

**Internship on  
Super Star Group**



**Tusar Modak**

# Internship on Super Star Group



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## Letter of transmittal

Date: December 22, 2020

Dr. Seyama Sultana

Associate Professor

School of Business and Economics

United International University.

Subject: Submission of Internship on SSG- Super Star Group.

Dear Ma'am,

I would like to present my internship report on SSG- Super Star Group. This internship report has been prepared for the fulfillment of BBA program under United International University.

SSG- Super Star Group is one of the largest states owned Multinational Electrical Company in Bangladesh. SSG- Super Star Group started their journey in 1994. SSG became no 1 electrical company in Bangladesh.

While I used to be preparing this report, I attempted to follow the directions and guidelines that you just have given me. It's been very exciting and interesting while I used to be working in SSG- Super Star Group. I've got enjoyed my internship period in SSG. The management of SSG- Super Star Group has helped me after I was needed.

Sincerely,

\_\_\_\_\_

Tusar Modak

ID: 111 151 529

## Acknowledgement

I have completed my internship report on SSG-Super Star Group Ltd which is largest electrical company in Bangladesh. Beside that they are now working with many other products. They also give service to their valuable customers. I worked on Sales Automation. Beside that they give me opportunity to work other sides so that I can know SSG better way.

I'd to love to specific my gratitude to Almighty God for successfully completing the Report. Then I'd like thank my internship supervisor Dr. Seyama Sultana who has provided her valuable advice and guidelines in every step of my preparing the report.

Then, I also thank Seikh Sadi Abdul Mojid Director of Super Star Group Ltd and Md. Saidul Islam (Senior Manager) for helping me all the time. I also want to thank you Md. Joynal Abedin (Assistant Manager), Ahmed Zubyer (Executive) and hid Sales Automation Team for unconditional help towards me to organize this report. To know their expectation, connection, feelings and philosophy and procedure I've got worked with them closely for 3 months. I've got prepared this report on what I understood and learned. I'll be thankful to those who will read this report and also can be benefitted from this report for both present and future.

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## Executive Summary

I completed my three months internship under largest electrical company in Bangladesh. Super Star Group is making best electrical product at a cheap price for rural people. SSG is very much known to all.

During my three months I learned many things about corporate market. They give me information about electrical company. They teach me how to run a company and how to maintain position in competitive market. I worked with several departments in SSG so that I can sustain and make myself suitable for every department. I learn how to implement automation and how to use it. I also worked with their tissue project. Their working environment is much comfortable and everybody was familiar with me. With their helping relation my three months was easy going for me. During my three months I not only work with sales automation but also Mistri Mama and eshope.

Super Star has more than hundred products in the market. Day by day they are increasing their product amount. With their growing market they achieved many awards.

In my internship I applied my theoretical knowledge and this knowledge made everything easier to me. I collected information based of supervisor required.

Super star group trained me before starting my work. They gave access of their web and app. They treated me as a full time employee. I enjoyed their environment and learned about field work.

# CHAPTER I: INTRODUCTION

## I.I Background of the report:

Electricity is the most powerful resource for a economic country. We can't think a day without electricity. Now our daily work will be stuck without proper electricity. Our Government is trying to give 100% electricity in every side of our country. Some company is trying to make good quality full electric product so that people can use this electricity in their life. These products make their daily life more easy and safe.

Internship report which is talk about a student's real experience with corporate world, how a student deals with corporate people with what they learn in university. A student will report about their three months working experience in office. I worked with SSG-Super Star Group for my internship. They give me such reliable knowledge to sustain and maintain corporate world. In my internship I faced many problems. I solved every problem by using my knowledge and techniques. In this report I will talk about Lighting and Accessories market in our country, how I work with SSG and how this works benefit for both SSG and me. It will give us some new knowledge and idea to start a new business.

## I.II Objectives of the report:

- (1) Fulfill my internship work.
- (2) To know about SSG and how they work.
- (3) To know what I learned from SSG.
- (4) To know how I work with SSG by using my theoretical, technical knowledge.
- (5) To know how to deal with customer and employees.
- (6) To know how to sustain and keep top rank in competitive market.



