



Islamic University of Technology

A Subsidiary Organ of Organization of Islamic Cooperation (OIC)

Internship Report

on

**Functions of Supply Chain Management: A Study on
New Zealand Dairy Products Bangladesh Ltd.**

Submitted To:

Islamic University of Technology

in partial fulfillment of the requirements for the degree of
BBA in Technology Management

Submitted By:

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New Zealand Dairy TM

Letter of Transmittal

14th May, 2024

Rasheda Akter Rupa

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Department of Business and Technology Management

Islamic University of Technology (IUT)

Board Bazar, Gazipur.

Subject: Submission of Internship Report

Respected Ma'am,

I hereby submit the Internship report titled “Functions of Supply Chain Management: A Study on New Zealand Dairy Products Bangladesh Ltd.” which is a mandatory part of the internship program. It was a great privilege for me to work under your guidance and supervision.

I have tried my best to portray the details of the company, my duties there as an intern, the scope and possibility of the company, etc. very precisely. This opportunity has enabled me to bridge my theoretical knowledge gathered throughout the past 4 years and real-life practices. I sincerely believe that the practical knowledge and experience gathered from this study have definitely added value to my career and will also help to ace in the corporate culture in the future.

I hope my effort will succeed in satisfying your expectations. I will be available at any time convenient to you for clarification of any point of this report.

Sincerely yours,

Nazmus Sakib Rumman

ID: 190061108

Business and Technology Management

Islamic University of Technology

Declaration

I, Nazmus Sakib Rumman, a student of the Department of Business and Technology Management of Islamic University of Technology hereby confirm that the report I am submitting is an original and real piece of article written solely by myself under the supervision of Rasheda Akter Rupa, Lecturer, Department of Business and Technology Management, Islamic University of Technology. This report has not been submitted to any other University/ College/ Organization for any academic qualification and therefore, fully satisfies the university rules and regulations with respect to plagiarism and collusion.

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

Sincerely yours,

Nazmus Sakib Rumman

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Business and Technology Management

Islamic University of Technology

Acknowledgment

It is been a fantastic chance for me to work on this report. I had to deal with a genuine working community, I had to deal with some more or less significant challenges and I was able to gain a lot of expertise during the course of the project. As a result, I want to express my gratitude to everyone who assisted me in completing my internship.

I want to express my gratitude to Islamic University of Technology for providing me with the opportunity to directly transfer my skills and knowledge to the industry, which was both demanding and exciting.

I also want to express my gratitude to Mrs. Rasheda Akter Rupa, Lecturer, Department of Business and Technology Management, Islamic University of Technology (IUT), who was extremely approachable and helpful in guiding and adjusting the manner this internship was conducted.

It is necessary to express gratitude to Head- Planning and Factory Logistics MD. Tarek Uddin Ahmed and his whole team. MD. Tarek Uddin Ahmed was always happy to answer any queries I had, and he shared his expertise at New Zealand Dairy Products Bangladesh with me in a very kind manner. He was always willing to have a conversation with me about various issues relating to challenges in general.

Executive Summary

This internship report details the internship experience at New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh), a leading FMCG company. Participating in various supply chain projects within a collaborative and supportive work environment. I gained valuable insights into the company's operations, including warehouse management, inventory control, and production planning. The report highlights New Zealand Dairy Products Bangladesh's strengths in product quality, operational efficiency, and value creation, while offering recommendations for further market growth through enhanced brand awareness, product portfolio expansion, strategic risk management, talent acquisition, and empowered decision-making within departments. By implementing these suggestions, New Zealand Dairy Products Bangladesh can solidify its position as a leader in the competitive Bangladeshi FMCG market.

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Chapter 1

Introduction

1. Introduction

This report delves into the operations of New Zealand Dairy Products Bangladesh Ltd. (NZDPB), a prominent multinational company originating in New Zealand and ultimately owned by Fonterra, a global dairy cooperative. New Zealand Dairy specializes in both dairy and non-dairy fast-moving consumer goods (FMCG) in Bangladesh. Here I will be describing about their supply chain, the Bangladeshi FMCG landscape and the challenges and solutions they encounter in distribution.

The supply chain encompasses all entities involved in bringing a product to market. It includes suppliers of raw materials, manufacturers, distributors, and finally, the end consumer. This section will examine New Zealand Dairy's current distribution network in Bangladesh, including any critical situations they face.

The population of Bangladesh is rapidly increasing, with a growing emphasis on education and nutritional awareness. This fuels a rising demand for both dairy and non-dairy products. However, domestic manufacturers can only meet a fraction of this demand, with estimates suggesting they supply roughly 13% of the current milk consumption and 23% of non-dairy products.

New Zealand Dairy Products, initially a New Zealand dairy company, has evolved into a global dairy cooperative owned by over 11,000 farmers. They boast an impressive global network of 28 manufacturing sites that process a staggering 16 billion liters of milk annually. Additionally, they export a significant portion (around 95%) of their local production to over 130 countries. Currently, New Zealand Dairy is actively expanding their presence in Bangladesh.

New Zealand Dairy leverages a diverse portfolio of brands in the Bangladeshi market, including well-known names like Diploma, Farmland, Red Cow, and Calci-Pro. Notably, they hold a dominant position in the milk powder category and have been recognized as the "Best Brand" (Milk Category) by the Bangladesh Brand Forum for four consecutive years (2020-2023).



Figure 1: All brands of New Zealand Dairy Products

1.1 Origin of the Report

This report fulfils a requirement for my Bachelor of Business Administration (BBA) program, specifically the internship component. I completed my internship at New Zealand Dairy Products Bangladesh Limited, a prominent multinational dairy company with roots in New Zealand. This internship provided valuable firsthand experience in the practical application of supply chain management and project management principles.

My internship focused on the raw materials for New Zealand Dairy's dairy products, including those imported directly from New Zealand. This report delves into the inner workings of New Zealand Dairy's supply chain management system. It explores how they manage the flow of goods, provide logistical support, and analyse potential scenarios for optimizing their distribution networks.

1.2 Purpose of the study

Within any organization, supply chain management (SCM) plays a pivotal role. It directly impacts a company's ability to compete effectively and deliver high customer satisfaction. In today's business landscape, a well-oiled SCM system is considered fundamental for a company's success. An efficient SCM allows businesses to deliver products to customers quickly, cost-effectively, and seamlessly. It's a critical component for most businesses, regardless of industry. Notably, a robust SCM process also equips companies to anticipate potential challenges within their current distribution networks.

This report delves into a deep analysis of New Zealand Dairy Products Bangladesh Limited's (NZDPB Ltd.) approach and methods for optimizing their distribution network. I have learnt acchatheir strategies for streamlining the flow of goods from suppliers to end consumers, aiming to achieve greater efficiency and cost-effectiveness.

1.3 Objective of the Study

Here are some objectives by examining the current status of Supply Chain Management processes and highlighting the aspects:

1. To categorize the hurdles encountered in Supply Chain Management of the company.
2. To outline the necessary measures for enhancing the efficiency of distribution networks.
3. To assess the current logistics support landscape within New Zealand Dairy Products.
4. To recommend strategies for future optimization of distribution networks.

1.4 Limitations of the study

During the process of compiling this report, certain constraints were encountered. Below are enumerated a few of these limitations:

1. Time Constraints and In-Depth Observation

One of the primary limitations encountered during this report's development was time. A more extended timeframe would have allowed for deeper observation and a more comprehensive understanding of New Zealand Dairy's actual supply chain operations and working methods.

2. Intern's Perspective on Supply Chain Activities

As an intern, my role within the company did not encompass all facets of supply chain management. This limited the scope of my report regarding a detailed examination of the entire supply chain process.

