT/Unit	-	-	-	-	-	-	-	
	BDT/Unit	4.96	4.96	4.96	4.96	7.02	7.02	7.02	
	BDT/Unit	1.64	1.64	1.64	1.64	2.32	2.32	2.32	
	BDT/Unit	1.65	1.65	1.65	1.65	2.30	2.30	2.30	
	BDT/Unit	9	9	9	9	12	12	12	
Commercial Cost @ 2%	BDT/Unit	1	1	1	1	1	1	1	
Police Cost	BDT/Unit	1	1	1	1	2	2	2	
Insured Cost/Unit	BDT/Unit	47	47	47	47	66	66	66	
Insured Cost/Unit (without AT & Vat)	BDT/Unit	40	40	40	40	57	57	57	
Finance Cost 14%	BDT/Unit	7	7	7	7	9	9	9	
Final Cost (without AT & Vat)	BDT/Unit	47	47	47	47	66	66	66	
Suggested List Price With Vat	BDT/Unit	80	80	80	80	112	112	112	
QBR net realization p.v.at. after 5% TD	BDT/Unit	66	66	66	66	93	93	93	
Margin	BDT/Unit	25%	25%	25%	25%	25%	25%	25%	
Conversion rate: \$ = 122 BDT									

Fig 4.3 : sample of landed cost

4.3 Working Conditions & Functions

My workday usually began at 9:00 a.m. and ended at 6:00 p.m., following BSRM's official office hours. The company had a structured schedule with set breaks for lunch and prayer. The atmosphere at BSRM Wires was professional and supportive, allowing me to adjust quickly.

Some of my experiences during the internship included:

- A guided factory visit to the wire production unit, where I saw different stages of manufacturing, including galvanization, drawing, and quality checks.
- Exposure to the Quality Control Department, where I learned about testing tensile strength and corrosion resistance of wires.
- A visit to the Procurement & Logistics section, where I gained insight into sourcing raw materials and planning distribution.
- Collaboration with the Finance Department to understand payment processing and disbursement cycles.
- Regular attendance at team meetings where we discussed sales progress and market challenges.
- The overall workplace culture was friendly, and employees were easy to approach, making the learning process easier.

4.4 Difficulties and Challenges

At the start of my internship, I encountered some obstacles adjusting to the corporate culture of an industrial manufacturing company. The technical aspects of wire production and sales documentation appeared difficult at first because I was not familiar with the industry-specific terms and processes.

Another challenge was managing tasks across multiple departments. Sometimes, tasks from Marketing, Finance, and Logistics overlapped, which required good time management.

Despite these difficulties, my supervisors and coworkers were supportive, which helped me adjust quickly. Over time, I gained confidence in handling daily tasks, writing reports, and communicating with clients. Overall, the internship gave me valuable hands-on experience and improved my adaptability, problem-solving, and communication skills.

4.5 Working Tools

Like other modern companies, BSRM Wires Ltd. is also using technology to manage its business operations effectively. During my internship, I noticed that most departments rely on both traditional record-keeping methods, such as manual registers and notebooks, and digital systems for data management, communication, and reporting. The company focuses on accuracy and data security. For this reason, common tools include Microsoft Office 365 for office productivity . Additionally, various in-house software and Excel-based templates are used for analysis, costing, and reporting.

4.5.1 Microsoft Office 365

Microsoft Office 365 is a licensed suite used across different departments at BSRM Wires Ltd. All systems are centrally controlled. During my internship, I used:

- Word for documentation, report writing, and preparing agreements.
- Excel for maintaining records, preparing cost sheets, analyzing pricing data, and working with large datasets.
- PowerPoint for creating slides and presentations to summarize weekly or monthly reports.
- Outlook for professional communication through email.

- Teams for meetings, discussions, and departmental communication.
- OneDrive for file storage, data backup, and ensuring secure access to documents.

4.5.2 In-house Excel-based Templates

In addition to licensed software, various Excel-based templates and macros are used to track daily operations. I used Excel extensively for:

- Import and export documentation.
- Costing in USD.
- Data validation, record-keeping, and reporting.
- Weekly and monthly activity summaries.

4.6 Experience Gathering & Interactions

BSRM Wires Ltd. is one of the most respected companies in the steel industry of Bangladesh. Being part of it, even for a short time, has been a rewarding journey. Before this internship, my knowledge of the wire and steel manufacturing industry was very limited. However, after three months here, I can confidently say I have gained a solid understanding of its operations, challenges, and management practices. I learned about production processes, observed supply chain activities, handled documentation, and assisted in quality checks. Through these experiences, I developed both technical and professional skills. I saw how a large industrial organization like BSRM keeps discipline, coordination, and efficiency across departments.

