

# **Logistics Management Practices of iSmartU Technology Ltd: An Internship Experience**

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

# Logistics Management Practices of iSmartU Technology Ltd: An Internship Experience

**Submitted to: Dr. Md. Shariful Alam**

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## Letter of transmittal

Date: 10<sup>th</sup> March

To

Dr. Md. Shariful Alam

Professor

Department of Business, economics

United International University

Subject: Internship Report "Logistics Management Practices of iSmartU Technology Ltd: An Internship Experience"

Dear Sir,

With due respect, I would like to submit the report for my internship, "Logistics Management Practices of iSmartU Technology Ltd: An Internship Experience" as a partial requirement of the Bachelor of Business Administration (BBA) program majoring in Supply Chain Management, United International University.

This report is based on my working experience at iSmartU Technology Ltd which is Transsion Holdings Subsidiaries. The study enlightens the logistic management practices of the organization such as inventory management, distribution processes and documentation procedures as well as coordination among different functional departments. It also represents my roles, responsibilities, learning experiences, and the learning gained during the time of the internship. I have tried my best to prepare this report in a sincere manner and as per your valuable guidelines and academic requirement. I hope that the report will cover your expectations and give a clear concept of the logistics operations practiced in the organization.

I would be much obliged to you for your kind evaluation of my report. I am still available for any clarification or further information as required.

Sincerely,

Md Alvi Hasan Tanmoy

ID: 111 212 057

BBA Program (Major in Supply Chain Management)

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## Declaration of the student

I, hereby declare that the internship report entitled Logistics Management Practices of iSmartU Technology Ltd: An Internship Experience has been prepared by me, Md Alvi Hasan Tanmoy ID: 111 212 057 as a partial requirement of the Bachelor of Business Administration (BBA) degree in the United International University.

I further declare that this report is an original work as a result of practical experience and observations acquired during my internship at iSmartU Technology Ltd. The information and data provided within this report have been gathered from real sources and through hands-on experience in the organization.

I am confirming that this report has not been submitted to any other university or institution for the award of any degree, diploma or certificate. All source of information used in preparing this report have been properly acknowledged.

Md Alvi Hasan Tanmoy

ID: 111 212 057

BBA Program

United International University

## Acknowledgement

At the very beginning, I would like to give my sincere thanks to Almighty Allah for giving me strength and ability to complete this internship report successfully.

I would like to present my deepest respect and heartfelt thanks to Dr. Md. Shariful Alam, Professor, School of Business & Economics, United International University, for his precious guidance, continuous supervision, constructive feedback and motivation throughout the preparation phase of this report. His insightful suggestions helped me a lot to conduct this study in a systematic and effective way.

I also wish to express my sincere gratitude to the Management and Co-workers of iSmartU Technology Ltd. iSmartU Technology LTD, a subsidiary of Transsion Holdings for giving me a chance to complete my internship in their company. I would like to express my special thanks to my supervisor and team members for their cooperation, support and guideline during my internship period. Their practical insights and professional help allowed me to learn highly valuable knowledge about the practices of logistics management.

Finally, I will like to express my gratitude to my family and well-wishers for their constant support, inspiration, and motivation throughout my academic journey.

## Executive summary

This internship report gives an overview of the logistics and supply chain management practices of iSmartU Technology Ltd which is a subsidiary of Transsion Holdings. The report has been prepared as a partial fulfilment of Bachelor of Business Administration (BBA) degree with a specialization in Supply Chain Management degree at United International University. It is actually a reflection of my practical learning experience in a multinational corporate environment that works in Bangladesh's competitive smartphone industry.

The main purpose of this report is to bridge the gap between what is known through the academy and what is known through the world of logistics in practice. The activities mostly involved in import documentation management, banking compliance procedures, shipment tracking, customs coordination, and inter-departmental working are given focus. These functions are essential to ensure free-flowing import processes and compliance with regulations, cost efficiency and uninterrupted supply chain flows.