3. Confidentiality Considerations

Maintaining confidentiality is a crucial aspect for any organization. While my supervisors were incredibly helpful and supportive in providing information for this report, certain confidential details are understandably restricted from disclosure to non-permanent employees.

1.5 Methodology

1.5.1 Sources of Data

Primary Sources of Data

This document is crafted based on the firsthand insights gained during daily internship activities. It draws upon information gleaned from the higher authorities of the supply chain management team.

Secondary Data

Secondary data refers to information gathered by persons other than the end user. Given that this report is mostly based on additional online research is used to deepen the discussion on certain topics. Secondary sources form the bulk of this report, a substantial portion of the data featured herein originates from diverse outlets. These include:

1. Official Company Website.
2. Personal Journals and Annotations maintained during the internship tenure.
3. Human Capital Management (HCM) Documents.
4. Annual Company Reports.
5. Scholarly Research Papers.
6. Preceding Internship Reports.
7. Utilization of Google Search Engine.

1.6 Scope of the report

This document furnishes a comprehensive depiction of the entity, particularly focusing on the Supply Chain Module of New Zealand Dairy Products. This report will highlight the organization's overarching operations, its operational environment, and its impact on both local and global markets. Additionally, it offers perspective on the entirety of the dairy and non-dairy Fast-Moving Consumer Goods (FMCG) sector. Lastly, it provides an overview of my entire internship duration, the knowledge acquired, and recommendations proposed.

1.7 Significance

Internships offer invaluable experiences to students, enabling them to translate theoretical knowledge into practical applications in real-world settings. Over the course of my four-month internship, I immersed myself in the dynamics of the business realm, applied classroom theories, and pinpointed areas for personal improvement. This internship significantly bolstered my self-confidence, honed my communication skills, and enhanced my overall social aptitude. The wealth of knowledge gained during this experience will undoubtedly prove invaluable as I advance in my career.

Chapter 2

Company Overview

2. History

Established in 1981 through a merger, New Zealand Dairy Products (NZDP) is a major player in the Bangladeshi market. Initially formed from a cooperative and a Danish dairy firm, New Zealand Dairy Products partnered with a local distributor, Anchor Dairy, in 1996. By 2000, New Zealand Dairy Products had transitioned into a full-fledged multinational corporation (MNC) with Fonterra's backing.

Currently, New Zealand Dairy Products operates as a joint venture with an 81% shareholding. They supply bulk products, manage a repackaging plant with over 1,100 employees, and oversee marketing efforts. Local food brands hold the remaining 19% stake and handle distribution networks for both dairy and non-dairy products across Bangladesh. New Zealand Dairy Products boasts an extensive portfolio exceeding 20 product lines and 200 SKUs, solidifying their position as a key contributor to Bangladesh's food sector.

2.1 Company Overview

New Zealand Dairy Products (NZDP) has carved a prominent niche within Bangladesh's thriving Fast-Moving Consumer Goods (FMCG) market, solidifying its position as one of the nation's top three Multinational Consumer Goods (MNC) enterprises dedicated to dairy products and overall well-being.

The company's extensive distribution network, encompassing a staggering 850,000 outlets nationwide, serves as a testament to its remarkable reach. This robust infrastructure allows NZDP to impact the lives of a significant portion of the Bangladeshi population – with estimates suggesting they touch the lives of one out of every two citizens.

NZDP offers a diverse product portfolio encompassing a wide range of categories, strategically catering to specific consumer needs. Their offerings span bone nutrition, fitness and weight management, delectable desserts, and convenient snacking options. The company's flagship brand, Diploma, has enjoyed a particularly successful journey in Bangladesh. Having celebrated its 23rd anniversary in December 2023, Diploma boasts a loyal and ever-expanding customer base. This brand's unwavering commitment to quality has consistently placed it within the top ten most trusted brands in Bangladesh since 2004, culminating in a prestigious recognition as the "Best Brand" by the Bangladesh Brand Forum and Nielsen in 2009.

NZDP has continuously strived to expand its brand portfolio, strategically focusing on the Value Added Consumer Goods (VACG) segment. This division now boasts a powerhouse of well-recognized brands, including Diploma, Farmland, Red Cow, Shape Up, and Calci Pro, with the latter leading the powdered FMCG market within Bangladesh. Further demonstrating their commitment to product innovation, NZDP introduced Happy Cow – a healthy and delicious milk brand – and Calci Pro in 2013, catering to the growing demand for health-conscious options.

2.2 Vision

New Zealand Dairy Products prioritizes sustainability as a cornerstone for achieving its full potential. This focus goes hand-in-hand with fostering and empowering stakeholder relationships. Recognizing the company's vast potential, a core value lies in empowering stakeholders to reach their own zenith. This singular vision embodies the company's clear

objective, simultaneously serving as an unwavering call to action for employees to strive for excellence in all endeavours.

2.3 Mission

New Zealand Dairy Products recognizes that fostering positive change is instrumental in achieving its goals. Therefore, the company's long-term growth strategy centers around cultivating an empowering workplace culture. This culture fosters a sense of ownership among employees, enabling them to make meaningful contributions that ripple throughout the entire business ecosystem. By empowering individuals, NZDP fosters a spirit of innovation and engagement, ultimately propelling the company towards sustainable success.

2.4 Key Milestones for New Zealand Dairy Products in Bangladesh:

- **1996:** Incorporation - New Zealand Dairy Products establishes a firm foundation in Bangladesh, laying the groundwork for future success.
- **2000:** Operational Launch - The company commences operations in Bangladesh, bringing its high-quality dairy products to the local market. This marks a significant step towards fulfilling consumer needs and contributing to the nation's food sector.
- **2009:** Public Listing - A testament to its commitment and growth within Bangladesh, New Zealand Dairy Products secures a listing on both the Dhaka and Chittagong Stock Exchanges. This strategic move strengthens its position as a key player in the country's dynamic FMCG landscape.
- **2011:** Product Innovation and Market Leadership - Demonstrating a keen understanding of evolving consumer preferences, the company launches two impactful brands: Shape Up and Calci Pro. These brands cater to the growing demand for body shaping and bone health solutions. Notably, Shape Up achieves a remarkable feat by capturing over 20% market share within its first year, highlighting its rapid success and consumer trust.
- **2000 (Launched) & Present (Market Leader):** Diploma Powder Milk - The introduction of Diploma powder milk in 2000 marked a turning point for the company. Through unwavering dedication to quality and customer satisfaction, Diploma has climbed to the coveted position of the number one brand in its category within Bangladesh. This ongoing market leadership is a powerful indicator of brand loyalty and consumer preference.

2.5 Corporate Information

Date of Incorporation	September 6, 1999
Our Factories	Factory 1: Rajendrapur, Gazipur, Factory 2: Vulta, Narayanganj
Registered Office	House-6, Road-4, Sector-10, Uttara, Dhaka-1230
Corporate Office	Office Space- 801, Shanta Western Tower, 186 Bir Uttam Mir Shawkat Sarak, Dhaka 1208 Telephone: +88 02-8878701 Fax: +88029897140
Website:	www.newzealanddairybd.com
Principal Bankers	Standard Chartered Bank HSBC Mutual Trust Bank
Stock Information	Dhaka Stock Exchange Chittagong Stock Exchange Stock Code NZDP ISIN: BD0345NZDP3 Sector. Dairy and Foods
Investor Relations	Telephone: +8802222286153 Ext: 607 Fax: +88029897140 Email: info.nzdp@newzealanddairybd.com

Table 1: Corporate Information

2.6 Company Business Model

New Zealand Dairy Products (NZDP) is committed to a philosophy of shared value creation. This translates into a long-term growth strategy that prioritizes not only own success but also the well-being of all stakeholders they interact with. Their core principle is to "grow together with Bangladesh in a sustainable way."