### **I.III Motivation of the report:**

Honestly, I did so many reports in my BBA four years. For that it becomes easier to make a report. For this our supervisor gave us proper guideline in written form which helps me a lot.

Beside that during my internship period I learned and knew so many things about SSG this motivate me to do something good in a written way. My colleges and Boss wear so helpful they gave much information for my report.

My friends and seniors also motivated and helped me to do this report in proper way.

### **I.IV Scope and Limitation of the report:**

During My internship period I did several works. They gave many works of different department. For that I have the scope to know about different working information about their works. I worked in SSG head office for that I collected some raw information. As I worked many departments, every department's bosses are quite helpful with me. Director of MBD was very helpful and friendly to me. He helps me a lot. Sales Automation team helped me each and every day to make me comfortable with every work.

To prepare this Report during Covid 19 I face many problems. To maintain distance in Corona period it becomes hard for doing an internship report properly. Except that, I will talk about some limitation which effect most to do my report. This are:

1. I lost my laptop (60% of my report was done in it)
2. Covid 19 affect in my regular work.
- 3.Lack of proper internet in village
- 4.I had to do same work two times.
- 5.Limitation of time and connectivity with colleges and supervisor.

## I.V Definition of key terms:

**MBD:** Marketing and Business Development.

**Sales Automation:** sales automation is that the latest buzz for online marketers to maximize their sales volume. Online business runs on the motive of enhancing and increasing their sales. All the marketing activities ultimately counted into sales. The sales process begins with attractive leads and fascinating them until they convert into customers. Meaning the sales process completes when a customer pays off for the merchandise, and therefore the sales team receives the payment.

## CHAPTER II: COMPANY AND INDUSTRY PREVIEW

### II.I Company Analysis:

#### II.I.I Overview and history:

Super Star started their journey with quite normal vision to be a part of our normal life. For that they make best electronics product in cheap price for every people of the country. One day they became the leader of this market. Company became the leader of electronics market. Company's name is similar to their position. "Super Star" isn't it? Now they are successful in every line like manufacturer, importer, and marketer.

The company established in 1994 an Incandescent lamp plant which is located at Narayanganj. Now company provides high quality lighting and accessories product at an affordable rate. By this way they become familiar and trustworthy to every household and other organization. Our UIU is a regular customer of SSG.

**Vision:** To be the most contemporary conglomerate – Locally and Globally.

**Mission:** We provide innovative products and solutions that offer customer's delight.

**Values:** We're Bold We're Responsive We're Innovative We're Global We're Humane We're Tech savvy.

**Management Team:** Board of Directors:

1. Md. Joynal Abedin (Chairman)
2. Md. Mohiuddin (Vice Chairman of Super Star Group)
3. Mohammad Ibrahim (Managing Director and Chief Executive Officer)
4. Md. Harun Ar Rashid (DMD Operation of Super Star Group)
5. Md. Jalal Uddin (Daputy Managing Director of Super Star Group)
6. Md. Mahabubur Rahaman (Director-SCM of Super Star Group)

7. Seikh Sadi Abdul Mojid (Director of Super Star Group)
8. Md Tufayel Ahmed (Chief Operating Officer of Super Star Renewable Limited)

### **Awards and Achievements:**

SSG achieve Several Awards for better contribution in the market.

**1. ISO Certification:** Super Star Recently Achieve ISP 9000 and ISO 14000 for best performance of quality management and environment management.

**2. Stevie Award:** July 11, 2019, MD and CEO of Super Star Group Mohammad Ibrahim received first Stevie Award in Bangladesh for his positive contribution in the company.

**3. LEED Platinum Certification, 2019:** Super Star Group Achieve LEED Platinum Certificate for building Sustainable environment for bright future.

**4. Global Brand Excellence Awards 2016:** Super Star Group is awarded in "Brand Excellence in Electrical and electronics" category for "Future is bright".