Speaking with managers and senior officers was one of the highlights of my internship. They encouraged me to ask questions and were always friendly. I felt valued and included in the team even as an intern. I considered my supervisors' frequent sharing of helpful tips on establishing a career in the business and industrial sectors to be very beneficial.

Overall, the environment at work was cordial but professional. Everyone was encouraging, from executives to other interns, so I never felt uncomfortable. Additionally, I had the opportunity to communicate with external stakeholders, suppliers, and customers, which expanded my viewpoint outside internal operations.

In conclusion, I learned technical and business skills at BSRM Wires Ltd., but I also developed personally in the areas of time management, accountability, teamwork, and

problem-solving. I will always cherish this exposure as a starting point for my future profession, and this internship has been a stepping stone for me.

Chapter 5

Finding and Analysis

5.1 Briefing

During my internship, I investigated a number of topics in order to comprehend the operational structure and working environment of BSRM Wires Ltd. Although some firm information cannot be disclosed because of internal privacy policies, my conclusions are based on both direct task participation and observation. Nevertheless, I developed a strong grasp of the organization's composition, its advantages, and the difficulties it faces in sustaining expansion in the cutthroat steel and wire industry.

5.2 Company Level Analysis

According to my research, BSRM Wires Ltd., a division of the BSRM Group, enjoys a solid reputation in the steel industry's wire and rod sector. The business is renowned for its excellence, reliability, and inventiveness. It has emerged as Bangladesh's leading option for industrial and building solutions. BSRM Wires Ltd. has enhanced its manufacturing technologies, including automated wire-drawing processes and quality-control systems, and grown its production capacity steadily in recent years.

The company is also moving into specialty wires to meet emerging industrial needs. However, like other large manufacturers, BSRM Wires faces challenges in managing its workforce, integrating technology, and improving operational efficiency.

5.2.1 Efficient Findings:

- **Standardized Recruitment & Manpower Policies** – Recruitment focuses on technical skills, safety compliance, and previous industry experience. This ensures a skilled workforce in key areas like production, quality assurance, and maintenance.
- **Centralized Organizational Structure** – Departments such as Production, Sales & Marketing, HR, Finance, and R&D work together, helping maintain operational stability.
- **Employee Benefits & Stability** – Employees receive competitive benefits packages, including incentives, allowances, and medical facilities, which boost morale and support long-term retention.
- **Quality as a Core Philosophy** – The company's ISO certifications and strict testing procedures ensure that wire products meet international safety and durability standards.

- Board Leadership & Strategic Vision – BSRM Group leadership closely monitors strategic decisions, ensuring they align with long-term corporate goals and support the company's leadership in the steel sector.

5.2.2 Not-so-Efficient Findings:

- Training Gaps – While BSRM invests in employee well-being, technical training and professional development options are still limited compared to global standards.
- Traditional Hierarchical Decision-Making – At times, the centralized decision-making process slows things down, reducing the company's agility in responding to market changes.
- High Manpower Utilization Ratio – Although BSRM employs many workers, productivity per employee could improve through automation and lean practices.
- Dependence on Local Market Fluctuations – While BSRM has some international exposure, it is still mainly reliant on domestic demand, making it vulnerable to national economic downturns.

5.3 Market Level Analysis

The steel and wire industry in Bangladesh is growing quickly due to urbanization, infrastructure projects, and industrial progress. BSRM Wires Ltd., as a leader in the field, has a strong brand reputation.

Current Market Opportunities & Strengths:

- Booming Construction Sector - The rising demand for housing, bridges, and large projects has increased the need for steel wires and rods.
- Technological Upgrades - New wire-drawing and galvanizing machines have improved product quality and efficiency.
- Export Opportunities - There is a growing demand for specialized wires in regional markets such as Nepal, India, and Myanmar.
- Brand Loyalty - BSRM's long-standing legacy in Bangladesh makes it the most trusted name in steel solutions.
- Market Challenges & Drawbacks:
- Price Volatility in Raw Materials - Changing costs of imported scrap and billets directly impact production expenses.

- Limited International Branding - While BSRM is recognized regionally, it falls short in establishing itself as a global player.
- Customer Service Gaps - Although the products are top-notch, after-sales service and client engagement are areas where competitors are progressing more rapidly.
- Traditional Marketing Approaches - Relying on reputation instead of robust digital and modern marketing strategies has limited broader customer reach.
- Skill Gaps in Workforce - The rise of automation calls for upskilling, but many employees still require full training for modern technological environments.

5.4 Professional Level Analysis:

Working at BSRM Wires Ltd. has been a valuable experience in shaping my career path. The organization introduced me to corporate discipline, industrial practices, and professional values that will guide me throughout my career.