To achieve this objective, we have developed a comprehensive value creation model. This framework serves as a roadmap, illustrating how they leverage our various forms of capital – financial, human, intellectual, social, and environmental – to not only drive business success but also contribute positively to achieving key Sustainable Development Goals (SDGs) established by the United Nations.

Through this multi-faceted approach, New Zealand Dairy Products strive to maximize value for all our stakeholders. This includes our employees, farmers, suppliers, distributors, retailers, and, most importantly, the Bangladeshi consumers who trust our products. By focusing on shared value creation, we believe we can foster a mutually beneficial and sustainable future for NZDP and Bangladesh as a whole.



Figure 2: New Zealand Dairy Products Bangladesh Limited Business Model

2.7 Category & Brands of New Zealand Dairy Products Bangladesh Limited

Category	Brands
Full Cream Milk Powder	<ol style="list-style-type: none"> 1. Diploma 2. Farmland 3. Red Cow 4. Calci Pro 5. Shape Up 6. Happy Cow
Butter Oil	<ol style="list-style-type: none"> 1. Red Cow Butter Oil
Biscuit	<ol style="list-style-type: none"> 1. Bellame Cremo 2. Bellame Crush Lemon 3. Bellame Digestive 4. Bellame EnergyGo 5. Bellame Golden Cremo 6. Bellame Plain Toast 7. Bellame Butter Toast 8. Bellame Dry Cake 9. Bellame Choco Little 10. Bellame Saltish 11. Bellame Peanut Bite
Chips	<ol style="list-style-type: none"> 1. Detos 2. Krackers King 3. Tornado 4. Yokozona 5. Spicy Potato 6. Poppers
Wafer	<ol style="list-style-type: none"> 1. ToiMoi Barz Choco Ring 2. ToiMoi Stick 3. ToiMoi Flat Wafer
Noodles	<ol style="list-style-type: none"> 1. Doodles Chicken Stick 2. Doodles Chicken Spicy 3. Doodles Korean Ramen 4. Doodles Instant Noodles

Table 2: Category & Brands of New Zealand Dairy Products

2.8 Values

At New Zealand Dairy Products (NZDP), a robust set of core values serves as the guiding compass for employee behavior and decision-making. These values permeate every level of the organization, from entry-level positions to senior leadership. This deep-rooted integration has fostered the development of a distinct workplace culture unique to NZDP Bangladesh. So deeply ingrained are these values that they can be considered the very DNA of the organization, shaping the actions and interactions of all employees.

Pioneering Market Expansion: New Zealand Dairy Products champions proactive exploration of new markets. Their approach involves identifying early opportunity signals, allowing them to establish a foothold before competitors.

Innovation through Calculated Risk: The company fosters a culture of cutting-edge research and development, where calculated risk-taking is seen as a catalyst for achieving breakthrough results.

Empowered Collaboration: NZDP believes in fostering a collaborative environment that empowers stakeholders to think beyond traditional boundaries and explore unconventional solutions. This collaborative spirit is balanced with a focus on accountability for successful execution.

Open Communication & Feedback: The company prioritizes clear and flexible communication. This includes actively listening to diverse viewpoints without bias, and fostering a culture of mutual trust and respect when delivering and receiving feedback.

Bias for Action: NZDP prioritizes swift and deliberate action over waiting for perfect information. This "bias for action" allows them to be more agile and responsive to market opportunities.

Relentless Pursuit of Excellence: A continuous commitment to excellence is ingrained in the company's DNA. This translates to steadily increasing performance standards and actively strengthening capabilities to ensure long-term success.

Breaking Down Silos: NZDP recognizes the importance of collaboration beyond traditional departmental or organizational boundaries. The company actively encourages employees to seek out cooperation and influence those outside their immediate sphere of influence to achieve the best possible outcomes.

Global Mindset: Cultivating a global perspective is a core value at NZDP. This includes fostering cultural awareness and adaptation, as well as actively learning from diverse cultures to gain a broader understanding of the global marketplace.

2.9 Manufacturing Facilities

New Zealand Dairy Products Bangladesh Limited leverages a strategic manufacturing infrastructure to efficiently serve the Bangladeshi market. The company operates two specialized facilities: a breaking plant and a filling plant. The breaking plant, situated approximately 35 kilometers from the NZDP Bangladesh headquarters in Volta, focuses on processing raw materials. The resulting product is then transported to the Volta filling plant, which serves as a central hub for both domestic and international raw materials, as well as

packaging supplies. Following the completion of the filling process, all finished goods are meticulously distributed to a network of five depots strategically located throughout Bangladesh. These depots, situated in Dhaka, Chittagong, Bogra, Jessore, and Comilla, ensure efficient and timely product delivery to customers nationwide.

2.10 Employees

New Zealand Dairy Products Bangladesh Limited fosters a significant economic footprint within the country. The company directly employs nearly 600 individuals, contributing to the local workforce. Furthermore, NZDP Bangladesh extends its economic impact by collaborating with a network of local suppliers, distributors, and sales representatives, indirectly supporting over 7,500 jobs. This robust network is further amplified by a comprehensive distribution infrastructure that encompasses over 980,000 shops and 198 wholesalers across Bangladesh. This widespread coverage ensures efficient product delivery and broad market access, solidifying NZDP Bangladesh's position as a key player in the nation's economy.

2.11 New Zealand Dairy Products Management Structure

Driven by its substantial growth and commitment to operational excellence, New Zealand Dairy Products Bangladesh Limited has established a well-defined functional structure. This structure is designed to ensure maximum effectiveness across all departments, regardless of the volume or complexity of tasks. Each department plays a critical role in contributing to the organization's overarching goals.

- **Human Resources & Administration:** This department serves as the cornerstone of the company's talent management strategy. Their focus lies on fostering a positive and productive organizational culture, while simultaneously attracting, developing, and retaining top talent. This focus on human capital is recognized as a key differentiator in today's competitive landscape.
- **Finance:** The finance department acts as the strategic steward of the company's financial resources. Responsibilities encompass managing financial transactions, ensuring national revenue compliance, and implementing robust management systems. These efforts ensure the organization's financial health and adherence to all relevant regulations.
- **Supply Chain:** The supply chain department plays a vital role in ensuring uninterrupted product availability. They meticulously manage the flow of goods, from sourcing raw materials to delivering finished products to meet customer demand. This focus on efficient logistics is essential for maintaining a competitive edge.
- **Marketing:** The marketing department spearheads brand strategy, market share expansion, and product development initiatives. Their efforts are instrumental in driving brand awareness, securing customer loyalty, and fostering sustainable growth.
- **Sales:** The sales department serves as the driving force behind revenue generation. Through strategic sales channels, particularly focusing on distributors, they work diligently to increase sales and market penetration.

By fostering seamless collaboration across these functional departments, New Zealand Dairy Products Bangladesh Limited is well-positioned for continued success in the Bangladeshi market.