During my internship in Logistics - SCM Department, I was looking after, verification of some important documents related to international trade like Proforma Invoice (PI), Commercial Invoice (CI), Certificate of Origin (COO), Air Waybill (AWB), Packing List (PL). I also helped in submitting verified documents to banks for L/C processing, uploading of required documents to WSB portal, tracking shipment status for timely customs clearing and maintaining organized physical and digital records. Regular coordination with the banks, C&F agents and internal departments assisted in minimizing errors and delays.

Overall, the internship helped me to develop professionally in terms of documentation management, compliance monitoring, ERP application, working as a team and communicating effectively. It gave me the chance to implement theoretical concepts such as inventory management and coordination of supply chains in a practical setting, which worked well in preparing me for a career in logistics and supply chain management in the future.

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## List of Acronyms and Abbreviation

PI	Proforma Invoice
SCM	Supply Chain Management
L/C	Letter of Credit
USD	United States Dollar
C&F agent	Clearing and Forwarding Agent
Standard Operating Procedures (SOPs)	Standard Operating Procedures
OEMs	Original Equipment Manufacturers
GDP	Gross Domestic Product
R&D	Research and Development
EMI	Equated Monthly Installment
WSB portal	Web-Based System Portal
OCR	Optical Character Recognition
ERP	Enterprise Resource Planning
PL	Packing List
AWB	Air Waybill
COO	Certificate of Origin
CI	Commercial Invoice

# CHAPTER I: INTRODUCTION

## I.1 Overview and Background of the Report

As a compulsory requirement of the Internship Program at United International University, this report has been prepared on the basis of my internship experience at iSmartU Technology Ltd, a subsidiary of Transsion Holdings, a Chinese MNC technology company. The internship was completed as part of the role of the Bachelor of Business Administration (BBA) degree with a specialization in Supply Chain Management.

In today's competitive business environment globally and more specifically in the field of Electronics and mobile technology, efficient logistics operations alongside accurate documentation, regulatory compliance, cost control and an expedited clearance of shipment are key to ensuring proper functioning of the supply chain and customer satisfaction. Proper management of the import documents along with the coordination of banks and C&F agents and compliance with trade regulations played a critical role in maintaining uninterrupted operations.



This internship report provides a comprehensive analysis of the logistics and supply chain operation of iSmartU Technology Ltd, specifically, the management of import documentation, banking operations, shipment tracking and coordination of inter-

departmental activities. The report is also an intrinsic involvement of me in verifying trade document of PI, CI, COO, AWB, Packing List (PL), submitting document to banks, WSB portal uploading and maintaining records, gateways time for clearing Customs.

Through this report, I have presented my first-hand experience of working within a professional corporate environment and how effective documentation management, compliance monitoring and coordination are in aiding the overall efficiency of the Supply Chain Management Department.

## **I.2 Purpose and Objectives of the Report**

The main purpose of this internship report is to gain a thorough knowledge about the supply chain and logistics procedures embraced by iSmartU Technology Ltd, a subsidiary of Transsion Holdings. This internship was designed to close the gap between academic knowledge in Supply Chain Management and practical execution as it existed in a multinational technology company which operated in the mobile phone industry.

Through set assignments and supervision provided by the Logistics-SCM Department, I obtained practical experience in the area of international trade documentation, banking processing, shipment tracking, and compliance-related activities. The internship helped me see how duties are made in real time as they pertain to import operations, documentation checking and coordination with outside parties.

### **Specific Objectives:**

1. To get an understanding of import documentation process including PI verification, CI verification, COO verification, AWB verification and Packing List (PL) verification.
2. To analyse procedures of submitting document to banks and post approval uploads in WSB Portal.
3. To investigate shipment tracking systems and documentation follow up process in order to ensure timely clearances from customs authorities

4. To learn what are the compliance requirements related to international trade and banking regulations.
5. To see coordination practices between banks, C&F agents and internal departments as required for smooth logistics operations.
6. To assess record keeping systems (physical and digital) to ensure that they keep documents accurate and traceable.
7. To identify the operational problems in Logistics documentation and recommend improvements thereof for efficiency.
8. To see how the efficient communication and relationship management with outside partners contribute to overall supply chain performance.