**5. Global Marketing Excellence Award:** Super Star Group received Global Marketing Excellence Award in Brand Leadership in 2014 and 2016.

**6. President's award for Industrial Development:** Md. Harun Or Rashid, Deputy Managing director of Super Star Group received President's Award for Industrial Development-2016 in high tech industry category.

**7. The Global Leap Award:** Super Star Group was awarded in two category for The Global Leap Award in Seoul, Korea on 12 may, 2014.

**Address:** Super Star Group, UCEP Cheyne Tower (3rd Floor), 25 Segunbagicha, Ramna, Dhaka-1000.

## II.1.II Trend and Growth:

Day By Day Company expands their business area. SSG is now covering a wide circle of customer groups, households, corporate and industrials alike. Product range includes Compact Fluorescent Lamp (CFL), Incandescent Lamp (GLS), Light Emitting Diode (LED), Fluorescent Tube Light (T8, T5), Super Star Fan, Switches & Sockets, Fan, Fluorescent Lighting Fixture, PVC Insulating Tape, Electronic Ballast, and Distribution Board.

SSG is now working on saving energy. They are now working on sensor electronics product. In this section we don't need switch to on off. It will totally automate, which save our time and energy. Beside expanding business they recruit more people which reduce unemployment problem.

Now they are manufacturing tissue paper, telecoms gadgets, and Agro products. They are also giving online services and selling their products.

Company's first priority is providing best quality product. Customer satisfaction gives motivation to move forward.

Besides their Super Star electronics, they have four more brands.

1. Super Star: In this there are four sector.
  - (i) Accessories
  - (ii) Fan
  - (iii) Lighting
  - (iv) Professional Lighting

**SUPER STAR®**

2. Blink: In Blink there are three sectors.

- (i) Accessories
- (ii) Fan
- (iii) Lighting



3. Orlee: In Blink there are five types of products.



4. Roots: In Roots there are two sectors.

- (i) Accessories
- (ii) Lighting



5. Super Touch:



**II.I.III Customer Mix:** Company first manufacture and marketing products. Now they are giving service with their products. This becomes easier for customer. Now they are giving electrical services.

## The Retail Mix



**Price:** SSG maintain their very proper way. They take price based on rural people income, So that every people can buy their products. Now SSG become familiar and part of every household. Even a lower class (based on income) knows the name of Super Star.

**Promotion:** SSG promote their products and services by TVC and AV. Beside that they use press media. Their marketing teams, who are working on field, are directly promoting their products to retailer and indirectly to customers.

Now they also start affiliate business. Where anyone can earn a percentage of money just only be a middle man between customer and SSG. He/she can get a fixed percentage based on customer's amount of product. If he/she directly sell product he/she will get 5% from it. If he/she communicates a customer with SSG he/she will get 3% from customer selling amount. For that he/she has to resister with SSG affiliate.



#### Affiliate Business

**Place:** They have distribution point around Bangladesh. Every retailer gets their product from distribution point when they need. Company delivers their product in distribution point in time. Beside that they have field work force that work for marketing and deliver product. Beside that they have eshop that they use for online delivery inside Dhaka.



**Product:** They have more than 200 products and continuously they increasing their products amount to fulfill customers every need. SSG has every electrical product for house hold and corporate buildings. They give priority on quality of the products. They provide secure electrical products to ensure customer safety.

**Presentation:** SSG present their services how they involve and be a part of corporate world. They maintain their standard and identity.



**Personal:** Beside their products they give electrical services by their best electrician at a cheap rate which is called 'Mistri Mama'. Now don't worry about proper service of their dream projects.



