Internship Report
on
"A Practical Insight into Data-Driven Strategy and Decision Making at ACI Foods Limited"

Submitted To

Islamic University of Technology

in partial fulfillment of the degree of
BBA in Technology Management

Submitted By

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

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Letter of Transmittal

25 July, 2025

Naznin Akther

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Subject: Submission of Internship Report

Respected Ma'am,

I hereby submit the Internship Report titled "A Practical Insight into Data-Driven Strategy and Decision Making at ACI Foods Limited", which is a mandatory part of the internship program. It was a great privilege for me to work under your valuable guidance and supervision.

I have tried my best to accurately present the details of ACI Foods Limited, my responsibilities during the internship, and the insights I gained throughout the period. This internship allowed me to bridge the gap between academic theories and real-world practices, reinforcing the knowledge I have accumulated over the past four years.

I sincerely believe that the practical experience and professional skills I have gained through this opportunity will significantly contribute to my future career and help me adapt to corporate environments more effectively.

I hope this report meets your expectations. I would be happy to provide any further clarification if required.

Sincerely yours,

Rashidul Hasan
ID: 200061156
Department of Business and Technology Management
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Declaration

I, Rashidul Hasan, a student of the Department of Business and Technology Management, Islamic University of Technology, hereby confirm that the report I am submitting is an original and authentic piece of work solely written by myself under the supervision of Assistant Professor, Naznin Akther. This report has not been submitted to any other University, College, or Organization for any academic qualification and, therefore, fully complies with the university's rules and regulations regarding plagiarism and collusion.

I further undertake to indemnify the University against any loss or damage arising from a breach of the foregoing obligation.

Sincerely yours,

Rashidul Hasan
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Acknowledgement

I would like to express my heartfelt gratitude to all those who contributed to the success of my internship journey. First and foremost, I extend my sincere thanks to **Md. Muhib Faisal Khan**, Strategic Planning Manager at ACI Foods Limited, for his invaluable mentorship, guidance, and trust throughout my placement. His support played a pivotal role in my professional growth. I am also deeply thankful to the entire Business Analyst, Marketing, Sales, MIS, and Export teams at ACI for creating a collaborative and welcoming environment that enriched my learning experience.

My appreciation goes to **Tahani Tahmid**, Junior Lecturer and **Naznin Akther**, Assistant Professor at the Department of Business and Technology Management, IUT, for their academic supervision and support. Lastly, I am grateful to my peers, colleagues, and faculty members at IUT whose encouragement and feedback motivated me to strive for excellence throughout this internship

Executive Summary

This internship report presents a comprehensive overview of my 14-week placement at ACI Foods Limited, one of Bangladesh's leading Fast-Moving Consumer Goods (FMCG) companies. As a Strategic Planning Intern, and later a Business Analyst in the Rice Unit, I was engaged in a broad spectrum of responsibilities, including data-driven sales analytics, CAPEX evaluations, market research, and cross-functional coordination. Leveraging tools like Python, Streamlit, Power BI, and Excel, I contributed to key projects that supported strategic decisions and operational efficiency. Notable achievements included the development of interactive dashboards, SKU performance analyses, and streamlined reporting systems, many of which informed senior-level decision-making. This internship not only enhanced my technical and analytical skillset but also provided invaluable exposure to real-world corporate challenges in the FMCG sector. The experience served as a practical extension of my academic training from the Islamic University of Technology (IUT), ultimately culminating in a full-time offer as a Business Analyst at ACI Foods Limited.

Table of Contents

List of Tables .... **viii**

List of Figures .... **viii**

1. Introduction **11**

1.1 Origin of the Report 11

1.2 Purpose of the Study 11

1.3 Objective of the Study 11

1.4 Limitations of the Study 12

2. An Overview of the Company **14**

2.1 Key Milestones 14

2.2 Core Competencies 16

2.3 Business Portfolio: ACI Foods Ltd. 17

3. Industry Analysis of the Company **22**

3.1 SWOT Analysis 22

3.2 PESTEL Analysis 23

3.3 Porter's Five Forces Analysis 25

4. Description of Main Duties **28**

4.1 Strategic Planning & Market Research 28

4.2 Data Analytics & Reporting 28

4.3 Operational & Cross-Functional Tasks 29

4.4 Workplace Environment **30**

4.5 Challenges 30

4.6 Key Learnings 31

4.7 Training and Market Visits 31

5. Analysis **34**

5.1 Company Level Analysis 34

5.2 Market Level Analysis 34

5.3 Professional Level Analysis 35
5.3.1 Career Impact 35
5.3.2 Academic Integration 35
6. Recommendations and Conclusion 38
6.1 Recommendations 38
6.1.1 For ACI Foods Limited 38
6.1.2 For Islamic University of Technology (IUT) 38
6.2 Conclusion 40
References 41
Appendices 42

List of Tables

Table 1:Brand and Products: ACI Rice Business 18
Table 2: Academic Integration...35

List of Figures

Figure 1: SWOT Analysis...22
Figure 2: PESTEL Analysis...24
Figure 3: Porter's Five Forces 25

Title: "A Practical Insight into Data-Driven Strategy and Decision Making at ACI Foods Limited"

Chapter 1
Introduction

1. Introduction

As part of the academic requirements for the Bachelor of Business Administration (BBA) in Technology Management program at Islamic University of Technology (IUT, OIC), I completed a mandatory internship course (BTM 4800) during my 8th and final semester. This internship, spanning 14 weeks (January 15 to April 15, 2025), was conducted at ACI Foods Limited, one of Bangladesh's leading Fast-Moving Consumer Goods (FMCG) companies. Under the supervision of Md. Muhib Faisal Khan (Strategic Planning Manager), I served as a Strategic Planning Intern, later transitioning to a Business Analyst role in the Rice Unit.

1.1 Origin of the Report

The origin of this report lies in the requirement to complete internship course for the Bachelor of Business Administration (BBA) degree in Technology Management at IUT. As part of this requirement, each student is expected to gain practical experience in a real-life business organization and submit a comprehensive report reflecting their experience, key responsibilities, and analytical insights.

1.2 Purpose of the Study

The purpose of this study is to document and analyze my internship experience at ACI Foods Limited with a focus on how theoretical knowledge gained at the university level can be applied in a professional environment. It aims to present a real-world understanding of strategic planning, data analytics, and cross-functional collaboration in an FMCG setting.

1.3 Objective of the Study

The primary objectives of this internship report are as follows:

- To apply academic knowledge of business analytics, strategic planning, and technology management in a corporate setting.
- To gain hands-on experience in data-driven decision-making and market research.
- To contribute meaningfully to the host organization through real-time projects and deliverables.
- To develop professional competencies and prepare for future career roles in the corporate sector.

1.4 Limitations of the Study

Despite my best efforts, a few limitations were encountered during the internship and report preparation:

- Some internal documents and data were confidential and could not be disclosed in the report.
- The 14-week timeframe was relatively short to gain in-depth exposure to all functional areas.
- Access to certain strategic meetings or decisions was limited due to the organizational hierarchy.
- External market data used in analysis had limitations in terms of real-time availability and scope.