### **I.3 Data Collection Method**

This report follows the mixed methodologies because they contain both primary and secondary data to ensure certainness and in-depth analysis of the logistics and supply chain activities of iSmartU Technology Ltd.

#### **Primary Sources:**

- Supervision under Department Head: Round-the-clock supervision of supervisor of the Logistics-SCM Department in verifying the documents, submission of bank, and coordination of shipment.
- Direct Observation: Involvement in everyday activities like document checks, communication through banks, uploads into WSB portal and tracking shipments.
- On-the-job Responsibilities: Maintain records, prepare documentation files, monitor shipment status, and update digital records
- Meetings and Discussions: Communication with colleagues within the organization, officials within the bank, and C&F agents related to documentation discrepancies and clearance issues.

## Secondary Sources:

- Internal documents such as trade document samples (PI, CI, COO, AWB, PL) compliance guidelines.
- Company policies, and SOPs for logistics
- Academic textbooks and online articles and journals concerning international trade and supply chain management.
- Relevant regulatory and banking guidelines concerning import procedures

These sources ensured a good understanding of the theoretical concepts as well as the practical implementation of the same in a multinational corporate environment.

## I.4 limitations of the Report

Despite taking genuine attempts to give a detailed analysis on the processes of logistics and supply chain, the internship had some limitations which are as follows:

- **Confidentiality Restrictions:** Some financial information, strategic decisions, and sensitive information related to trade practices could not be disclosed because of company policies.
- **Time Constraints:** The internship period was relatively short, which prevents you from having the opportunity to have an in-depth observation of the end-to-end process of the supply chain.
- **Limited Departmental Exposure:** The report primarily consists of logistics and import documentation activities; other functions of SCM such as procurement planning or distribution strategy were not entirely accessible.
- **Operational Sensitivity:** As a multinational technology company, some of the processes are the same at the parent company level, limiting the variance related in-depth analysis on the strategic decision-making process.

## **CHAPTER II: COMPANY AND INDUSTRY PREVIEW**

### **2.1 Company Analysis**

#### **2.1.1 Company Background and History**

Despite these limitations, the report is the expression of practical insights and real-life experience gained as a result of working in the Logistics-SCM Department of iSmartU Technology Ltd.

iSmartU Technology Ltd is a subsidiary company of Transsion Holdings, which is a Chinese multinational technology corporation widely recognized for its strong presence in emerging markets in Asia and Africa. Transsion Holdings was formed in China in 2006 and has become one of the top mobile phone manufacturers in the world, especially in Africa and growing quickly in South Asia.

Transsion Holdings owns several popular mobile brands like TECNO, Infinix, and itel which are known for their innovation with a good price ratio towards the local market demand. Transsion, in an effort to bolster its operational effectiveness and market penetration in the local market, set up iSmartU Technology Ltd in Bangladesh, under the strategic expansion of Transsion. iSmartU Technology Ltd is a local business entity involved in the supply chain management and logistics coordination, import documentation and general operational support for Transsion brands in Bangladesh. The company has a very important role to ensure that there is a smooth process of imports, the regulatory compliance, its inventories and the distribution within the country.

Since its inception, iSmartU Technology Ltd has played a major role in the growth of Transsion brands in Bangladeshi market by maintaining efficient logistics operators, perfect coordination with banking, customs and supply chain methods. Through its structured operational framework, the company facilitates the timely availability of products; ensuring compliance of international trade and local business requirements.

## 2.1.2 Market Trend and Growth Pattern

iSmartU Technology Ltd has been able to grow in tandem with the growing market for affordable smartphones and smart devices in the local and global markets, due to its status as a subsidiary of the Transsion Holdings. Over past few years the Transsion Group and its subsidiary brands have started to strategically concentrate on emerging economies where the need for cost-effective and feature rich devices is rising rapidly. In Bangladesh this has translated to high levels of market penetration and a consistent upward trend in smartphone shipments and consumer adoption.