2.12 New Zealand Dairy Products Supply Chain Department Organogram

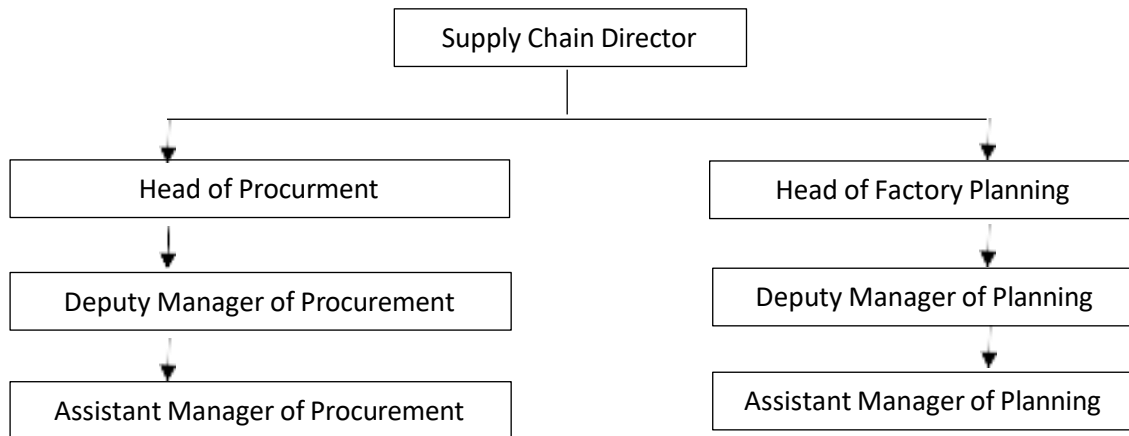


Figure 3: SCM Organogram of New Zealand Dairy Products

2.13 Supply Chain Strategies for Efficiency

A. Initiatives to Reduce Business Waste:

Recognizing the importance of sustainability in a competitive market landscape, New Zealand Dairy Products Bangladesh Limited has prioritized waste reduction as a key strategic focus. The company's supply chain team has taken a pioneering role in this initiative, spearheading a "ZERO WASTE" program. This comprehensive program, aptly named the "War Against Waste," leverages advanced health check technologies strategically deployed across the entire value chain. The planning team has further bolstered this commitment to sustainability by launching a series of targeted initiatives aimed at simplifying supply assurance while simultaneously achieving a zero-waste approach.



Figure 4: Waste minimization

B. Outbound Logistics and Customer Service Successes:

In response to the challenges presented by the pandemic, New Zealand Dairy implemented a strategic initiative titled "Distribution Network Redesign and Cost Optimization with Fastest Execution." This initiative focused on optimizing our warehousing and distribution systems to ensure continued efficiency and cost-effectiveness during this unprecedented time.

C. Assisting with the Development of New Products:

New Zealand Dairy Products Bangladesh Limited's supply chain team played a pivotal role in ensuring the successful on-time and complete implementation of new product development initiatives, even during the challenging times of the pandemic. Their focus on meticulous planning and resource management was instrumental in this achievement.

- **New Product Introduction:** The supply chain team facilitated a seamless launch of new products by guaranteeing the timely availability of all necessary raw materials and packaging supplies. This proactive approach minimized potential delays and disruptions.
- **Cost Optimization Strategies:** In response to rising costs of raw materials, packaging, and freight due to COVID-induced supply chain constraints, the team implemented a series of targeted savings initiatives and strategic procurement practices. These efforts effectively mitigated cost pressures and strengthened the company's bottom line.
- **Building Long-Term Supply Chain Resilience:** "Project Resilience" serves as a strategic initiative designed to establish a robust and sustainable supply base. This proactive approach ensures long-term supply chain stability and minimizes potential disruptions.
- **Uninterrupted Supply During the Pandemic:** The supply chain team's unwavering commitment ensured the uninterrupted flow of essential goods throughout the pandemic. This dedication played a vital role in maintaining business continuity and serving customers effectively.
- **Technological Enhancements for Improved Efficiency:** The team has further bolstered efficiency by strategically deploying analytical and tracking technologies within the IT infrastructure. This data-driven approach allows for better forecasting, optimization of inventory management, and enhanced decision-making capabilities.

Chapter 3

Industry Analysis- FMCG

3. Industry Analysis – FMCG

3.1 Flourishing FMCG Market:

Bangladesh's Fast-Moving Consumer Goods (FMCG) sector is experiencing remarkable growth, solidifying its position as one of the nation's most dynamic industries. This highly competitive market continuously witnesses FMCG companies striving for innovation and introducing novel products to cater to evolving consumer preferences.

Fueling this growth trajectory is Bangladesh's sizable population, estimated at over 164 million in late 2017. This demographic advantage presents a significant opportunity for FMCG companies to expand their market share. Furthermore, rising Gross Domestic Product (GDP) translates into increased private consumption, further bolstering the industry's potential.

3.2 Rising Consumer Demand:

An upward trend in consumer spending is evident when examining household expenditure patterns. Data indicates that in 2010, essential consumption accounted for a significant portion of average monthly family income (both public and urban). Since then, a steady increase has been observed across both categories, demonstrating a growing appetite for FMCG products. This trend signifies a potential shift in consumer behavior, with a growing propensity to invest in a broader range of consumer goods.

Key Takeaways:

- Bangladesh's FMCG market is experiencing robust growth.
- Intense competition drives innovation in the sector.
- A large and growing population presents a significant market opportunity.
- Rising GDP and private consumption fuel industry expansion.
- Shifting consumer spending patterns indicate increased demand for FMCG products.

3.3 A Journey of Shared Growth for New Zealand Dairy Products Bangladesh

New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh) is a company driven by a core principle: creating a positive impact on the lives of all stakeholders we interact with. The past year can be best encapsulated by the theme "Growing Together." they navigated the unprecedented challenges of the COVID-19 pandemic with resilience, prioritizing the health and safety of our employees and extended workforce while simultaneously delivering growth and profitability. This period of adversity further solidified our commitment to our strategic framework and core values, as evidenced by the expansion of our portfolio of winning brands.

While the years 2020-21 presented undeniable difficulties, they also served as a catalyst for strengthening our organization. We honed our ability to adapt to evolving customer needs and a dynamic business environment. As a responsible multi-stakeholder enterprise, we responded with agility and swiftness, fulfilling our essential obligation to serve customers while demonstrating solidarity with Bangladesh through comprehensive community relief and corporate citizenship initiatives. Perhaps most importantly, this past year served as a powerful

reaffirmation of our commitment to a purpose-driven and impact-driven business model, ensuring sustainable performance for both the present and the future.

3.4 SWOT Analysis

Understanding the Competitive Landscape:

A comprehensive strategic analysis is instrumental for any organization to navigate the complexities of the market landscape. This analysis typically involves a SWOT framework, which evaluates a company's internal strengths (S) and weaknesses (W), alongside external opportunities (O) and threats (T).

While I cannot disclose confidential information from my internship at New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh) supply chain department, I can provide a general framework to illustrate this approach:

<p>S Strengths</p> <ul style="list-style-type: none"> • Strong Management • Skilled Workforce • Established Brands 	<p>W Weaknesses</p> <ul style="list-style-type: none"> • Financial Limitations • Aggressive Cost Cutting Policy
<p>O Opportunities</p> <ul style="list-style-type: none"> • Super Distribution and Sales Network • Ever Growing Consumer Market 	<p>T Threats</p> <ul style="list-style-type: none"> • Local and International Competitors

Figure 5: SWOT Analysis

Strengths:

1. Strong Management and Workforce

New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh) has cultivated a highly capable and experienced management team, leading a sizable and dedicated workforce. This collaborative and results-oriented environment empowers the organization to operate efficiently and achieve its strategic objectives. The company's commitment to management excellence is evident by the numerous accolades bestowed upon Marico International over the past decade. Undoubtedly, NZDP Bangladesh has

established a best-in-class approach to management practices and operational effectiveness.

2. Brand Recognition and Market Leadership

A cornerstone of NZDP Bangladesh's strength lies in the unparalleled brand recognition enjoyed by its products. Parachute and Parachute Advanced Hair Care, for example, hold undeniable dominance in the Bangladeshi market. These iconic brands have served as a powerful "trump card" for NZDP Bangladesh since their introduction in the early 2000s. Consistently recognized as leading consumer care and hair oil brands by prestigious entities like the Bangladesh Brand Forum and the Daily Star, these products have garnered widespread consumer trust and loyalty. This dominance is reflected in their market share, capturing a remarkable 82% of the packaged hair oil market in Bangladesh.