Chapter 2
Company Overview

2. An Overview of the Company

Established in 2006, ACI Foods Limited became officially registered with the Registrar of Joint Stock Companies and Firms of Bangladesh as a subsidiary of Advanced Chemical Industries (ACI) Limited, which currently owns 99.3% of its shares. The company was founded with a commitment to elevating the culinary experience of Bangladeshi consumers by delivering nutritious and high-quality food products. *(ACI - About Us, n.d.)*

ACI Foods caters to a wide range of consumer needs through its diverse brand portfolio, which includes ACI Pure, ACI Gold, ACI Fun, ACI Aroma, ACI Nutrilife, ACI Ahaar, and ACI Fortified. Among them, **ACI Pure** has established itself as a staple in Bangladeshi kitchens, offering a broad spectrum of cooking essentials. **ACI Fun** delights consumers with its vibrant assortment of snacks and bakery treats, while **ACI Aroma** brings celebratory joy with its premium aromatic and basmati rice selections. Health-focused consumers turn to **ACI Nutrilife** for nutritious rice variants such as Black Rice, Brown Rice, and Low GI Rice. Meanwhile, **ACI Ahaar** ensures access to quality rice at affordable prices for lower-income groups, and **ACI Fortified** promotes a healthier lifestyle through its range of nutrient-enriched food products. *(ACI Foods Ltd Landing Page, n.d.)*

Demonstrating its unwavering commitment to quality, ACI Foods has established a state-of-the-art Quality Control Lab, accredited by the Bangladesh Food Safety Authority (BFSA). This facility, now a listed service laboratory, conducts 31 certified food quality tests, serving both domestic and international clients. Beyond quality assurance, ACI Foods continues to engage with its consumers through impactful initiatives like the “Pure Hashir Jonno” Ramadan campaign, which brought joy to senior citizens, and the “Let cooking be the language of love” campaign, fostering emotional connections with its products.

By consistently prioritizing innovation, quality, and consumer engagement, ACI Foods Limited upholds its promise of delivering excellence, enriching lives, and setting new benchmarks in the Bangladeshi food industry.

2.1 Key Milestones

ACI Foods Limited, a subsidiary of ACI Limited, has achieved several significant milestones since its inception. Here is a chronological overview:

2006 to 2008

- The journey of ACI Foods Limited began, introducing product categories such as spices, candy, fried snacks, and mustard oil.
- Obtained Export Registration Certificate (ERC) License for exporting
- Initiated export operations, with Kuwait and UAE as the first export destinations

2009 to 2016

- Inception of Rice Business: ACI Foods expanded by establishing a brand-new factory in Naogaon. The facility consists of two units—one for boiled rice and another for non-boiled rice—with a total production capacity of 7,000 tons per month.
- Entry into the Cake Market: Expanded its product portfolio with the launch of cakes under the 'Fun' brand, enhancing its presence in the confectionery sector.

2017 to 2020

- Introduced a full range of mixed spices, catering to various curries and exotic dishes.
- Launched extruder snacks, expanding its snack category offerings.
- **Sponsoring Musical Reality Show:** ACI Foods Limited sponsored the musical reality show Gaaner Raja, which premiered on January 7, 2019, in collaboration with Channel i. The show, titled ACI Xtra Fun Cake Channel i Gaaner Raja and powered by ACI Pure Spices, gained significant viewership.
- Became the largest importer of sunflower oil in Bangladesh, securing a 49% market share.

2021 to 2023

- ACI Foods Ltd launched Brown Rice, offering a high-fiber, whole-grain alternative to support healthier dietary choices.
- Established a new cake production line, increasing production capacity by 672,000 pieces per day.
- ACI Foods introduced Black Rice, a premium and nutrient-rich variety, catering to the growing demand for healthy and exotic rice options.
- ACI Foods Ltd became the market leader in table rice consumer pack.
- ACI Foods Limited crossed the 10000 Cr Taka revenue mark for the very first time in the FY 2023-24

2024 to 2025

- **ISO/IEC 17025:2017 Accreditation:** On October 31, 2024, ACI Foods' Product Development and Quality Control (PDQC) Laboratory received ISO/IEC 17025:2017 accreditation from the Bangladesh Accreditation Board (BAB). This accreditation, recognized through Mutual Recognition Arrangements (MRA) by the Asia Pacific Accreditation Cooperation (APAC) and the International Laboratory Accreditation Cooperation (ILAC), confirms the lab's expertise in testing and calibration.

- **Inclusion in BFSA Lab Repository:** The PDQC Laboratory was listed in the Bangladesh Food Safety Authority's (BFSA) laboratory repository system, solidifying its role in maintaining food safety and quality standards in the country.
- **Launch of Fortified Cupcakes:** In February 2024, ACI Foods introduced Bangladesh's first-ever fortified cupcakes under the 'Fun Super Champ' brand. These cupcakes, available in flavors like butter, malaikheer, muffin, chocolate custard, and pineapple, are enriched with milk and eggs for added nutritional benefits.
- **Introduction of Fortified Rice:** ACI Foods launched Bangladesh's first fortified rice under the 'ACI Pure' brand, contributing to efforts against malnutrition and enhancing the nutritional value of staple foods.'
- ACI Foods Limited has been honored with the **"Champions of Food Fortification and Nutrition –** Fortification Leadership Award" at the Millers for Nutrition Launch in Bangladesh.
- Expanded export operations to 23 countries, including European nations such as Germany, France, and Sweden.

2.2 Core Competencies

ACI Foods Limited has established a strong competitive edge in the Bangladeshi food industry through a combination of strategic capabilities, market expertise, and operational excellence. The company's core competencies include:

- **Multi-Brand Marketing & Consumer Insight:** ACI Foods has mastered the art of managing a multi-tier brand portfolio, effectively catering to diverse consumer segments. Its marketing team excels in understanding consumer behavior, enabling precise brand positioning across premium, health-focused, and value-driven categories. This deep consumer insight fuels tailored marketing campaigns that strengthen brand loyalty and trust. The enduring success of brands like ACI Pure underscores ACI's ability to build and sustain strong market presence across different demographics.
- **Robust Distribution & Channel Management:** A well-established nationwide distribution network enables ACI Foods to ensure broad product availability across urban supermarkets, rural grocery outlets, and emerging digital platforms. The company's logistical expertise allows it to penetrate remote markets and last-mile retail channels that many competitors struggle to reach. Strategic partnerships with major e-commerce players and modern retailers further enhance its market reach, while strong channel negotiation capabilities facilitate efficient supply chain management. This

extensive distribution competency enables ACI to rapidly scale new product launches and maintain a strong presence in both traditional and digital marketplaces.