In response to growing local demand, a mobile telecommunications equipment manufacturing company Transsion invested about USD 22 million to set up ISMARTU factory at the Meghna Industrial Economic Zone in Narayanganj, Bangladesh. This facility augments local production capacity and reduces lead times to supply orders but also contributes to responsiveness to changing consumer preferences; all of which has accelerated iSmartU Technology Ltd's growth in the market both in terms of operations. The set up of the factory also adds to the local employment and it serves as a mark of strong commitment of the corporate to the region in the long-term.



From the wider market angle, Transsion's parent company has made impressive global growth through the focus on value-for-money devices and adapting the product offerings

to regional requirements. In Bangladesh its brands like TECNO, Itel and Infinix have emerged as major rivals, often at the top of market shares, in significant markets for that phone segment or especially in the below-US\$ 200 range. This multi brand strategy allows iSmartU to cater to different consumer segments that can be from first-time smartphone buyers at the entry level to the brand users who require only the basic features to meet their needs - establishing its position in a competitive sector.

Overall, the growth of iSmartU Technology Ltd is going to be more a manifestation of localised manufacturing investment and conforming to global market trends which focuses on affordability, technological innovation, and distribution expansion - strengthening its place in Transsion's strategic global footprint while helping to fuel the dynamic growth of Bangladesh's mobile device ecosystem.

### **2.1.3 Customer Segmentation**

iSmartU Technology Ltd which is a significant operational branch of Transsion Holdings based in Bangladesh serves a wide range of customers based on various demands for innovative and affordable mobile technology. Customer segmentation for iSmartU Technology Ltd can be broadly categorised on the basis of demographic, economic, behavioural, and geographic. iSmartU Technology Ltd is a company that will be able to carry out tailored supply chain, marketing, and product strategies effectively by segmentation of customers based on these factors.

#### **A. Demographic Segmentation:**

##### **Age Groups:**

- **Youth and Students (15 - 25 years)** : This segment has a high preference for trendy designs, connectivity on social media, and gaming capabilities at low cost.
- **Young Professionals (26-35 years):** Customers within this category are looking for performance reliability, camera quality and productivity features for both personal and work use.

- **Adults and Families (36+ years):** Seek usability, durability, ease-of-use, and value-for-money - often buying devices to use in the home or as secondary tools

#### **Income Levels:**

- **Low-Income Consumers:** Favor entry-level brands and devices that have essential features but are priced very lowly.
- **Middle-Income Consumers:** Interest in mid-range devices that strike a balance between performance, durability and feature-sets.

Value Conscious Shoppers: Within all income classes, many customers are more interested in cost effective devices with good after sales service.

#### **B. Geographic Segmentation:**

- **Urban Markets:** Major cities and towns due to the fact that the availability of retail stores, service centers and fast internet connectivity creates demand for the latest models of devices.
- **Semi-Urban & Rural Markets:** Areas where affordability and long battery life are driving elements of purchase decisions due to limited access to regular charging facilities and cost sensitive consumer behaviour.
- **Behavioral Segmentation Feature Seekers:** Customers that pay attention to the camera quality, screen display, battery performance and other technical attributes.
- **Brand Preference Customers:** Loyal customers who always prefer Transsion brands such as TECNO, Infinix and itel because of past good experience or because they are perceived to be reliable.
- **First-Time Buyers of Smartphones:** More price-sensitive and influenced by recommendations, promotions, flexible payment options, often.

#### **C. Usage and Occasion Segmentation:**

- **Daily Communicators:** Users that use devices primarily for calling, messaging, and social media use

- **Mobile Gamers and Digital Media Consumers:** Look for devices with better (more RAM and graphics) and bigger displays.
- **Business Users:** Require devices with robust multitasking abilities, productivity tools and reliable system performance.