3. Market Position and Reputation

Industry recognition further underscores NZDP Bangladesh's competitive edge. The Bangladesh Brand Forum's designation of NZDP Bangladesh as the second largest multinational operating in the country is a testament to its success and market leadership.

Weakness:

1. Presence & Development

While New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh) and its parent company have established a strong presence in their respective markets, there is always room for further development. While the company enjoys success with its existing brands, it may not yet hold the same level of market dominance as established multinationals like Procter & Gamble, Unilever, or Reckitt Benckiser.

2. Competitor Experience

One potential weakness lies in the company's relative lack of experience compared to these major competitors. Additionally, past limitations on financial resources may have restricted NZDP Bangladesh's ability to pursue ambitious expansion plans. Internal feedback suggests that cost-saving measures may be prioritized to the extent that it impacts operational efficiency. A culture of frugality can create pressure on employees, potentially leading to inefficiencies if resources are overly restricted. A more balanced approach to resource allocation, fostering innovation and strategic investment alongside cost-consciousness, could optimize overall performance.

Opportunity:

1. Demand

Bangladesh presents a compelling growth opportunity. With a youthful population exceeding 60% under the age of 30 and a burgeoning consumer sector, the demand for high-quality Fast-Moving Consumer Goods (FMCG) is on the rise.

2. Landscapes

This demographic is increasingly drawn to established brands, creating a fertile market for expansion. By capitalizing on this favourable landscape, NZDP Bangladesh can emulate the success stories of Unilever and P&G, solidifying its position as a leading player in the Bangladeshi FMCG market.

Potential Threats:

1. Competitive Landscape

New Zealand Dairy Products Bangladesh Limited's (NZDP Bangladesh) focus on cost-cutting measures, while potentially improving efficiency, could also lead to decreased investment in product innovation and marketing initiatives. This strategic approach may expose the company to heightened competition from established players like Unilever Bangladesh, Kohinor Chemicals, and Mousumi Industries Limited. These well-entrenched competitors boast a longer history in the Bangladeshi market and may leverage their brand recognition and market share to gain an advantage.

2. Regulatory Compliance

Maintaining adherence to evolving regulations is an ongoing challenge for all businesses operating in Bangladesh. NZDP Bangladesh's focus on cost-effectiveness should not compromise its commitment to regulatory compliance. Failure to meet these standards could result in unforeseen penalties and disruptions to operations.

3. Evolving Consumer Preferences

Consumer preferences are dynamic, and a company's offerings need to adapt accordingly. If NZDP Bangladesh prioritizes cost-cutting over product development, they risk falling behind competitors who are introducing innovative products that cater to evolving consumer demands. By acknowledging these potential threats, NZDP Bangladesh can proactively develop strategies to mitigate risks and ensure long-term success in the Bangladeshi market.

1.1 Competitive Landscape: A Closer Look

Unilever Bangladesh: A Key Competitor

Within the Bangladeshi FMCG market, New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh) faces a dynamic competitive landscape. A key player to consider is Unilever Bangladesh, the nation's leading multinational FMCG manufacturer.

Unilever Bangladesh, a subsidiary of the global FMCG giant Unilever International, presents a significant presence in the Bangladeshi market. Established well before the country's independence, Unilever Bangladesh boasts a portfolio of well-recognized and trusted brands. In contrast, New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh) is a relatively new entrant.

Marketing Strategies:

An analysis of marketing strategies reveals a clear distinction between the two companies. Unilever Bangladesh prioritizes continuous customer engagement and brand interaction through various initiatives implemented throughout the year. This commitment to brand building and fostering customer relationships is a cornerstone of their success. In comparison, NZDP Bangladesh's marketing efforts appear less frequent and aggressive, with only a few activation campaigns launched annually.

Brand Leadership:

From a brand management perspective, Unilever Bangladesh has demonstrably secured a leading position across multiple categories. Their strategic focus on brand

development has yielded a dominant market presence. On the other hand, NZDP Bangladesh has yet to establish any of its brands as category leaders within the industry.

3.5 PESTLE Analysis of New Zealand Dairy Products Bangladesh Limited

Understanding the External Environment:

A PESTLE analysis is a strategic tool employed to evaluate external factors that influence a company's performance and decision-making. These factors encompass Political, Economic, Social, Technological, Legal, and Environmental considerations.

Political factors:

The political landscape can pose challenges for businesses operating in Bangladesh. Issues such as fluctuating interest rates, complex tax structures, and potential corruption can hinder growth. Political instability is also a concern. However, New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh) strives to make a positive impact within the Bangladeshi FMCG industry despite these external factors.

Economic factors:

Bangladesh boasts a workforce with moderate to high skill levels, particularly relevant for the Consumer/Non-Cyclical industry. NZDP Bangladesh can leverage this skilled workforce to enhance its services within Bangladesh while potentially exploring global expansion opportunities.

Social factors:

NZDP Bangladesh caters to a diverse customer base, offering products across various price points. This inclusivity has fostered brand recognition and acceptance among both high-income and lower-income segments of the population.

Technological factors:

A visit to NZDP Bangladesh's manufacturing facilities reveals a highly advanced production process. From raw materials to packaging, every stage utilizes high-tech machinery. This automation has significantly reduced errors and boosted production efficiency.

- Highly Advanced Production
- High-tech Machinery
- Automation

Legal factors:

NZDP Bangladesh maintains a dedicated legal department to ensure compliance with relevant regulations concerning taxation, labor laws, and industry standards. The company fosters a positive relationship with the government by consistently meeting its tax obligations.

Environmental factors:

NZDP Bangladesh prioritizes environmentally friendly practices within its manufacturing operations. The production process is designed to minimize environmental impact, and waste materials are recycled whenever possible. However, it is acknowledged that all industrial facilities contribute to some level of air pollution.

Chapter 4

Internship Main Activities

4. Internship at New Zealand Dairy Products Bangladesh Limited

4.1 Internship Experience:

I completed a three-month internship program at New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh), fulfilling all program requirements. I was placed within the Supply Chain department, specifically focusing on supply and demand planning. The internship provided me with the opportunity to participate in a diverse range of projects across various areas within the department.

4.2 Project Responsibilities:

My internship role transcended a singular function. I was entrusted with a variety of projects, some unique and novel, while others involved the efficient completion of recurring tasks. During this period, I honed my skills to effectively comprehend and execute these recurring tasks with increased speed and accuracy.

4.3 Project 1: Warehouse Daily Utilization Tracker

In one of my projects, I built a "Warehouse Daily Utilization Tracker." This tool calculates the daily space used within warehouses by comparing utilized space to the total available space. It even accounts for situations where more products were shipped out than received, resulting in a negative utilization value. This project encompassed several key objectives:

- **Daily Stock Report:** Generation of a daily report detailing current stock levels within the warehouse.
- **Warehouse Space Utilization:** Assessment and monitoring of warehouse space utilization to optimize storage efficiency.
- **Dispatch Production Report:** Creation of reports tracking dispatched production quantities.
- **Per Pallet Capacity:** Analysis of capacity per pallet to optimize warehouse space allocation.

Key Learnings:

- **Warehouse Optimization Strategies:** The internship provided valuable insights into optimizing warehouse efficiency through techniques such as space utilization analysis and inventory management practices.
- **Third-Party Logistics (3PL) Evaluation:** I gained knowledge regarding the evaluation process for selecting and collaborating with third-party warehousing providers.
- **Production Planning and Control:** My experience within the supply chain department allowed me to gain a deeper understanding of daily production planning and control processes.
- **Inventory Management Expertise:** I developed proficiency in working with Stock Keeping Units (SKUs), including material descriptions, coding systems, and effective utilization of Excel functionalities for inventory management purposes.