#### II.I.IV Product Mix:

Including SSG There are five brands and every brand has their different product line. This are:

<b>Superstar</b>		
<b>Accessories</b>	<b>Fan:</b>	<b>Lighting and Professional Lightings:</b>
Gang Switch-Socket	<u>Ceiling Fan</u>	<u>LED Bulb</u>
Rose Series	Classic	<u>Emergency Bulb</u>
Lotus Series	Classic Pro	<u>LED TUBE</u>
Safe Series	Premium	Compact
Gold Ray Series	Premium Pro	Non Compact
Glamour Series	Golden Art	Bracket Tube
Silver Line Series	Supreme	<u>LED MEGA</u>
Ultimate Series	<u>Table Fan</u>	LUX Bulb
Brushed Golden Series	TF- 06 (Grey)	<u>Color LUX</u>
Snow White Series	TF- 07 (Blue)	Color dim

<u>Piano Switch-Socket</u>	PF- 07 (Black)	Color LED
Velvet Series	<u>Stormy Fan</u>	<u>Motion sensor</u>
Premium Series	<u>Exhaust Fan</u>	<u>LED Panel LUX</u>
Color Touch Series	<u>Net Fan</u>	<u>Surface Square</u>
<u>Others PC Items</u>		Surface Round
Ceiling Rose		Slim Square
Holder		Slim Round
Plug		Classic Panel
Socket		<u>LED T SHAPE Bulb</u>
Other Switches		<u>ECO Mega</u>
Mounting Box		<u>ECO T8 Tube</u>
<u>Decorative PC Items</u>		
Ceiling Rose		
Holder		
<u>Piano Switch Box</u>		
<u>PVC Insulating Tape</u>		
<u>Extension Socket</u>		
Premium Extension Sockets		
Smart Extension Sockets		
<u>Travel Adapter</u>		
<u>Electrical Tester</u>		
<u>Circuit Breaker</u>		
Super Star		
Kawamura		
Siemens		
<u>Energy Meter</u>		
Regular Energy Meter		
Neutral Missing Energy		

Meter		
Sub-Meter		
<u>Main Switch</u>		

<b><u>Orlee:</u></b>		
<b>LED light and Incandescent Bulb</b>		
<u>LED Bulb</u>		
<u>Bowling LED</u>		
King LED		

<b><u>Roots:</u></b>		
<b>Accessories:</b>	<b>Lighting:</b>	
<u>Gang Switch-Socket</u>	<u>GLS Bulb</u>	
Elite Series	<u>LED Bulb</u>	
<u>Elegance Series</u>	<u>Ultra LED Bulb</u>	
<u>Piano Switch-Socket</u>	<u>LED Mega Lux Bulb</u>	
Platinum Series	<u>LED Emergency Bulb</u>	
<u>Titanium Series</u>	Tube Light - T8	
<u>Others Piano Items</u>		
Ceiling Rose		
Holder		
Plug		
Socket		
Other Switches		
<u>Circuit Breaker</u>		
<b><u>Blink</u></b>		
<b>Accessories:</b>	<b>Lighting:</b>	<b>Fan</b>
<u>Gang Switch-Socket</u>	<u>GLS Bulb</u>	<u>Ceiling Fan</u>
Exclusive Gold Series	<u>BASIC LED</u>	<u>Stormy Fan</u>

<u>piano Switch-Socket</u>	<u>Dim Light</u>	<u>Net Fan</u>
Exclusive Series - Ash	<u>LED Emergency Bulb</u>	
Exclusive Series - Blue		
<u>Others Piano Items</u>		
ceiling Rose		
Holder		
Plug		
Socket		
Other Switches		
<u>Circuit Breaker</u>		
PVC Tape		
<b><u>Super Touch</u></b>		
Tissue		

#### II.I.V Operation:

##### **Operation of Marketing and Business department:**

**Superstar Lighting, Accessories, and Fan:** Md. Harun Ar Rashid is DMD operation of SSG. SSG run their business on credit. Their Production house is in Narayanganj. Their Sales Representative(SR) go to a selected market every day, collect order from shop then delivery boy collect product from distribution point give it to the shop based on order. After selling this product within a month shop owner return product price to SR. On the other side distribution point collect product based on monthly demand from production house. SSG transport deliver product on time. Every SR has to cover 1 road in a day. In a week he has 6 roads. SR is controlled by TSM (Territory Sales Manager), TSM is controlled by RSM (Regional Sales Manager), RSM is also controlled by DSM (District Sales Manager) and they are control by sales manager. Senior Sales Manager

Saidul Islam operates and monitors everything with his team. There is now become easier by automation system.