## 2.1.4 Product and Service

iSmartU Technology Ltd, being a subsidiary of Transsion Holdings, participates in the mobile technology ecosystem, where it supports the distribution, logistics, and market-specific adaptation of mobile devices and other products. While the parent company has a focus on design and manufacturing, iSmartU is key in the introduction of these products and services to a Bangladeshi market. The product and service portfolio of the company reflects the demand of consumers as well as the changing technology trends.

### A. Product Portfolio

**1. Smartphones:** iSmartU Technology Ltd. manufactures and deals in a large assortment of smartphones from Transsion's famous brands as per the different customer group:

- **TECNO Series:** Placed for those who are looking for top-tier settings such as high-def cameras, expansive screens, longer battery life, and high-fashion designs. Popular amongst tech savvy younger generation and city customers.
- **Infinix Series:** Focused on performance and multimedia experience, with powerful processors, gaming-friendly specifications, and large storage options. Suited to young professionals and for entertainment-oriented users.
- **itel Series:** geared for budget-conscious consumers and first-time smartphone buyers. These models stress fundamental mobile functionalities, ease of use and affordability without sacrificing quality.

**2. Smart Devices and Smart Accessories:** iSmartU also supports distribution of complementary products of smart technology, including:

- **Smart Wearables:** Fitness bands and smartwatches that sync with mobile devices and can track health metrics and activity.
- **Mobile Accessories:** Charger's, earphones, protective cases and power banks to optimize end user mobile experience and life of mobile device.

**3. Localized Special Editions:** Based on market analysis and consumer trends, iSmartU assists in aligning the launch of region-specific models or variants which are in tune with local consumer preferences in terms of features, design or price points.

## **B. Service Portfolio**

**1. Logistics and Supply Chain Support:** iSmartU plays a critical role in controlling the end to end supply chain operations for Transsion products in Bangladesh:

- **Import Documentation Management:** Verification and processing of important trade documents such as Proforma Invoice (PI), Commercial Invoice (CI), Certificate of Origin (COO), Air Waybill (AWB) and Packing List (PL).
- **Customs and Compliance Coordination:** Ensuring that documents are submitted accurately and that they comply with local trade regulations in order to facilitate timely customs clearance.
- **Shipment Tracking and Coordination:** Tracking the status of shipments, communicating with carriers, C&F agents and other internal teams to ensure shipments are delivered on time.

**2. Banking and Compliance Services:** iSmartU helps to manage banking proceedings relating to trade:

- **Document Submission to Banks:** Preparing and submitting the verified documentation to the financial institutions for payment and L/C processing.

- **WSB Portal Uploads:** Making the post-approval uploads and bank communications required for regulatory compliance.

**3. After-Sales Support Coordination:** While the after sales operations in retail is mainly through service centres, through iSmartU works with local partnership and service network to ensure product support, warranty processing, customer care is at par with brand standards.

The company's wide range of product offerings and extensive portfolio of services allows it to satisfy a wide range of consumer requirements while ensuring that operational processes that support product availability and compliance are solid and robust. This balanced portfolio makes iSmartU Technology Ltd a valuable contributor in the global market strategy of Transsion Holdings as well as the Bangladeshi mobile technology market.

### **2.1.5 Operational Procedure**

iSmartU Technology Ltd is an operating and supply chain support entity in Bangladesh of Transsion Holdings. On the other hand, rather than a franchise-based model, iSmartU adopts a centralized import-distribution and compliance-based operational structure based on the global standards of Transsion. The company focuses mostly on logistics management, trades document management, regulatory complying, inventory coordination, and distribution support for brands of Transsion.

**1. Import & Trade Documentation Procedure:** The operational process starts with the international procurement and shipment from overseas manufacturing units. iSmartU's Logistics-SCM department:

- Verifies trade document such as Proforma Invoice, PI, Commercial Invoice, CI, Certificate of Origin, COO, Air Waybill, AWB, Packing List, PL etc.

- Ascertain the accuracy of the documents and check their compliance with the norms of Bangladesh Bank and Customs.
- Submits verified document to designated Banks for L/C Processing & completed Post-Approval uploads in the WSB Portal.