SUMMARY					
Description	Malekerbari	Macrohunt	Bhabanipur	Kalampur	Rob
Total area in SFT	31,500	33,000	15,000	18,056	7,000
Net Area	23,625	24,750	11,250	13,542	5,250
Utilized Area in SFT	15,040	18,540	3,620	7,280	3,680
Utilization %	64%	75%	32%	54%	70%
Average Utilization %	59%				

Table 3: Warehouse Daily Utilization Tracker



Figure 6: Depot Station

Project 2: Monthly Beginning Stock Cover Analysis

This project focused on evaluating the company's performance in maintaining adequate stock levels at the beginning of each month. The objective was to compare the actual "Month Beginning Stock Cover" against a pre-determined standard set by the planning team.

Key Performance Indicators (KPIs):

- **Block Plan Analysis:** Examining the pre-defined production and sales plan (block plan) to understand the expected inventory requirements.
- **Actual Coverage in Days:** Calculating the actual number of days the beginning stock could cover based on projected sales.
- **Secondary Forecast Sales:** Analyzing secondary sales forecasts to account for potential variations in demand.
- **Norm Set Coverage in Days:** Comparing the actual coverage to the established performance benchmark set by the planning department.

Learnings:

- **Performance Measurement:** This project enhanced my ability to analyze performance metrics and identify areas for improvement in inventory management.
- **Inventory Visibility:** I gained valuable experience in maintaining real-time visibility into stock levels at both depot and factory locations.
- **Inventory Management Tools:** The project solidified my understanding of Stock Keeping Units (SKUs) and their associated material descriptions and codes. Additionally, I honed my skills in utilizing Excel functionalities for efficient inventory management tasks.

Tolerance Level												15 %											
09/Jan/22												Secondary		Today's Stock (KL)		Actual coverage in days		Norm in days		Performance (%)		Indicator	
Code	Short Description	Short Description -Norm	Nov	Factory	Depot	Factory	Depot	Factory	Depot	Factory	Depot	Factory	Depot	Factor y	Depot								
719846	PCNO 100ml	PCNO 100ml	130.0	23.6	68.3	5.436567	15.76911582			10.51413	108.7313	149.9802	1		#DIV/0!								
719847	PCNO 200ml FT	PCNO 200ml FT	722.0	184.4	210.1	7.661219	8.729667989			11.66739	153.2244	74.82107	1		#DIV/0!								
719848	PCNO 350ml FT	PCNO 350ml FT		0.0	0.0	#DIV/0!	#DIV/0!			7.542424	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!								
719970	PCNO 500ml FT	PCNO 500ml FT	0.0	0.0	25.6	#DIV/0!	#DIV/0!			13.96107	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#N/A								

Table 4: Monthly Beginning Stock Cover Vs Norm Set by Planning Performance Indicator

Beyond my regular duties, I was entrusted with challenging projects to assess my capabilities. This section details one such unique project undertaken within the Supply Chain department at New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh).

Project 3: Interactive Dashboard for Coverage Report

This project involved the development of an interactive dashboard to enhance the accuracy and visibility of coverage reports. The dashboard aimed to provide insights into the following key areas:

- **SKU-Level Analysis:** Tracking month-to-date supply levels for individual Stock Keeping Units (SKUs).
- **Brand Performance Monitoring:** Providing a comparative overview of brand-wise remaining stock for the current month versus the combined supply from month-to-date and secondary month-to-date forecasts.
- **Inventory Management Optimization:** Offering a real-time comparison of available capacity at factories and depots against current inventory levels.

Learnings:

- **Data Visualization Skills:** This project allowed me to develop proficiency in creating dynamic dashboards for effective data analysis and presentation.
- **Inventory Management Expertise:** I further enhanced my understanding of available capacity and its impact on inventory management strategies.

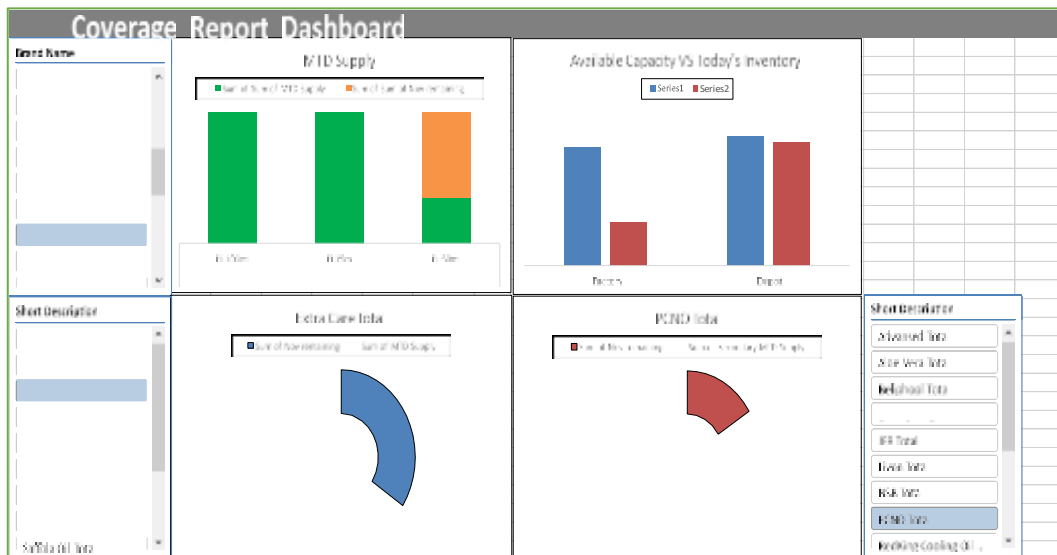


Figure 7: Interactive Dashboard for Coverage Report

Internship Experience at New Zealand Dairy Products Bangladesh Limited

4.4 Workshop Participation

New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh) fosters a culture of continuous learning by offering product-related workshops. During my internship, I had the valuable opportunity to participate in one such workshop. This experience proved to be highly beneficial, as I was involved in creating workshop materials, assisting with event logistics, and attending the sessions themselves.

The workshop's focus on hands-on learning, where participants could experiment with new approaches in a safe environment, was particularly effective. This fostered creativity and problem-solving skills, as participants actively shared their perspectives and suggestions for product management improvement.

4.5 Collaborative Work Environment:

NZDP Bangladesh fosters a highly collaborative work environment. Throughout my internship, I interacted with colleagues on a daily basis. Their willingness to help and provide guidance was invaluable to my learning experience.

A positive work environment can significantly impact employee productivity. Firstly, a healthy work atmosphere contributes to employee well-being, leading to increased energy, focus, and overall morale. Secondly, a supportive and collaborative culture enhances employee satisfaction, motivating them to excel and achieve their goals. During my internship at NZDP Bangladesh, I experienced this firsthand, as the positive environment fueled my motivation and productivity.

4.6 Software Applications Utilized:

During my internship, I primarily utilized a variety of software applications to complete my tasks. These included SAP, Microsoft Word, Microsoft Excel, and Microsoft PowerPoint.

It focuses on providing a professional overview of the internship experience, highlighting participation in a workshop, the collaborative work environment, and the software tools used.

Chapter 5

Analysis of Internship Duties

5. Internship Activities Analysis

I completed a three-month internship program at New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh) and this chapter analyses my internship activities at New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh) through three key lenses: company level, market level, and professional level.

5.1 Company Level Analysis:

My internship within NZDP Bangladesh's supply chain department provided valuable insights into the company's operations. Projects like the "Warehouse Daily Utilization Tracker" and the "Interactive Dashboard for Coverage Report" highlighted the company's focus on efficiency optimization and data-driven decision making. Additionally, participation in workshops and interaction with colleagues revealed a strong emphasis on continuous learning and employee development. The collaborative work environment fostered open communication and teamwork, contributing to a positive and supportive work atmosphere.