**Super Shop Operation:** In Dhaka SSG also sales their product in super shop. They hire a self to show their products their executive team regularly monitors this side.

**Eshop:** Now people can buy products by online. Their eshop team will regularly communicates and takes notes of the order from and deliver on time by their delivery van. On that case they charge delivery cost. Sometimes they give discount on occasions and first 2 purchases.

**Mistri Mama:** If someone needs a good electrician for good electrical services he/she can contact Mistri Mama. Mistri Mama will charge based on work. Sometimes they give discount or free of cost for first electrical service after register in Mistri Mama. If electrical service was not good he/she can complain and Mistri Mama will give you that service without any charge for second time.

**Tissue:** Now SSG is now marketing their tissue using the same operation system for tissue.

**Operation of HR department:** Operating at extraordinary super Star Group (SSG) would be a heartening and enjoyable experience for stylish experts. In SSG employees are continually been treated with greater than their designation. Through strategic partnerships and alliance, the HR department draws, develops and retains a excessive appearing, inclusive and various body of workers, where we observe 3 pillars of the HR surroundings:

Their HR department arrange training program 2 times a month for their field employee. They also arrange group wise meeting to know about their problems and motivate them to do their work properly. HR department also arrange meeting with their dealers and shop owners to know about their present problems in market and treat them best way to be with them. HR department also give reward for best work.

Benefits of HR Framework:

1. HR excellence and innovation

2. Talent hunt and retention strategies
3. Investing in their employee's development
4. Improving the employee experience

#### **Operation of Accounting Department:**

Account's officer always pays salary on time. They also give extra TA, DA what employee required. They give extra bonus based on performance. They also pay all types of cost and receive all kind of collection and give to the higher authority.

#### **II.I.VI SWOT Analysis:**

##### **Strengths:**

1. They have huge funding to expand this business.
2. They provide best quality for their customer.
3. They capture the whole electronics market that no other company can.
4. They have different units that help them proper distributions.
5. Expert management team who know this market from past.

##### **Weakness:**

1. They don't have attractive packaging
2. Some metal product that did not produce because of machineries.
3. Others company gives more attractive offer which they can't.
4. Their team is not so strong to achieve targets.
5. Other company like RFL who has proper control on plastic side so this company can earn more profit.
6. SSG don't send much on advertising.

### **Opportunity:**

1. They have much other side that will be profitable in future.
2. Now Government more electric facility to the country it will be an opportunity to expand business.
3. Their venturing business can be a scope to move business one side another side.
4. Their tissue business can make a good fortune for company

### **Threats:**

1. They have always risk of not collecting money in time because they are doing credit business.
2. Their field team sales product outside of orders at low price. This is loss for SSG
3. Their competitor like RFL, Energy Pack, BRB and other local company are trying to copy SSG product which continuously destroying SSG market.

## **II.II Industry Analysis:**

**II.II.I Specification of the Industry:** Super Star is best electrical company in Bangladesh. Electrical sector has a massive market in our country. Our Government takes project to distribute electricity in every area of Bangladesh. So electrical industry become spreading day by day. Beside that, SSG now producing other products. Now SSG has total 17 businesses unites. Basically SSG is a group of industry.

**II.II.II Size, trend and maturity of the industry:** SSG started their journey from 1994. Now they have venturing business and importing products from Kinboz. SSG industry is expanding their business day by day. In addition, Super Star Group is the special distributor of Kawamura Electric Inc. of Japan and Federal Electric of Turkey for advertising and distribution in their world-famed Circuit Breaker and different electric

protection associated merchandise in Bangladesh. Khaitan Fan of India is some other properly reputed call related to the group.

### **II.II.III External economic factors:**

**i. Economical Condition:** Due to Corona condition economical condition is not good. Company loss many things. Economy become down. So many employees lost their job. SSG can't produce and sale their product on demand.