This purposeful process of documentation facilitates the smooth passage of customs and reduces the compliance risks.

- **2. Customs Clearance & Coordination of Banking:** After shipment arrival:
- Coordination is maintained with the C&F agents for quick customs clearance.
- Constant communication with banks to ensure payment processing and approval from regulators.
- Documentation discrepancies are quickly avoided to ensure no demurrage or clearance delays occur

This centralised coordination is used to support uninterrupted flow of products into the local distribution network.

**3. Warehousing & Inventory Coordination:** Cleared of products, products are transferred to designated warehouses where:

- Inventories are received in the digital system.
- Stock levels are monitored to ensure that no shortages or excesses of stock occur.
- Physical and digital documentation records kept in case of audit and compliance

The company focuses heavily on organized record-keeping for traceability and transparency of operations.

**4. Distribution & Market Supply:** Distribution of products is done through authorized distributors and retail partners across Bangladesh.

- Demand forecasting and tracking shipment of products ensures the availability of products in urban and semi-urban markets.
- Coordination with sales and marketing teams for new product launches and promotional campaigns.

**5. Compliance and Operational Control:** iSmartU strictly observes international trade regulations and corporate compliance policies set by Transsion Holdings.

- Standard Operating Procedures (SOPs) are maintained for documentation, banking and tracking shipments
- Good business contacts with banks and C&F agents to ensure continued smooth functioning.
- Risk management practices reduce delays and ensure high operation uptime.

**6. Technology & Effectiveness of Process:** The company uses digital ports, shipment tracking systems and internal reporting tools to ensure real-time visibility of logistics activities. Cloud documented and structured coordination systems are useful to ensure that accuracy, speed, and compliance are met in all operations.

## 2.1.6 SWOT analysis

A SWOT Analysis assists in the evaluation of internal weaknesses and strength of iSmartU Technology Ltd, a subsidiary of Transsion Holdings, the external opportunities and threats.

### A. Strengths

**1. Strong Support From Parent Company:** Backed by Transsion Holdings, the company enjoys the benefits of a global expertise, financial strength, advanced R&D capabilities and an already established international supply network.

**2. Multi-Brand Strategy:** The presence of TECNO, Infinix, and itel enables the company to focus on various customer segments (entry-level, mid-range, and performance-focused customers).

**3. Cost Leadership in Emerging Markets:** Competitive pricing strategy ensures good penetration in price-sensitive markets such as Bangladesh.

**4. Efficient Import & Logistics Operations:** Structured documentation processes and excellent banking co-ordination and relationships with C&F agents provide smooth Customs clearance and continuity in operations.

**5. Increasing Local Market Presence:** More brand recognition and distribution channels positively boost market position.

## **B. Weaknesses**

**1. Heavy Dependence on Imports:** Most products are made abroad, and therefore operations are sensitive to foreign shipping delays and foreign currency changes.

**2. Little Control Now Over Global Production Decisions:** As a subsidiary, major strategic and production decisions are made at the parent company level.

**3. Intense Price Competition:** Competing in the value-for-money segment primarily may restrict higher profit margins.

**4. Brand Perception Issues:** Some consumers may view Chinese brands as being less premium than established globally competed brands.

## **C. Opportunities**

**1. Growing Penetration of Smartphones in Bangladesh:** Increasing internet use and digital transformation initiatives are creating a higher demand for cheap smartphones.

**2. Expansion into Smart Devices Ecosystem:** Growing demand for wearables, earbuds and smart accessories lead to opportunities for portfolio expansion.

**3. Local Manufacturing & Assembling Expansion:** Increasing local production facilities can lead to reduction of dependency on imports and improve cost efficiency.

**4. E-Commerce & On-Line Distribution Growth:** Expansion of online market places provides new channels of sale and distribution.

**5. 5G and Technological Improvement:** Adoption of new technology (5G-enabled devices) may open up new market demand.

#### **D. Threats**

**1. Intense Market Competition:** Strong competition from global brands such as Samsung, Xiaomi, Oppo and Vivo puts pressure on pricing and marketing.