5.2 Market Level Analysis:

Through discussions and observations, I gained a broader understanding of the Bangladeshi FMCG market. The focus on cost-effectiveness observed within the company might reflect the competitive nature of the market. Additionally, the potential for brand activation campaigns and product portfolio expansion suggests a market characterized by evolving consumer preferences and openness to innovative offerings.

5.3 Professional Level Analysis:

The internship significantly contributed to my professional development. I gained practical experience in inventory management, production planning, and data analysis. The exposure to different software applications like SAP, Microsoft Office suite further enhanced my technological skills. Furthermore, interacting with colleagues and participating in workshops honed my communication and teamwork abilities. Overall, the internship broadened my knowledge of the supply chain function and equipped me with valuable skills applicable to various career paths within the FMCG industry.

Chapter 6

Recommendations

6. Recommendations for New Zealand Dairy Products Bangladesh Limited

Having interned at New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh), a company renowned for its successful business practices, I gained valuable insights. The organization provided an exceptional learning environment and fostered a positive work atmosphere. The marketing team, in particular, exemplified a blend of strategic thinking and effective execution. Based on my experience and observations, I believe NZDP Bangladesh possesses strong leadership qualities that can propel them to achieve similar success as industry leaders like Unilever Bangladesh. However, there are areas where the company could further enhance its position within the competitive Bangladeshi FMCG market.

Recommendations:

1. **Enhanced Brand Awareness:** NZDP Bangladesh should prioritize increasing brand recall and customer awareness. Strategies such as brand activation campaigns and targeted product marketing initiatives can significantly contribute to brand recognition and market share growth.

Strategies:

Launch targeted advertising campaigns across various media channels to increase brand visibility.

Sponsor local events or community initiatives to connect with customers on a personal level.

2. **Product Portfolio Expansion:** While NZDP Bangladesh boasts a strong and diverse product portfolio, further diversification beyond traditional offerings is crucial to establish themselves as a dominant player in the competitive FMCG industry. This could involve introducing innovative products that cater to evolving consumer preferences.

Strategies:

Conduct market research to identify emerging trends and consumer preferences.

Invest in product innovation and development to stay ahead of competitors and meet evolving consumer demands.

3. **Strategic Risk Management:** NZDP Bangladesh's emphasis on low-risk, long-term investments is commendable. However, striking a balance between financial prudence and calculated risk-taking is essential. Investing in research and development to create world-class Bangladeshi products could foster innovation and unlock new market opportunities. While cost-cutting measures can maintain financial stability, over-emphasis on such measures can hinder growth and limit the exploration of new possibilities.

Strategies:

Foster a culture of experimentation and creativity within the organization to encourage employees to propose new ideas and initiatives.

Establish contingency plans and risk mitigation strategies to minimize potential losses in case of unforeseen events or market downturns.

- 4. Talent Acquisition:** The company's cost-conscious approach may be reflected in its human resource practices. Managing operations with minimal manpower can impact efficiency. To effectively execute brand-related activities, a well-equipped team is essential. For instance, an appropriate number of qualified brand managers is crucial to ensure focused management of individual brands. Assigning multiple brands to a single brand manager might hinder effective brand development.

Strategies:

Provide training and resources to empower employees to take ownership of their responsibilities and make informed decisions.

Implement a performance evaluation system to assess employee performance and identify areas for improvement or advancement.

- 5. Empowered Decision-Making:** My observations suggest that decision-making processes at NZDP Bangladesh involve the CEO or Managing Director at nearly every stage. Additionally, the finance department's involvement, regardless of the purpose, can lead to lengthy procedures. While this may appear as a robust oversight system, empowering other departments to make informed decisions within their domain can foster a more professional and dynamic work environment.

Strategies:

Delegate decision-making authority to department heads or team leaders based on their expertise and responsibilities.

Encourage cross-functional collaboration and communication to ensure alignment of objectives and facilitate knowledge sharing.

By implementing these recommendations, NZDP Bangladesh can leverage its strengths, refine its strategies, and solidify its position as a leading player in the Bangladeshi FMCG market.

Chapter 7
Conclusion

7. Conclusion

Completing my internship at New Zealand Dairy Products Bangladesh Limited (NZDP Bangladesh) proved to be an enriching experience. As I aspired to intern at a leading organization, NZDP Bangladesh perfectly fit the criteria. The company is renowned for its exceptional product quality, innovative approach, and commitment to operational excellence within its manufacturing and supply chain management functions. NZDP Bangladesh prioritizes value creation throughout its entire production and business processes. I was fortunate to secure a placement within the company's supply chain department, granting me firsthand exposure to the intricacies of the entire supply chain. Both the department and its structure impressed me with their organization and efficiency. My line manager and supervisor played a pivotal role in supporting my learning journey, providing invaluable insights from a professional supply chain management perspective.

The positive work environment and overall company culture fostered a sense of appreciation, and I would undoubtedly welcome the opportunity to work for NZDP Bangladesh in the future. This internship experience will undoubtedly equip me with valuable skills and knowledge that will benefit my future career endeavours.

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Appendix

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week

Date: From 1st January, 2024 to 4th January, 2024

List of activities with brief description:

1. Overall view of the supply chain:

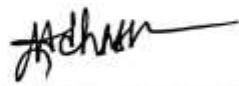
I got the overview of all products and their whole supply chain from sourcing to delivering to the final customers in a nutshell.

2. Insights about the work culture:

I got the real scenario about the work ethics and culture of New Zealand Dairy Products Bangladesh. I got the chance to interact and get insights from one of the best FMCG company minds in Bangladesh to know the detailed overview.


3. Excel Proficiency in Supply Chain Operations:

Acquired advanced skills in Microsoft Excel, specifically focused on supply chain operations, including raw materials management, inventory tracking, and demand & supply planning.



Company Supervisor

Md. Mahmud Hasan
Sr. Executive



13.01.2024

Academic Supervisor

Rosheda Akter Rupa
Lecturer, BTM, IUT

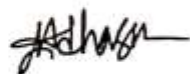
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd week

Date: From 7th January, 2024 to 11th January, 2024


List of activities with brief description:

- 1. Comprehensive Understanding of Supply Chain Processes:**
Gained insights into the end-to-end supply chain processes, encompassing warehouse management, manufacturing operations, and factory supply chain activities.
- 2. Hands-On Experience in Inventory Management:**
Actively participated in inventory management tasks, learning to optimize stock levels, track item movements, and implement efficient control measures to minimize stockouts and excess inventory.
- 3. Factory Visit for In-Depth Knowledge:**
Conducted a detailed visit to the manufacturing facility, enhancing understanding of the entire production process, quality control measures, and the interplay between different supply chain elements within the factory setting.



Company Supervisor

Md. Mahmud Hossain
Sr. Engr like



19.01.2024

Academic Supervisor

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd week

Date: From 14th January, 2024 to 18th January, 2024


List of activities with brief description:

- 1. Comprehensive Understanding of Supply Chain Processes:**
Gained insights into the end-to-end supply chain processes, encompassing warehouse management, manufacturing operations, and factory supply chain activities.
- 2. Factory Visit for In-Depth Knowledge:**
Conducted a detailed visit to the manufacturing facility, enhancing understanding of the entire production process, quality control measures, and the interplay between different supply chain elements within the factory setting.
- 3. Hands-On Experience in Inventory Management:**
Actively participated in inventory management tasks, learning to optimize stock levels, track item movements, and implement efficient control measures to minimize stockouts and excess inventory.



Company Supervisor

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th Week

Date: 21st January 2024 to 25th January 2024

List of activities with brief description:

- **Production and Delivery Coordination**

Learned to coordinate production schedules with delivery timelines, ensuring seamless alignment between manufacturing processes and distribution activities to meet customer demand efficiently. Maintained and updated excel sheet according to the item code, product and month of production.