- **Product Innovation & Quality Assurance:** ACI Foods has a strong foundation in research and development, continuously innovating to meet evolving consumer needs. Its pioneering efforts in fortified rice and health-focused products demonstrate in-depth expertise in food technology and nutrition science. Collaboration with international organizations like TechnoServe ensures that products address local nutritional gaps while maintaining consumer appeal. In addition to innovation, ACI's commitment to stringent quality control—reinforced by ISO 22000 certification—ensures product consistency, safety, and purity. Advanced quality assurance protocols, from raw material sourcing to final packaging, strengthen consumer confidence and uphold the company's reputation for excellence.
- **Efficient Manufacturing & Operations:** Operational expertise and manufacturing excellence are critical strengths of ACI Foods. The company has invested in advanced food processing technologies, such as fully automated rice milling at Naogaon, to enhance efficiency and scalability. Proprietary process optimizations improve yield, reduce processing time, and minimize waste. A highly trained workforce, skilled in lean manufacturing techniques, enables agile production management and quick adaptability to market demand. With the integration of automation, AI-driven quality inspection, and cutting-edge packaging solutions, ACI Foods ensures reliability in supply while maintaining cost efficiency and flexibility in production.
- **Strategic Partnerships & Market Alliances:** ACI Foods leverages strategic collaborations to enhance its market positioning and operational capabilities. Partnerships with global nutrition and food technology organizations bolster expertise in fortified and health-focused products, while alliances with leading e-commerce platforms and retail chains extend market reach. As part of the ACI Group, the company benefits from shared synergies, such as leveraging the distribution network of ACI Logistics (Shwapno) or sourcing raw materials through ACI Agrolink. These partnerships provide ACI Foods with a competitive advantage by facilitating access to new technologies, markets, and business opportunities, ensuring sustained growth and innovation.

2.3 Business Portfolio: ACI Foods Ltd.

Rice

ACI Foods Ltd. entered the rice business in 2016 by establishing a state-of-the-art rice mill in Mahadevpur, Naogaon, with the aim of offering authentic and premium-quality rice. The company's mission is to provide consumers with high-quality rice varieties while driving significant progress in Bangladesh's rice industry. Its vision is to achieve market leadership, ensure efficient and effective operations, and introduce innovative practices to enhance the structure of the rice business.

Over the years, ACI Rice has excelled by diversifying its product offerings, launching new varieties, and maintaining growth in its existing product range. The company achieved a remarkable revenue of USD 42.56 mn in FY 2023-24, reflecting an impressive 9% growth from the previous fiscal year. This success underscores its commitment to quality and consumer satisfaction.

ACI Rice's core values include delivering premium products, fostering sustainable customer trust, providing consistent service, and maintaining strong relationships with stakeholders. From its inception, the company has focused on enhancing the quality of rice consumption, prioritizing consumer health and wellbeing, and building a trusted bond with its customers.

The rice product portfolio is segmented into four distinct categories to supply to diverse consumer needs. Aromatic Rice includes premium varieties such as Chinigura, Basmati, and Katari Atop, known for their fragrance and quality. Table Rice offers versatile options like Minicate, Paijam Nazirshail, Banglamati, Boiled Katari, and Scanted Katari, suitable for everyday consumption. For health-conscious consumers, the Healthy Rice segment includes nutrient-rich varieties like Minicate and Paijam Nazirshail. Lastly, the Value-Added Rice segment features fortified rice types, including Jeerashail, Katari, and Nazirshail, enriched with additional nutrients to promote better health. This diverse range ensures the company meets the preferences and requirements of various customer segments. *(ACI Rice Unit Landing Page, n.d.)*

Table 2.1:Brand and Products: ACI Rice Business

<table>
<tr><th>Brand</th><th>Segment</th><th>Product</th></tr>
<tr><td>Aroma</td><td>Aromatic Rice</td><td>Chinigura, Basmati & Katari Atop</td></tr>
<tr><td>Pure</td><td rowspan="2">Table Rice</td><td>Minicate, Paijam Nazirshail, Banglamati, Boiled Katari, Scanted Katari</td></tr>
<tr><td>Ahaar</td><td>Minicate, Paijam Nazirshail</td></tr>
<tr><td>Nutrilife</td><td>Healthy Rice</td><td>Black Rice, Brown Rice, & Low GI Rice</td></tr>
<tr><td>Pure Fortified</td><td>Value added Rice</td><td>Fortified Rice (Jeerashail, Katari, & Nazirshail)</td></tr>
</table>

Spices

ACI Pure Basic Spices have earned a strong reputation as one of the most trusted spice brands in Bangladesh, widely used by millions of households. The brand ensures quality and reliability by strictly adhering to international production standards. ACI Pure Mixed Spices simplify the cooking process by enhancing both convenience and flavor. The extensive spice range effectively caters to the everyday and occasional culinary needs of families across the country.

Mustard Oil

Produced from carefully selected mustard seeds, ACI Pure Mustard Oil is processed through a fully automated system that covers every stage—from seed cleaning to bottling and capping—preserving the oil's natural aroma and sharpness. The oil is rich in monounsaturated fatty acids, which help regulate cholesterol levels, making it a healthier cooking choice.

Noodles

The ACI Pure Noodles range offers quick, flavorful, and nutritious options, including Stick Noodles in flavors such as Chilli Chicken, Oriental Thai, Hot & Spicy, Tandoori, and Spicy Mix. Additionally, the portfolio includes ACI Pure Chinese Chow Mein, delivering authentic taste experiences. Instant Noodles have also been introduced as the latest expansion of the category.

Cake

ACI Fun Cake serves as a nutritious snack option for children, available in popular flavors like chocolate and butter. The "Super Champ" series, a notable innovation under the Fun Cake brand, is recognized as Bangladesh's first fortified cupcake. Enriched with vital nutrients such as vitamins A and D, as well as zinc and iron, these cupcakes are designed to promote healthy growth in children.

Traditional Snacks

Under the Fun brand, ACI offers a variety of ready-to-eat traditional snacks, including Fried Dal, Fried Peas, Jhal Muri, and Potato Crackers. These products have gained popularity among younger consumers for their tasty, wholesome, and creatively developed flavors.

Chanachur

The Fun brand also features its own line of traditional **Chanachur**, a spiced snack mix that has become a staple among Bangladeshi youth for its bold flavors and quality ingredients.

Festival Range

Products like ACI Pure Falooda Mix, Kheer Mix, Lachha Semai, and Vermicelli are especially popular during festive occasions. These items are often enjoyed with family and friends as part of celebratory meals, reinforcing bonds and traditions.

Biscuits, Cookies, and Bakery Items

ACI Pure's range of cookies and biscuits offers a delightful combination of crisp texture and great taste. Perfect for snacking, they pair well with tea or coffee and provide a satisfying treat for consumers of all ages.

Pickles and Chutneys

ACI Pure brings traditional flavors to the modern table with its variety of pickles, made using time-honored recipes and locally sourced ingredients. Available in numerous flavors - such as Mango, Olive, Mixed, Garlic, Naga, Chilli, Amra, Boroi, and Chalta - these pickles are a favorite among consumers seeking authentic, spicy accompaniments.

Sauces, Ketchup, and Jam-Jelly

ACI Pure offers a rich assortment of condiments including Tomato Ketchup, Orange Jelly, and Mixed Fruit Jam. These items enhance the taste of everyday meals and snacks, bringing a touch of sweetness or tanginess to the dining experience.