**2. Regulatory & Import Policy Changes:** Changes in governmental import duties, customs regulations or banking compliance rules may result in an increase in operational costs.

**3. Volatility in the Currency Exchange Rates:** Fluctuations in foreign exchange rate can affect product pricing and margin of profit.

**4. Rapid Technological Change:** Fast innovation cycles in the smartphone industry mean that continuous product upgrade is needed to remain up to date.

**5. Supply Chain Disruptions:** Global geopolitical issues or shipping delays, or material shortages can impact the availability of materials.

## **2.2 Industry analysis**

### **2.2.1 Specification of the industry**

The mobile device and technology industry is a highly dynamic, innovation-driven industry that incorporates both manufacturing, supply chain management, retail distribution and after-sales service. It is characterized by the following characteristics:

**1. Rapid Product Life Cycles:** Smartphones and smart devices feature short product life cycles because they are constantly getting upgrades, so companies need to launch new devices on a regular basis.

**2. Global Supply Chain Integration:** Most parts (chips, batteries, displays) are imported, requiring strong logistics, documents and regulatory compliance.

**3. Consumer-Centric Demand:** Customers are looking for affordability; performance, camera quality, battery life, and connectivity features.

**4. High Competitive Pressure:** There is a strong competition among local and international brands in terms of prices, technology, and feature.

**5. Technological Innovation:** Incorporation of innovative technologies such as AI, high resolution cameras, IoT features and smart accessories plays a major role in both optimal brand differentiation and technology.

**6. Brand Perception and After-Sales Services:** Reputation, support for warranties and reliability of service network are significant differentiating factors in emerging markets.

iSmartU Technology Ltd: It is majorly involved in the import, logistics and supply chain management part of the industry in Bangladesh and ensures that the Transsion branded smartphones are efficiently delivered in the market while respecting the regulatory requirements.

## **2.2.2 Size, Trend, and Maturity of the industry**

### **Market Size:**

Bangladesh has experienced an exponential increases in the adoption of smart phones and these devices are being sold in millions each year. According to very recent reports, smartphone penetration stands over 60% in urban areas and is rapidly abound in semi-urban and rural areas. The entry or mid-range and the lower end each dominate the sales accounting for more than 70% of the market.

### **Market Trends:**

- **Demand for Feature:** Rich Budget Smartphones: Consumers demand high-performance smartphones for a reasonable price, which is leading to growth for brands such as TECNO, Infinix, and itel.
- **Demand trend growth:** E-Commerce and Retail Sales Performance Online shopping/e-commerce apps like Daraz, Pickaboo, and brand-specific e-shops are emerging to be one of the major means of distribution.
- **Expansion of Smart Device Ecosystem:** More consumers are taking up smart accessories (earbuds, smartwatches, power banks) along with smartphones.
- **Urbanization and Digital Transformation:** Increased internet penetration, social media use, and digital payment have driven up demand for smartphones.

### **Stage of Development:**

The industry, that is based in Bangladesh, is in the state of rapid growth and expansion, making the shift from feature phones to smartphones. While mature urban markets are competitive, there are opportunities in semi-urban and rural areas for affordable and middle-range devices.

### **2.2.3 External economic factors**

- 1. Economic Growth:** An increase in GDP and disposable income translates to purchasing power, leading to an increase in the customer base of the middle class.
- 2. Regulatory Environment:** Import Duties, Customs clearance, banking compliance e.g. L/C regulation impacts on pricing and operational efficiency
- 3. Global Supply Chain Dependencies:** Any kind of disturbance to manufacturing centers (eg: China, India) can affect the availability of products in Bangladesh.
- 4. Foreign Exchange Fluctuations:** Volatility in currency prices may affect the cost of imports and retail prices.

**5. Demographic Shifts:** Young population with a surge in smartphone literacy along with digital dependency creates a surge in demand.