- **Project Unit-wise Consumption Analysis**

Conducted in-depth analysis of unit-wise consumption patterns, gaining insights into the specific demands of different product units and optimizing production strategies accordingly for enhanced resource efficiency. Used multiple raw material and packaging material data to generate the unit wise consumption by monthly.

- **Sales Forecasting and Aggregate Planning**

Participated in sales forecasting activities and aggregate planning, acquiring skills to predict market demand, optimize production capacities and develop strategic plans to align manufacturing capabilities with forecasted sales.


- **Sales Order Fulfillment Process**

Explored the intricacies of the sales order fulfillment process, understanding how orders are processed, prioritized, and fulfilled, contributing to an efficient and customer-centric approach in the fast-moving consumer goods (FMCG) supply chain.


25.01.2024


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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th Week

Date: 28th January 2024 to 1st February 2024

List of activities with brief description:

- **SKU Management**

Acquired knowledge in managing Stock Keeping Units (SKUs), understanding their significance in tracking and categorizing different product variations, aiding in inventory management and order fulfillment.

- **Real-time Status Updates through ERP System**

Implemented the use of stock assessment Decision Support System (DSS) files from the ERP system to update daily production and delivery status, ensuring real-time visibility into inventory levels and facilitating informed decision-making.

- **Material Requirement Planning (MRP)**

Explored the intricacies of Material Requirement Planning, a critical aspect of supply chain management, to optimize the procurement of raw materials, minimize excess inventory, and synchronize production with demand.

- **Understanding Bill of Materials (BOM)**

Gained insights into the Bill of Materials, comprehending how it serves as a comprehensive list of raw materials, components, and sub-assemblies required to manufacture a finished product, enhancing efficiency in production planning and costing.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th Week

Date: 4th February 2024 to 7th February 2024

List of activities with brief description:

- **Daily Delivery and Production Tracking**

Mastered the process of daily delivery and production tracking, ensuring accurate monitoring of shipment schedules and production output, crucial for maintaining supply chain efficiency and meeting customer demands.

- **Letter of Credit (LC) Application Process**

Explored the intricacies of the LC application process, involving collaboration with banks such as HSBC, Bank Asia, and Mutual Trust Bank, gaining practical insights into the financial aspects of international trade and supply chain management.

- **Commercial Aspect of Supply Chain:**

Dived into the commercial aspects of the supply chain, understanding the financial implications of procurement, logistics, and sales, and how effective management in this area contributes to the overall success of the FMCG supply chain operations.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th Week

Date: 11th February 2024 to 15th February 2024

List of activities with brief description:

- **Graphical Representation of Delivery and Production Data**
Acquired skills in visually representing delivery and production data for various brands & SKUs through graphical tools, facilitating easier interpretation and analysis of trends, patterns, and performance metrics.
- **Comparison and Competitive Analysis**
Learned techniques for conducting thorough comparison and competitive analysis of other brands and products within the FMCG market, enabling better understanding of market positioning, strengths, weaknesses, and opportunities for New Zealand Dairy Products.
- **Insightful Data-driven Decision Making**
Developed proficiency in leveraging data to make informed decisions, utilizing graphical representations and competitive analysis to drive strategic planning, marketing initiatives, and product development efforts within the FMCG sector.


19/02/2024

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Islamic University of technology

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th Week

Date: 18th February 2024 to 22nd February 2024

List of activities with brief description:

- **ABC Analysis Implementation**

Gained insights into the implementation of ABC analysis for inventory management, categorizing items based on their significance and contribution to overall costs, facilitating prioritization and optimization of inventory control efforts.

- **Chase Strategy for Demand Management**

Explored the application of the Chase strategy in demand management, understanding its effectiveness in adjusting production levels to match fluctuating demand patterns, thereby minimizing excess inventory and stockouts.

- **Optimizing Economic Order Quantity (EOQ)**

Learned techniques for optimizing Economic Order Quantity (EOQ), balancing ordering costs and holding costs to determine the most cost-effective order quantity, leading to improved inventory management efficiency and cost savings.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th Week

Date: 25th February 2024 to 29th February 2024

List of activities with brief description:

- **Purchasing Process Optimization**

Explored strategies for optimizing the purchasing process, including vendor selection, negotiation tactics, and procurement efficiency, aimed at ensuring timely acquisition of raw materials and minimizing supply chain costs.

- **Transportation Logistics Management**

Learned principles of transportation logistics management, encompassing route optimization, mode selection, and freight cost analysis, to streamline the movement of goods and enhance supply chain efficiency.

- **Financial Year Summarizing**

Delved into the process of summarizing financial activities for the fiscal year, understanding how to compile and analyze financial data, assess performance metrics, and prepare comprehensive reports for strategic decision-making.



Company Supervisor

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29/03/24

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th Week

Date: 3rd March 2024 to 7th March 2024

List of activities with brief description:

- **Top Sheet Making for ABC Analysis**

Learned to create top sheets for ABC Analysis, a condensed summary providing a snapshot of key metrics and classifications derived from the ABC analysis, facilitating quick decision-making and prioritization in inventory management.

- **Application of PDCA Approach in Supply Chain**

Explored the PDCA (Plan, Do, Check, Act) approach in supply chain management, utilizing iterative cycles to plan, execute, evaluate, and adjust processes continuously, fostering continuous improvement and adaptation to changing market conditions.

- **Master Production Schedule (MPS) Implementation**

Acquired proficiency in implementing Master Production Schedules (MPS), a detailed plan outlining production activities and schedules to meet demand requirements efficiently, ensuring optimal resource utilization and timely delivery of goods.


27.03.24

Company Supervisor

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Deputy Manager
Demand & Supply Planning, Supply Chain
New Zealand Dairy Products


07/03/24

Internship Supervisor

Rasheda Akter Rupa
Lecturer
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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th Week

Date: 10th March 2024 to 14th March 2024

List of activities with brief description:

- **SKU Management**

Acquired knowledge in managing Stock Keeping Units (SKUs), understanding their significance in tracking and categorizing different product variations, aiding in inventory management and order fulfillment.

- **Material Requirement Planning (MRP)**

Explored the intricacies of Material Requirement Planning, a critical aspect of supply chain management, to optimize the procurement of raw materials, minimize excess inventory, and synchronize production with demand.

- **Understanding Bill of Materials (BOM)**

Gained insights into the Bill of Materials, comprehending how it serves as a comprehensive list of raw materials, components, and sub-assemblies required to manufacture a finished product, enhancing efficiency in production planning and costing.

Ali Akbar
22/03/24

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Rupa 14/03/24

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th Week

Date: 17th March 2024 to 21st March 2024

List of activities with brief description:

- **Daily Delivery and Production Tracking**

Mastered the process of daily delivery and production tracking, ensuring accurate monitoring of shipment schedules and production output, crucial for maintaining supply chain efficiency and meeting customer demands.

- **Commercial Aspect of Supply Chain**

Delved into the commercial aspects of the supply chain, understanding the financial implications of procurement, logistics, and sales, and how effective management in this area contributes to the overall success of the FMCG supply chain operations

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 13th Week

Date: 24th March 2024 to 28th March 2024

List of activities with brief description:

- **Comparison and Competitive Analysis**

Learned techniques for conducting thorough comparison and competitive analysis of other brands and products within the FMCG market, enabling better understanding of market positioning, strengths, weaknesses, and opportunities for New Zealand Dairy Products.

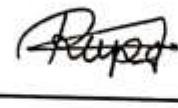
- **Insightful Data-driven Decision Making**

Developed proficiency in leveraging data to make informed decisions, utilizing graphical representations and competitive analysis to drive strategic planning, marketing initiatives, and product development efforts within the FMCG sector.


27.03.24

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28/03/24

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