**ii. Technological Advance:** Now people are being advance day by day. To sustain in this competitive market company should advance in technology. SSG makes gadgets to catch telecom market. They are also making advanced light which is more comfortable for customer.

**iii. Environmental Factor:** Environment also effect on SSG. In summer they have a big market of Fan. Beside that in winter they have market of hitter and hitting lights.

**II.II.IV Technological Factors:** SSG now work with automation. They make apps for their employee, for that employee doesn't need any paper work. Field employee now order and collect money and update onetime. Now automation team can track SR and TSM. Besides that, SSG now starting online business (eshop) and service (Mistri Mama).

### **II.II.V Barriers to Entry:**

i. Company should differentiate their product from others.

ii. For starting a new business company needs proper capital in the market.

iii. This industry belongs to proper distribution channel. Without it they can't sell their products.

iv. If there is strong competitor then company should give better facility at a cheap rate to sustain in market. As a result their profit will be cut down.



v. without proper promotion people can't know about a company and their specialty that turn them to interest.

#### **II.II.VI Supplier Power:**

in this industry company is dependent on plastic and metals supplier. If they increase their price this will hamper on pricing of product. If supplier can't deliver raw material on time company can't produce product on time or if they supply low quality full product this will defect product and company lose their position in market. SSG also face same kind of problems.

To reduce this problem company should buy their raw material from more places. Company should reduce supplier power and make their choice on raw material. It will be better if they handle total supplying things.

**II.II.VII Buyer power:** It is customers buying capacity. SSG's pricing policy based on average customer capacity. They take price what customer can effort. SSG is very much known to all.

#### **II.II.VIII Threat of Substitutes:**

Now there are so many competitors in the market who are making same product even they also copying SSG design and destroying their market. That is a biggest threat of this industry. So that company has to come with new design every time. For that they have to spend more about their identity and specialty. Others competitors make and develop their product by taking SSG product as a sample. It means they have to make better product than SSG.

RFL and Energy pack make same quality Fan like SSG. Even they make same design light. If someone can notice on Gang Switch Socket and other PC items, most of the products are same between SSG and RFL.

**II.II.IX Industry Rivalry:** to sustain in the competitive market company use many tactics:

**Pricing competition:** SSG always keep low price to capture whole market. That's why SSG is popular to customer.

**Advertising Battle:** SSG don't have enough funding on advertising.

**Product introduction:** SSG always come in the market with new product. They take facility of first mover of product.

**Product Quality:** SSG's first priority is to make best quality product and deliver it on time. They make their special identical position in market.

## CHAPTER III: INTERNSHIP EXPERIENCE

**III.I Position, duties, and responsibilities:** when I joined my position was intern under MBD. But I had to do same work like marketing executive. SSG also gave facility like full time employee except my intern payment.

My First duty was inputting data of their new project which is called 'Super Touch' Tissue. I categories every customer of Bangladesh and contact every dealer about present market condition of tissue. Our sales manager helped me a lot to get with every people. Seikh Sadi Abdul Mojid, Director of SSG monitors me regularly. After that I worked with eshop for their regular order management and maintenance. Then I worked with Sales Automation Team. Every day I contact with TSM and SR about their daily activities and report it to the senior manager before I leave the office. Lastly I work for automation implement surrounding the country.

I was responsible proper excel work of tissue. After SSG come in the tissue market based on my data. I was also responsible for daily automation activities for Sylhet, and Rangpor district. I worked for automation implementation on Dhaka South.

**III.II Training:** Before starting my work they trained me how to do work in excel at short time. Their sales automation team especially Saiful vai regularly monitors my work. If there is problems they always try to sold and give me proper knowledge. They also trained me how to deal with SR and TSM. Best thing they train me is how to get a job done by subordinates. They trained me how to give corporate presentation. They teach me how to train a SR. I also trained for automation implementation.

**III.III Contribution to Departmental Function:** I tried my best to contribute something in my department. They give me opportunity to work with them.