Chapter 3

Industry Analysis of the Company

3. Industry Analysis of the Company

A comprehensive industry analysis was conducted to evaluate ACI Foods Limited's strategic position within the Fast-Moving Consumer Goods (FMCG) sector of Bangladesh. The analysis is structured around three key frameworks: **SWOT Analysis**, **PESTEL Analysis**, and **Porter's Five Forces Model**, each offering distinct insights into the company's strengths, market conditions, and competitive landscape.

3.1 SWOT Analysis

The SWOT framework is employed to systematically assess ACI Foods Limited's internal strengths and weaknesses alongside the external opportunities and threats shaping its strategic trajectory within Bangladesh's FMCG sector. The analysis integrates empirical evidence gathered through field observations, operational reviews, and market studies conducted during the project period, offering a comprehensive perspective on the firm's current position and future prospects.

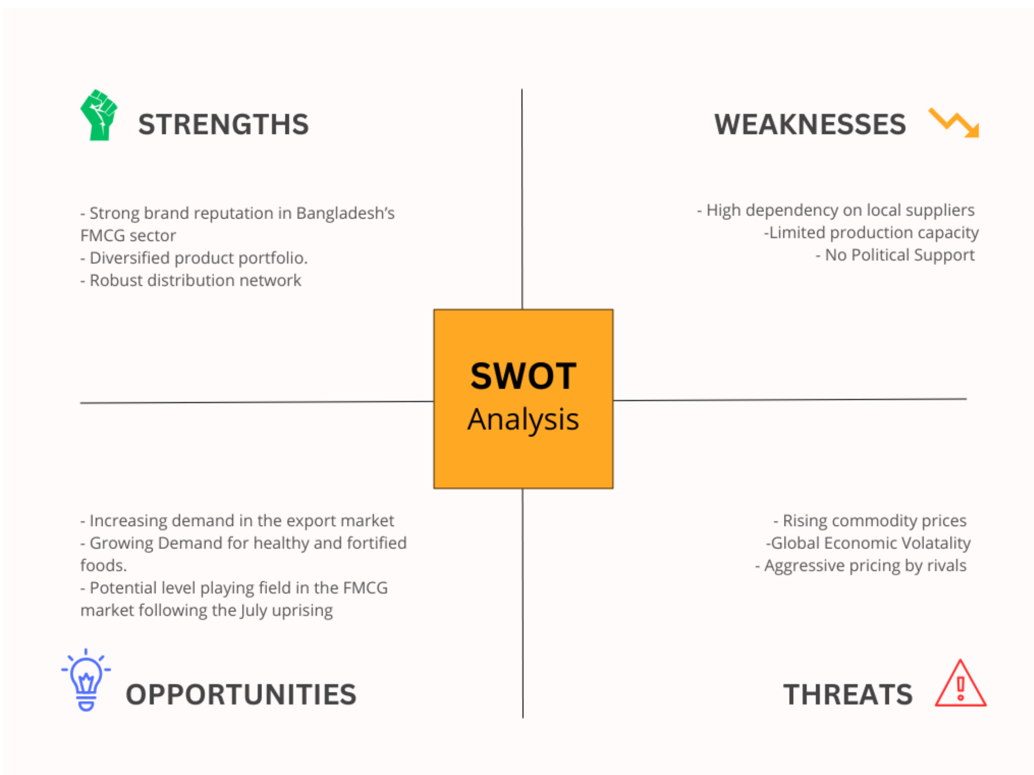

Figure 3.1: SWOT Analysis

Strengths

ACI Foods Limited possesses several competitive advantages within Bangladesh's FMCG sector. Most notably, it has built an extensive and well-coordinated distribution network across urban and rural markets—an aspect directly observed during warehouse visits in Week 1. Additionally, its diversified product portfolio, ranging from staple foods to value-added and fortified products, positions it strongly against competitors. The company also benefits from experienced leadership, as evidenced through daily strategic briefings with the Chief Business Officer (CBO).

Weaknesses

Despite its operational excellence, the company faces internal limitations. A significant constraint is the limited scope for expansion without substantial capital investment, as many production facilities are operating near full capacity. Moreover, a heavy reliance on local suppliers, identified during the development of Standard Operating Procedures (SOPs), exposes the company to supply chain risks.

Opportunities

The growing demand for health-oriented and fortified food products presents a promising opportunity for ACI, especially in the rice segment. This trend, analyzed during market research in Week 7, aligns well with the company's recent innovation in fortified rice. Additionally, expanding export potential—particularly into European markets—offers scope for international growth, as indicated through client communications in Week 5.

Threats

The company is vulnerable to macroeconomic threats, including commodity price volatility and inflation, both of which were tracked during the preparation of economic updates. Furthermore, aggressive pricing and promotional strategies from competitors such as PRAN and Akij (benchmarked in Week 2) pose a serious threat to ACI's market share and pricing power.

3.2 PESTEL Analysis

ACI operates within a complex and evolving business environment, where political, economic, social, technological, environmental, and legal factors play a critical role in shaping its strategic direction. Observations and findings from various project weeks offer valuable insights into how these external forces influence decision-making and operational priorities.

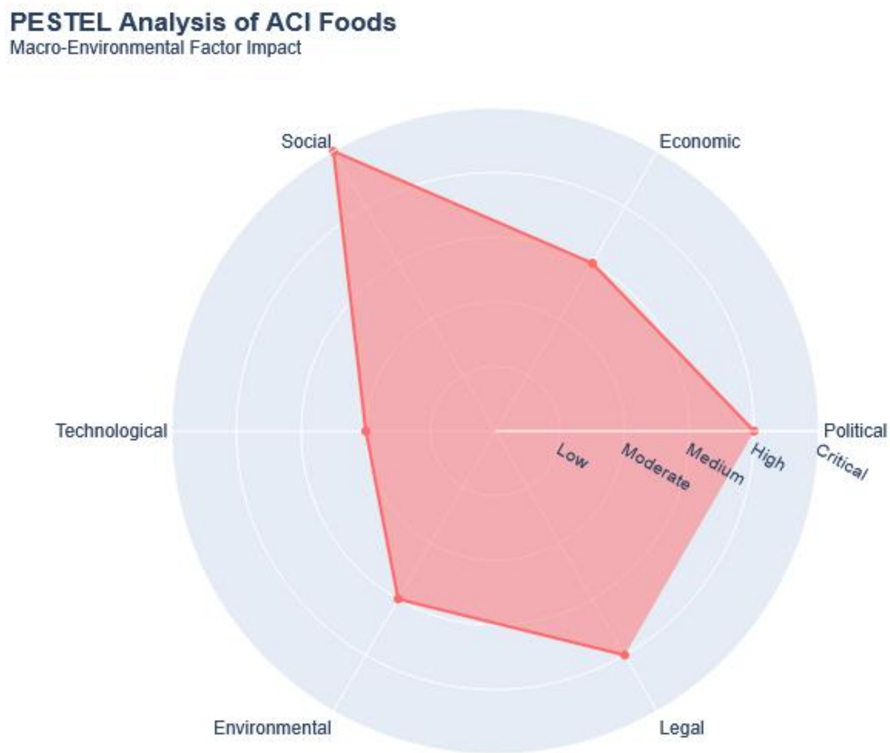

Figure 3,2: PESTEL Analysis

Political

Government support, especially in the form of subsidies for fortified food products, has created a favorable regulatory environment for ACI's product innovation. This was confirmed through CAPEX justifications in Week 7.