Communication

Professional communication was a top priority for BSRM, both horizontally among peers and vertically with management. I discovered that good communication facilitates problem-solving and maintains efficient manufacturing processes.

Adaptability

The steel industry moves quickly, therefore flexibility is essential. I observed how workers swiftly adapt to new equipment, safety regulations, and changes in the market on both factory floors and office environments. I learned to be more adaptable and resilient in any work environment as a result of this.

Leadership

I had the chance to work under managers who practiced hands-on leadership. Their ability to motivate teams during tight deadlines inspired me to take initiative, make decisions, and develop my leadership skills.

Teamwork

Teamwork is a major strength at BSRM. Whether in production or marketing, collaboration is a key part of operations. I discovered that unity across departments greatly improves output and efficiency.

Time management

Steel production is very time-sensitive. From machinery operation schedules to delivery deadlines, I saw how careful time management keeps workflows smooth. I personally developed habits of prioritizing tasks and being punctual.

Conflict Resolution

Like any large organization, differences in opinions or operational conflicts occur. I learned how BSRM managers handle disputes through mediation, fairness, and compromise, ensuring minimal disruption.

Challenges

- Critical Thinking & Innovation - The company could support more employee-driven innovations instead of relying on existing methods.
- Problem-Solving Mindset - Although managers are efficient, there is room for creative thinking and unconventional solutions.
- Growth Mindset - Some teams continue to follow traditional patterns instead of adopting a growth-oriented entrepreneurial attitude.

Chapter 6

Recommendations and Conclusion

6.1 Recommendations

Every organization faces challenges, and BSRM Wires Ltd. is no different. Finding problems and solving them with practical solutions is crucial for ongoing growth and sustainability. Based on my observations, I think the following recommendations can help BSRM Wires Ltd. tackle current issues and improve its operations and strategy:

Table 3 : Current Issues VS Recommendation for BSRM Wires LTD

Current Issues	Recommendations
Lack of long-term strategic development planning	Develop and implement a long-term growth and infrastructure development plan
Safety concerns and compliance gaps in workplace	Strengthen workplace safety measures and ensure compliance with labor & environmental standards
Employees often shifted across unrelated departments	Optimize manpower allocation and ensure departmental specialization
Limited adoption of modern industrial practices	Introduce lean manufacturing, TQM, and sustainable industrial practices
Weak R&D focus for product diversification	Invest in R&D to develop advanced wire products for diverse applications
Marketing and distribution strategies not aggressive enough	Strengthen marketing efforts and expand distribution both locally and internationally
Low integration of digital tools in operations	Implement ERP, automation, and data-driven decision-making
CSR activities are minimal and brand image can be stronger	Increase CSR initiatives and strengthen brand reputation
Inefficiencies in procurement and supply chain management	Ensure transparency, accountability, and digitization in procurement and supply chain
Employees need skill upgradation	Provide continuous training and skill development programs

6.2 Conclusion:

BSRM Wires Ltd. is one of the leading industrial and construction groups in Bangladesh. Over the last two decades, it has transformed itself from a domestic wire manufacturer into a regional market leader with a brand for quality, reliability, and state-of-the-art technology. With state-of-the-art manufacturing facilities, high-technology wire drawing and galvanizing equipment, and rigorous adherence to international standards, BSRM Wires always supplies products in accordance with the demands of large-scale infrastructure projects, industrial estates, and urban development.

BSRM Wires plays an important role in the Bangladesh economy. Directly, it employs tens of thousands of workers and indirectly supports the construction, transportation, and industry sectors. BSRM Wires is now a major force behind the country's economic growth. Its products have helped construct bridges, build highways, construct power plants, and housing schemes. Its export business also enhanced the reputation of the country's industrial quality in South and Southeast Asia.

There are so many mature players in the steel and wire industry that the market is competitive. Nevertheless, BSRM Wires is ahead because of its prominent brand, extensive distribution channel, up-to-date technology, and capacity to execute big projects that cannot be executed by small rivals. Its aggressive focus on innovation, such as low-carbon wire production, web-based order monitoring, and energy-saving processes, adds to its leadership status in the industry.

There are ample opportunities in the future. Growing industrial demand, government-backed infrastructure projects, and urbanization all assisted BSRM Wires to keep on growing. The company can reinforce its leadership and enter new markets by improving exports, launching specialized high-performance wire products, and creating new industrial and construction projects.

To put it briefly, BSRM Wires Ltd. is a symbol of industrial excellence, foresight, and tenacity. Besides manufacturing wires, the company is constructing Bangladesh's infrastructure, reputation, and future by synergizing innovation, quality, and sustainability. With determination and foresight, BSRM Wires stands poised to take

the country forward while growing within the country and overseas, molding the steel and wire sector for generations.

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Appendices