1. I was responsible for every automation work of Sylhet and Rangpur district.
2. I also update company accessories stock limitation.
3. I contribute as like a marketing executive.
4. I inputted all sales data of Super Touch tissue.

**III.IV Evaluation:** After my three months I found some improvement in me. This helps to motivate myself and it increase my self-confidence. As seniors told, they are quite satisfied for my work.

- 1. Time management:** In my three months I saw a lot of improvement of time management. Now i know how much work I can finish in how much time.
- 2. Corporate Discipline:** in my three months internship learn about corporate discipline like how to behave in what situation and how to manage others.
- 3. Adopting different culture:** as I told, I worked with several departments. Every department working system and culture is different. I was helpful and easy for me to adopting different culture and their working process.
- 4. Improving communication skill:** Every day I had to call around 30 people (SR, TSM), to know about present market condition. If they face any kind of problem I have to solve these problems. I also motivate and warn them self for their lacking of work and improve this. As a result my communication skill improved.
- 5. Knowledge about market:** after my three months I have get a clear knowledge about electronic and tissue market.

**III.V Skills applied:** during my internship I applied my working skills what helped to involved with new environment.

- 1. Interpersonal Skill:** in the office I try to making relation with different people in different way. So that I can make a mutual understanding between every people.

**2. Market knowledge of electronics product:** our family has a business of electrical product. I had certain knowledge about electrical market. I used it in SSG, which makes easier for adoption.

**3. Computer skill:** I had knowledge of MS office, which helped me most in my work.

**III.VI New skill developed:** as I applied my skills what I know before, after my internship I develop some skill.

**1. Computer skill:** After my internship my MS excel develop most. Now I can work more fluently in excel.

**2. Pressure management:** after my internship now I can work under pressure. I will thank my boss for making me comfortable in difficult situation of corporate environment.

**3. Multitasking knowledge:** after my three months working experience now I can do two/ three works at a time. SSG teaches me how to maintain multitask and complete on time.

### **III.VII Application of Academic knowledge:**

**1. Working under pressure:** UIU teaches how to work under pressure. Several assignments, reports, quizzes of different faculties made me strong to take future pressure.

**2. Self dependent:** UIU teach me how to manage myself and work own. In my university I did many report and assignment by collecting information from field.

**3. Extracurricular activities:** Extracurricular activities of different club teach me how to manage corporate people and gave knowledge about office environment.

**4. Presentation skill:** UIU took three or more presentation in every trimester. These develop my presentation skill and improve my confidence.

**5. Team work:** in UIU in every trimester I had to do much team work. UIU also taught me cooperate with others. Manage and work under a team. This helped me in SSG. I could easily adapt with sales automation team of SSG.

**6. Theoretical knowledge:** Theoretical knowledge I learn in my BBA like, many things are related with my work. This knowledge gives a good flow to my work.

## CHAPTER IV: CONCLUSIONS AND KEY FACTS

### IV.I Recommendations for improving departmental operations:

With all good work SSG also have some problems. If they solve these problems their growth will be higher than before.

**1. IT Development:** SSG is the most successful electrical company in Bangladesh. Most of the work of the office is now doing by electronics device. This entire working device is controlled by IT department of SSG, but their IT department can't maintain their work properly, As a result every department facing many problems every day. This also makes works slowly and waste lots of time. Sometimes they have to do same work more than 2/3 times. Higher authority should take proper steps for that.

**2. Too many layers in employee hierarchy:** There are too many layers in employee hierarchy and this take more time than required to get a work done. SSG authority should take steps to give some power to employee to done the work I time.

**3. Slow internet:** Because of slow automation employee can't attach order on time. This creates problems to their order and payment amount for that their work getting slower day by day.

**4. No separate desk:** In MBD office and HR department most of the people don't have separate desk. For that there working environment is not suitable and flexible. Authority should notice this point.

**5. Centralized System:** In SSG most of the work is done by higher chain of command. For that, many employees don't maintain freedom in their work and they are losing power. So authority should give some of power to their subordinates. It will also reduce burden from higher authority.