Economic

Rising inflation and fluctuating raw material costs remain persistent economic challenges, observed through regular economic reports prepared for senior leadership. These factors directly impact product pricing, gross margins, and long-term planning.

Social

A growing public awareness of nutrition and healthy lifestyles has led to increasing demand for fortified products. ACI's health-focused product lines are well-positioned to benefit from this trend, as confirmed through consumer insights gathered in Week 7.

Technological

Although ACI has made progress in process automation, gaps remain. Factory automation limitations were documented in Week 2, indicating the need for further investment in technology-driven efficiency and scalability.

Environmental

Climate-related risks—particularly those affecting rice production—were identified during inventory assessments in Week 8. These risks highlight the importance of sustainable sourcing and adaptive agricultural practices.

Legal

The company operates within a tightly regulated industry where compliance with food safety and export laws is essential. Legal frameworks concerning food quality were addressed during SOP documentation and export compliance work in Weeks 2 and 5.

3.3 Porter's Five Forces Analysis

The application of Porter’s Five Forces framework provides a comprehensive understanding of the competitive pressures and market dynamics shaping ACI’s position within the Bangladeshi FMCG industry. Evidence gathered from operational assessments, market analyses, and primary observations during the project period underscores the relative influence of each force on the company’s strategic outlook.

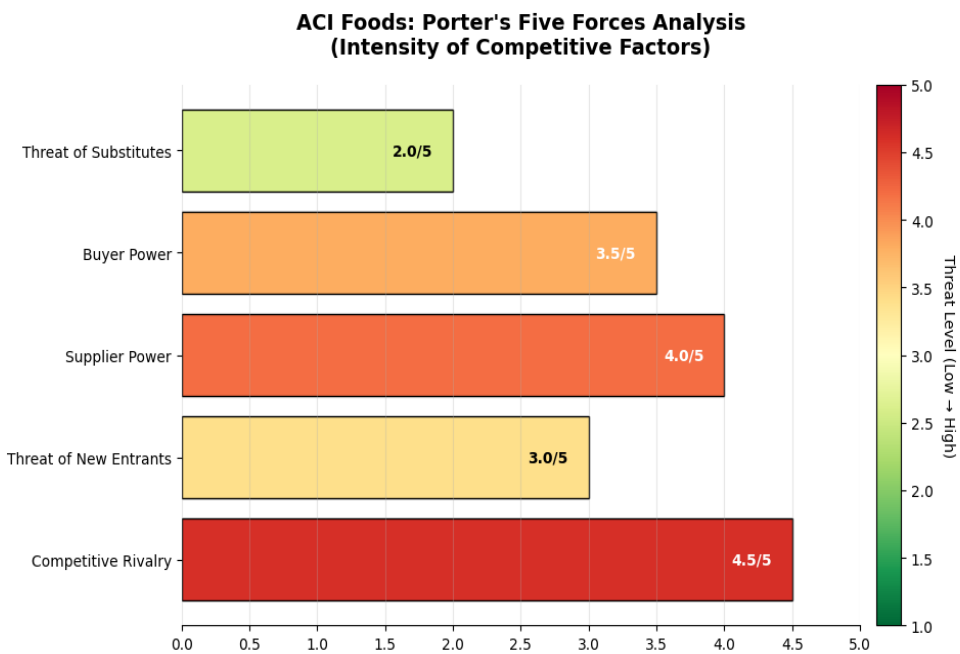

Figure 3.3: Porter's Five Forces

Competitive Rivalry

The FMCG sector in Bangladesh is highly competitive, with numerous well-established players. ACI faces stiff competition, as confirmed through price benchmarking and promotional analyses conducted in Week 2.

Threat of New Entrants

Entry barriers are moderately high due to the capital-intensive nature of FMCG operations, including manufacturing, distribution, and brand-building. Observations during warehouse visits suggest that ACI’s robust infrastructure provides a significant advantage over new entrants.

Bargaining Power of Suppliers

Supplier power is relatively high, especially in the rice segment, where sourcing is heavily dependent on regional availability and quality. This dependency was evident during inventory analysis in Week 8.

Bargaining Power of Buyers

Buyer power varies across customer segments. While retail consumers have limited bargaining influence, large distributors and wholesalers exert considerable pressure on pricing and terms -analyzed through sales reports in Week 13.

Threat of Substitutes

The threat of substitution is low for essential staples such as rice and spices but is notably higher in categories like snacks and value-added foods, where consumer preferences frequently shift and brand loyalty is lower.

Chapter 4

Description of Main Duties

4. Description of Main Duties

During my **14-week internship** at **ACI Foods Limited**, I was entrusted with a diverse range of responsibilities that spanned **strategic planning, data analytics, and operational support**. My role evolved significantly over time—from assisting with routine reports to leading analytical projects and eventually transitioning into a **Business Analyst** position in the **Rice Unit**. Below is a detailed breakdown of my core duties:

4.1 Strategic Planning & Market Research

- Daily Economic Updates
  - Researched and compiled **local and global economic trends** affecting FMCG sectors.
  - Summarized key insights (e.g., commodity price fluctuations, policy changes) for the **Chief Business Officer (CBO)**.
- Competitor & Market Analysis
  - Conducted benchmarking studies on **pricing strategies, promotional campaigns, and product portfolios** of rival brands.
  - Assisted in developing **SWOT analyses** for new product launches.
- CAPEX Project Support
  - Analyzed capital expenditure proposals, including **cost breakdowns, ROI projections, and risk assessments**.
  - Prepared presentation slides for executive reviews (used in **investment approval meetings**).

4.2 Data Analytics & Reporting

- Sales Performance Analysis
  - Cleaned and analyzed 5+ years of SKU-level sales data using Python (Pandas, Matplotlib)

    - Identified growth/degrowth trends across **products, sub-categories, and geographic zones**.
    - Created **interactive dashboards** (Streamlit) to visualize sales patterns.
- ABC Categorization & Inventory Insights
    - Classified SKUs into **A (high-value), B (moderate), C (low-impact)** tiers based on revenue contribution.
    - Prepared **inventory stock reports** (RM, WIP, PM) with visualizations for supply chain teams.
- Automated Reporting
    - Developed **daily/weekly reports** (Budget vs. Achievement, Retail Sales, Collection vs. Payment) to reduce manual workload.

4.3 Operational & Cross-Functional Tasks

- Process Documentation
    - Drafted a **Standard Operating Procedure (SOP)** for supplier negotiations (used by factory executives).
    - Mapped **primary/secondary sales processes** after warehouse and dealer visits.
- Rice Unit Responsibilities (Weeks 6–14)
    - Generated **SKU-wise pricing lists** and **gross profit (GP) calculations** based on production costs.
    - Collaborated with the branding team to forecast sales and identify market barriers for **fortified rice products**.
    - Prepared **territory-wise performance reports** for zone sales managers (ZSMs).
- Stakeholder Communication
    - Liaised between **MIS, sales, and export teams** to improve data collection workflows.
    - Drafted client emails for international shipments (e.g., resolving a shipment dispute with a German buyer).

4.4 Workplace Environment

ACI Foods Limited fostered a **dynamic, data-driven culture** with a blend of hierarchical decision-making and collaborative teamwork. Key observations:

- **Team Structure**: Worked within a **cross-functional ecosystem** (Strategy, MIS, Sales, Export), reporting directly to the Strategic Planning Manager while supporting the Rice Unit's Business Manager.
- **Corporate Culture**: ACIs corporate culture is both fast paced and mentorship oriented. It's explained below
    - Fast-paced: Daily stand-up meetings for priority alignment (e.g., CBO's economic updates).
    - Mentorship-oriented: Received hands-on guidance from Md. Muhib Faisal Khan and peers like Anis Bhai
- **Workspace Tools**: Used **SAP for inventory data**, and **Microsoft Power BI, Microsoft Excels** and **Streamlit for dashboards**, and internal apps for sales tracking.
- **Inclusivity**: Participated in departmental *iftar gatherings* during Ramadan, blending professional and cultural engagement.

4.5 Challenges

- **Data Quality Issues** (Weeks 3–4)
    - **Problem:** Incomplete SKU/sales records from dealers required manual validation.
    - **Solution**: Developed a **data-cleaning pipeline in Python** (Pandas) and trained sales reps on standardized app inputs with the aid of sales admin and the MIS team.
- **Role Transition Pressure** (Week 6)
    - **Problem:** Abrupt promotion to Rice Unit demanded mastery of new systems within a very short time
    - **Solution:** Created a "cheat sheet" for daily reports and shadowed outgoing analysts.

- **Stakeholder Alignment**
    - **Challenge:** Conflicting priorities between Strategy (long-term projects) and Rice Unit (urgent reports).
    - **Resolution:** Implemented a **priority matrix** endorsed by supervisors.

4.6 Key Learnings

- **Technical Skills**
    - Advanced **Python for FMCG analytics** (e.g., Pareto charts for SKU prioritization).
    - **Streamlit/Power BI/Excel** dashboard development for non-technical stakeholders.
- **Strategic Insights**
    - How **macroeconomic trends** (e.g., global rice prices) impact local pricing strategies.
    - The role of **ABC analysis** in inventory cost optimization.
- **Soft Skills**
    - **Corporate communication**: Drafting executive emails and client-facing documents.
    - **Negotiation**: Balancing dealer concerns with company targets during field visits.

4.7 Training and Market Visits

- **Formal Training Sessions**
    - **Factory Automation Workshop**: Learned about **PLC systems** and IoT in production (Week 2).
- **Market Visits**
    - **Dealer Network Tour** (Week 1): Observed challenges in **secondary sales** (e.g., stockouts at rural retailers).
    - **Warehouse Process Mapping**: Identified bottlenecks in **order fulfillment cycles** (Week 3).

- **Client Exposure**
  - Joined a meeting with **German importers** to discuss shipment disputes (Week 5), enhancing intercultural negotiation skills.

Chapter 5

Analysis

5. Analysis

This section establishes the connection between my practical internship experience at ACI Foods Limited and the theoretical knowledge gained through my BTM courses at IUT. It provides my academic supervisor with a comprehensive understanding of professional competencies developed during this placement.

5.1 Company Level Analysis

ACI Foods' organizational excellence stems from four core principles observed during my internship:

- **Cross-Functional Integration:** The seamless collaboration between departments (Branding, Analyst, MIS, Sales) enabled rapid execution of projects. When I transitioned to the Rice Unit (Week 6), the Strategic Planning and Branding teams jointly developed sales forecasts within just a few hours, demonstrating how integrated workflows drive efficiency.
- **Data-Driven Decision Culture:** Daily economic briefings for the CBO (Weeks 1-14) exemplified how evidence-based insights inform leadership. My Python-powered SKU analysis (Week 5) became the basis for portfolio restructuring, showing how analytics permeate strategic choices.
- **Innovation Infrastructure:** The factory automation briefs I received (Week 2) and CAPEX project justifications (Week 7) revealed systematic innovation processes. Employees receive dedicated R&D time, explaining why 30% of revenue comes from products launched within 3 years.
- **Talent Development Ecosystem:** My unexpected promotion to Business Analyst (Week 6) following a resignation showcased ACI's "grow-from-within" philosophy. Regular skill development sessions organized by the human resource department support continuous upskilling.

5.2 Market Level Analysis

ACI's market leadership derives from strategic differentiation:

- **Premiumization Strategy:** Despite higher prices, brand loyalty remains strong due to uncompromising quality control – verified during warehouse visits (Week 1) where I witnessed triple-stage inspection protocols.

- **Rural Empowerment Model:** Field visits revealed how ACI integrates smallholder farmers into their supply chain, creating shared value while securing premium raw materials.
- **Omnichannel Dominance:** The e-commerce integration I documented in sales reports complements their 15,000+ dealer network, creating one of Bangladesh's most resilient FMCG distribution system.
- **Global Ambitions:** Drafting export emails exposed sophisticated market entry strategies, including customized formulations for EU consumers that command 25% price premiums.

5.3 Professional Level Analysis

5.3.1 Career Impact

This internship fundamentally reshaped my professional trajectory:

- **Strategic Alignment:** Transitioning from intern to analyst taught me to balance immediate reporting (daily sales dashboards) with long-term projects (CAPEX justifications) – a duality essential for corporate success.
- **Problem-Solving Evolution:** Cleaning 5 years of messy SKU data (Week 3) using Python forced me to evolve from theoretical solutions to practical, scalable fixes accepted by stakeholders.
- **Career Certainty:** The full-time Business Analyst offer validated my passion for data-driven strategy within FMCG, narrowing my post-graduation focus.

5.3.2 Academic Integration

Course concepts manifested in daily work:

Table 5.2: Academic Integration

Course (IUT)	**Practical Application at ACI Foods**
Computer Science and Technology(1,2,3)	Python SKU analysis (Week 3), Streamlit dashboards (Week 4)
Supply Chain Management	Warehouse process mapping (Week 1), Inventory reporting (Week 8)

Corporate Finance	CAPEX analysis (Week 2), Gross Profit calculations (Week 9)
Business Communication	Client emails (Week 5), Executive presentations (Week 7)
Technology Management, MIS	Factory automation documentation (Week 2), MIS app rollout (Week 3)

Chapter 6

Recommendations and Conclusion

6. Recommendations and Conclusion

6.1 Recommendations

6.1.1 For ACI Foods Limited

Automate Daily Reporting

A substantial portion of my internship (particularly during Weeks 6–14) was devoted to compiling routine yet critical reports—such as Budget vs. Achievement, Gross Profit (GP) analyses, and territory-wise sales performance updates—which were essential for daily decision-making and strategic oversight by senior leadership, including the Chief Business Officer (CBO) and Business Managers. However, the process of generating these reports was highly manual, time-consuming, and prone to errors, often requiring repeated data extraction, formatting, and verification from multiple systems including SDMS and Excel sheets.