**6. Distribution Managing System Error:** SSG s field workers are not no active in their work. For that, they can't distribute their product on time. They just blame another person for fault. Authority should strongly maintain distribution to improve sales.

**7. Low configuration devices:** Devices that employees are using for office are not good quality. Sometime employee can't complete their work for shut downing device. For that they also feel disturbed in their work and it hamper in their work.

**8. No personal training:** SSG don't give personal training to any employee. They just arrange a meeting and give training every employee. If any employee faces any problem next time, there is no extra chance to get training until authority arrange meeting for training.

**9. No additional cafeteria:** In MBD office there is no cafeteria, for that every employee has to go out for break. This also wasted their office time. If there will a cafeteria they can talk and work official task in cafeteria.

**10. Promotional activities:** others company like RFL, Energy Pack send more money for advertising. As a result their new products are quickly known to customers. SSG should spend more for their TVC and online marketing. .

#### **IV.II Key understanding:**

During my three months internship under Super Star Group I learned many things that will create value in my future life.

**1. How to make internship report:** First Thing you will know how to make an internship report. Our Supervisor gave us proper direction to complete an internship report. You can follow her direction to make an organizational report.

**2. Knowledge about electrical market:** After reading this report you can get knowledge about electrical market. As SSG is the biggest electrical industry in our country. You can know to they grow their business and how they expand this business with other sector. Beside that that you can know about a new service in Bangladesh which is called " Mistri Mama".

**3. Team management:** As I worked under automation team. My boss teaches me how to manage a team you can know how to manage a team.

**4. Completing work:** You can learn how to get a job done on time. In our team zubayer vai has special capacity to get job done by others. He taught me how to do a work by others on time.

**5. Knowledge about automation:** During my internship I was responsible for sales automation work. This gave me how to work with automation. You can clear knowledge about automation.

**6. Motivation Knowledge:** In my internship I had to motivate SR and TSM to improve and increase their target. You can also know how to motivate subordinate.

**7. Affiliate Business:** in SSG I also worked for affiliate business. You can get knowledge about affiliate business. .

#### **IV.III Conclusion:**

Super Star Group Limited is largest electrical company in Bangladesh. Day by day they are expanding their business. Now they moving to another side business like tissue, agro business. Their employees are quite happy with their work. With government “Ghore ghore bidduth” their business becomes more profitable. This day their business becomes more competitive because of other company. During covid-19 they face huge lose. But soon they will recover their losses come to the leading position. Super Star Group has some internal problems, but they will solve this with strong hand management. By my internship I learned many things about corporate world and I will apply it in my future life.



## Reference:

### Web:

<https://www.ssgbd.com/>

### Personal:

1. Md. Saidul Islam, Senior Manager (Marketing Department)
2. Md. Joynal Abedin, Assistant Manager ( Business Development)
3. Ahmed Zubyer, Executive (Marketing & Business Development)
4. Md. Dayab Mahmud Tushar, Junior Executive (Marketing & Business Development)
5. Abu Fazal Mohammad Sajazur Rahaman, Senior Executive- Sales Admin (Personal Care & Hygiene)

## Appendix:



**Agreement Signing of Energy and Power**



**Super Star Family**



**Welcome to Super Touch tissue side**



**National Sales Meeting**





**Super Star Product launching**



**DMD of SSG taking Award for best Accessories**

## Questioner

1. What type of industry is SSG and why?
2. Tell me about size of SSG?
3. What types of technique are you used for trend analysis?
4. Tell us about present growth of company and it's gradually improvement.
5. Tell us about SSG's maturity stage.
6. How do SSG rich and maintain that stage?
7. What type of external economic factor that impact industry?
8. What technological factors are using in SSG?
9. What kind of benefit you get from this?
10. What type of barriers you faced when you enter to the market?
11. How to overcome this barrier?
12. What types of problems SSG face when organization deals with supplier?
13. How it impact on production and costing?
14. How buyers impact on pricing improvement of quality?
15. What threats SSG face from competitors and how they overcome it?
16. What are internal limitations that create problem to overcome external competitor pressure?