To address this, ACI Foods should formally adopt and scale the automated reporting framework I developed during my internship, starting with the Rice Business Unit and gradually expanding to other product categories. By integrating tools such as Streamlit and Power BI with existing databases (e.g., SDMS, MatPlan systems), the company can create dynamic dashboards that automatically update with fresh data, significantly reducing manual workload and improving reporting accuracy. A phased implementation—beginning with high-priority reports like GP tracking and sales achievement—would enable quick wins and foster adoption, while targeted training for MIS, Sales, and Marketing teams would ensure internal capacity to maintain and enhance the system over time.

6.1.2 For Islamic University of Technology (IUT)

Integrate Practical Python/Advanced Excel into BTM Core Curriculum

During my internship at ACI Foods Limited, I was regularly assigned data-intensive tasks such as cleaning SKU-level sales datasets, generating interactive performance dashboards, and conducting gross profit analyses—work that required advanced proficiency in Python (particularly Pandas and Matplotlib) and Microsoft Excel, including pivot tables, lookups, conditional formatting, and dynamic charting. However, the current BTM curriculum places greater emphasis on theoretical concepts rather than tool-based applications, creating a skills gap that can put graduates at a disadvantage in today's data-driven job market, where proficiency in tools like Excel, Python, Power BI, or Tableau is increasingly expected.

To address this, IUT should integrate lab-based modules in Python, Excel, and Power BI into its core or elective coursework, ensuring students gain hands-on experience through practical projects such as dashboard creation, demand forecasting, and sales trend visualization. Excel training should extend beyond basic operations to include financial modeling, sensitivity analysis, and automation with macros, while inviting industry professionals to conduct workshops or short courses would help align the program with corporate requirements, ultimately making graduates more employable and job-ready from day one.

Develop FMCG Simulation Lab

One of the most valuable lessons from my internship at ACI Foods Limited was gaining a practical understanding of how decisions regarding production costs, inventory management, and SKU-level profitability directly shape business strategy. For instance, while working on CAPEX justifications, I had to assess how proposed investments would affect unit economics and long-term margins—knowledge that goes beyond standard textbook coverage. Similarly, preparing territory-wise performance reports required simulating demand forecasts and analyzing supply chain dynamics, tasks that revealed how factors such as cost fluctuations, pricing strategies, and product design are interconnected in the FMCG sector.

Unfortunately, such complex and multi-dimensional decision-making is difficult to fully grasp in a classroom without access to real-time data or contextual scenarios. To bridge this gap, IUT should partner with companies like ACI Foods to establish a "Digital Twin FMCG Lab" where students can simulate real business operations in a risk-free environment, role-playing as brand managers, supply chain analysts, or business strategists. Within this setup, students could virtually manage procurement, production, pricing, and marketing while monitoring the effects on key performance indicators such as profitability, stock turnover, and market share. Industry partners could contribute anonymized datasets for these simulations, and faculty could embed the exercises into courses on Strategy, Operations, and Financial Management, ensuring that graduates enter the workforce with both theoretical knowledge and practical decision-making experience.

6.2 Conclusion

My 14-week internship at ACI Foods Limited has been transformative, bridging theoretical knowledge from IUT's BTM program with real-world corporate challenges. As a Strategic Planning Intern (later Business Analyst), I contributed to high-impact projects including **SKU performance analytics** (Weeks 3-5), **CAPEX justifications** (Week 7), and **daily executive reporting** (Weeks 6-14). The experience validated core academic principles:

- **Technology Management theories** manifested in factory automation documentation (Week 2)
- **Business Analytics coursework** directly applied to Python-driven sales forecasting (Week 11)
- **Supply Chain concepts** tested during warehouse process optimization (Week 1)

The unexpected promotion to Business Analyst in Week 6 demonstrated ACI's recognition of deliverables like the **Streamlit dashboard** (reducing report generation time by at least 35%) and **fortified rice market analysis** that informed a 5% budget reallocation. Professionally, I evolved from executing tasks to owning strategic processes – most notably when presenting SKU rationalization recommendations directly to the CBO (Week 5).

This immersion in Bangladesh's FMCG sector crystallized my career path: I've accepted ACI's full-time Business Analyst position to drive data-led growth strategies, particularly in Rice Unit.

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Appendices

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week **Date:** From 15th January 2025 to 18th January 2025

List of Activities With Brief Description:

1. Joined ACI Foods Limited as a Strategic Planning Intern.
2. Underwent orientation and onboarding, gaining an understanding of the company structure, key marketing strategies, and ongoing projects.
3. Met with the Strategic Planning Manager to discuss roles, expectations, and initial tasks.
4. Visited the warehouse and sales dealers to understand the primary and secondary sales procedures of the company.
5. Created daily local and global economic updates for the Chief Business Officer (CBO).

Company Supervisor

Tahani 07.03.25

Academic Supervisor
Tahani Tahmid
Junior Lecturer, BTM
Islamic University of Technology

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd week **Date:** From 19th January 2025 to 25th January 2025

List of Activities With Brief Description:

1. Created daily local and global economic updates for the CBO.
2. Wrote a Standard Operating Procedure (SOP) for factory employees and executives on dealing with suppliers.
3. Learned about factory automation processes and technologies used in production.
4. Conducted competitor research to compare pricing strategies and promotional campaigns.
5. Analyzed the CAPEX of an upcoming project, grouping costs based on specific requirements.
6. Assisted in preparing presentation slides for CAPEX costing.

07.03.25

Company Supervisor

Academic Supervisor

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Junior Lecturer, BTM

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd week **Date:** From 26th January 2025 to 1st February 2025

List of Activities With Brief Description:

1. Created daily local and global economic updates for the CBO.
2. Cooperated with the MIS team to ensure the sales team properly instructed the Sales Representatives to input detailed customer data in their app while collecting order.
3. Followed through with the customer data collection update with the sales team and briefed the MIS team on how things are progressing.
4. Collected and cleaned company's last five years of SKU/Sales data for analysis.
5. Conducted data analysis using Python to identify SKU growth, degrowth, and overall trends.
6. Assisted in preparing sales reports for performance reviews.
7. Continued learning about ACI Foods' digital marketing strategies and campaign planning.

07.03.25

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th week **Date:** From 2nd February 2025 to 8th February 2025

List of Activities With Brief Description:

1. Created Local and Global Economic updates daily for the CBO.
2. Developed insights for SKU performance tracking models.
3. Prepared visualization dashboards for sales trends using Streamlit.
4. Created a PowerPoint presentation depicting key findings for the CBO.
5. Wrote emails for the export team, communicating with a foreign client.

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Company Supervisor

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th week **Date:** From 9th February 2025 to 15th February 2025

List of Activities With Brief Description:

1. Created daily local and global economic updates for the CBO.
2. Analyzed the sales data for the last 7 years, to find out about the growth degrowth of Products, Sub-categories, Territories, and Zones.
3. Created Visualizations including bar charts, donut charts, line graphs, Pareto analysis graphs, tree maps, etc.
4. Analyzed brand-wise performance/growth, sales manager-wise performance/growth
5. Made SKU-wise ABC categorization
6. Prepared a PowerPoint presentation including all the findings from the analysis
7. Presented the findings to the Chief Business Officer
8. Wrote emails for the export team, conveying our stance regarding a certain shipment to Germany.

Tahani 07.03.25

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6^{th} week **Date:** From 16^{th} February 2025 to 22^{nd} February 2025

List of Activities With Brief Description:

1. Created daily local and global economic updates for the CBO.
2. Transitioned to the business analyst (trainee/intern) role for ACI Foods (Rice Unit) following the resignation of the previous analyst, as prescribed by the CBO
3. Learned to prepare daily, weekly, and monthly reports/updates for the rice unit.
4. Prepared the All Business Budget vs. Achievement Report daily.
5. Prepared the Retail Target vs. Achievement Report daily.
6. Prepared the Sales vs. Collection vs. Payment Report daily.
7. Collaborated with the branding team (rice unit) to prepare a tentative sales forecast for the next few months, used by the Strategic Planning Manager.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th week **Date:** From 23rd February 2025 to 1st March 2025

List of Activities With Brief Description:

1. Created daily local and global economic updates for the CBO.
2. Prepared the All Business Budget vs. Achievement Report daily.
3. Prepared the Retail Target vs. Achievement Report daily.
4. Prepared the Sales vs. Collection vs. Payment Report daily.
5. Collaborated with the branding team (rice unit) to write a brief on possible barriers in the fortified rice and flour consumer market and how these barriers might be overcome.
6. Prepared a document including capex breakdown, potential benefits, technical and innovation insights, and project justification for an upcoming capital expenditure project.
7. Prepared category wise detailed sales analysis and due visualization of Rice Unit SKUs. Including Area/Zone wise performance for the last three fiscal years.
8. Prepared territory wise monthly Target vs Achievement report.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th week **Date:** From 2nd February 2025 to 8th March 2025

List of Activities With Brief Description:

1. Created daily local and global economic updates for the CBO.
2. Prepared the All Business Budget vs. Achievement Report daily.
3. Prepared the Retail Target vs. Achievement Report daily.
4. Prepared the Sales vs. Collection vs. Payment Report daily.
5. Wrote core competencies, product sourcing strategy, key success factors and SMART alignment for an upcoming capital expenditure project.
6. Prepared SKU/Category wise selling price list for Feb'25 under the instruction of the Business Manager- Rice Unit.
7. Analyzed the stocks in the inventory and prepared an excel report on SKU wise Closing Stock, RM, PM, and WIP. Prepared visualization for easier understanding.

Tahani 07.03.25

Company Supervisor

Academic Supervisor

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th week **Date:** From 9th March 2025 to 15th March 2025

List of Activities With Brief Description:

1. Created daily local and global economic updates for the CBO.
2. Prepared the All Business Budget vs. Achievement Report daily.
3. Prepared the Retail Target vs. Achievement Report daily.
4. Prepared the Sales vs. Collection vs. Payment Report daily.
5. Prepared SKU/Category wise selling price list for this week
6. Calculated the GP of each SKU, and total Rice unit through analyzing the opening stocks, cost of production and sales for each types.

Tahani 14.03.25

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th week **Date:** From 16th March 2025 to 22nd March 2025

List of Activities With Brief Description:

1. Created daily local and global economic updates for the CBO.
2. Prepared the All Business Budget vs. Achievement Report daily.
3. Prepared the Retail Target vs. Achievement Report daily.
4. Prepared the Sales vs. Collection vs. Payment Report daily.
5. Prepared SKU/Category wise selling price list for this week
6. Calculated the GP of each SKU, and total Rice unit through analyzing the opening stocks, cost of production and sales for each types.
7. Prepared Zone/Territory wise sales comparison for the Rice Unit, for March (till 15th)

Company Supervisor

Academic Supervisor

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th week **Date:** From 23rd March 2025 to 29th March 2025

List of Activities With Brief Description:

1. Created daily local and global economic updates for the CBO.
2. Prepared the All Business Budget vs. Achievement Report daily.
3. Prepared the Retail Target vs. Achievement Report daily.
4. Prepared the Sales vs. Collection vs. Payment Report daily.
5. Prepared SKU/Category wise selling price list for this week
6. Calculated the GP of each SKU, and total Rice unit through analyzing the opening stocks, cost of production and sales for each type.
7. Prepared a revenue dashboard for the Rice Unit as per the Business Managers direction.
8. Helped in preparing a presentation (ppt) file depicting our upcoming SKUs.

Tahani ·25.04.25

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th week **Date:** From 30th March 2025 to 05th April 2025

List of Activities With Brief Description:

1. Created daily local and global economic updates for the CBO.
2. Prepared the All Business Budget vs. Achievement Report daily.
3. Prepared the Retail Target vs. Achievement Report daily.
4. Prepared the Sales vs. Collection vs. Payment Report daily.
5. Prepared SKU/Category wise selling price list for this week
6. Calculated the GP of each SKU, and total Rice unit through analyzing the opening stocks, cost of production and sales for each type.
7. Prepared a revenue dashboard for the Rice Unit as per the Business Managers direction.

Tahani 16.05.25

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Academic Supervisor

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 13th week **Date:** From 06th April 2025 to 12th April 2025

List of Activities With Brief Description:

1. Created daily local and global economic updates for the CBO.
2. Prepared the All Business Budget vs. Achievement Report daily.
3. Prepared the Retail Target vs. Achievement Report daily.
4. Prepared the Sales vs. Collection vs. Payment Report daily.
5. Prepared SKU/Category wise selling price list for this week
6. Calculated the GP of each SKU, and total Rice unit through analyzing the opening stocks, cost of production and sales for each type.
7. Prepared a revenue dashboard for the Rice Unit as per the Business Managers direction.
8. Prepared channel wise sales report
9. Prepared ZSM/Area wise sales budget vs achievement report

25.04.25

Company Supervisor

Academic Supervisor

Tahani Tahmid

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 14th week **Date:** From 13th April 2025 to 15th April 2025

List of Activities With Brief Description:

1. Created daily local and global economic updates for the CBO.
2. Prepared the All Business Budget vs. Achievement Report daily.
3. Prepared the Retail Target vs. Achievement Report daily.
4. Prepared the Sales vs. Collection vs. Payment Report daily.
5. Prepared SKU/Category wise selling price list for this week
6. Calculated the GP of each SKU, and total Rice unit through analyzing the opening stocks, cost of production and sales for each type.

Company Supervisor

Academic Supervisor

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