#### **2.2.4 Technological Environment**

The industry is strongly shaped by fast technological innovation:

- **Device Technology:** Innovation in AI-powered cameras, high refresh rate displays, battery optimizations and quick-charging capabilities
- **Connectivity:** Increasing adoption of 4G and 5G positioning for adoption spurs interest in compatible devices.
- **Smart Accessories & IoT:** Expansion to wearables, wireless earbuds, and fitness accessories helps grow the ecosystem.
- **Digital Operations:** iSmartU uses cloud-based logistics, digital document verification, ERP systems and shipment tracking platforms to help streamline import and distribution operations.
- **Consumer Interfaces:** Smartphones now include mobile payment systems, social media, and app-based services, which are affecting consumer purchasing patterns.

#### **2.2.5 Barriers to Entry**

The industry has medium to high levels of entry barriers because of:

- 1. Capital Intensity:** The manufacturing industry requires large investment in R&D, assembly lines, and technology.
- 2. Established Brand Loyalty:** It is difficult to compete with established global brands and local brands.

**3. Economies of Scale:** The cost-effectiveness of production requires the capability of large production and distribution on a large scale.

**4. Regulatory Compliance:** Import licensing, customs documentation and banking regulations have to be strictly followed.

**5. Technological Expertise:** Advanced Product Design and Adaptation to Market Preferences Involves Specialised Knowledge.



iSmartU is blessed with low entry barriers in Bangladesh as a subsidiary of Transsion and utilizes the existing brand, supply chain network and compliance mechanisms of the parent company.

## 2.2.6 Supplier Power

Supplier Power is moderate to high:

- Key components, such as processors, memory chips, displays and batteries, come from a limited number of sources around the globe.
- Supplier consolidation can result in more bargaining power, including pricing and delivery schedules.
- Long-term contracts with OEMs minimize risk but disruptions in raw materials or a logistics supply chain can affect product availability.

iSmartU classifies the power of suppliers by using Transsion's global purchasing network and standardised agreements.

## 2.2.7 Consumers Power

Consumer power in Bangladeshi market is high due to:

- **Price Sensitivity:** Consumers routinely compare prices and shop on the Internet and can easily switch brands.
- **Product Choice:** Presence of multiple brands of smartphones in local markets as well as internationally makes the bargaining power more intense.
- **Feature Expectations:** Consumers expect their devices to perform well, have high-quality cameras and long battery life.
- **Digital Influence:** Social media reviews, online ratings, and influencer promotions influence purchasing choices.

iSmartU tackles the power of consumers by providing value for money devices with brand reliability, after sales support and localization.

## 2.2.8 Threat of Substitutes

Substitutes include:

- **Feature Phones:** Used by ultra-budget and rural segments; limited internet capabilities means they are less competitive in the long term;
- **Refurbished Smartphones:** Customers who are price-sensitive might choose to buy used smartphones, affecting sales of new ones.
- **Tablet Devices:** Randomly used for media and communication, but not as portable as smartphones.

While there are several substitutes available, increasing use of mobile apps, internet connectivity and also social media has diminished the threat to quality smartphones.

### 2.2.9 Industry rivalry

Competitive rivalry is high because of:

- **Global and Local Competitors:** Samsung, Xiaomi, Oppo, Vivo and local assemblers all engage in a battle for market share.
- **Frequent Product Launches:** Shorter product life cycles demand continuous innovation to stay relevant.
- **Price Wars:** Aggressive pricing strategy of entry level and middle range segments.
- **Promotional Offers:** Discounts, EMI options and e-coms campaigns punch a hole in consumer decision making.
- **Distribution Networks:** Brands compete for the efficiency of the supply chain, after-sale support, and availability of the product.

iSmartU's operational focus on efficient logistics, compliance and distributor coordination keeps Transsion brands competitive in terms of availability and performance in Bangladesh's fast growing smartphone market.

## CHAPTER III: INTERNSHIP EXPERIENCE

### 3.1 Position, duties, and responsibilities

I have undertaken as Intern - Logistics and Supply Chain management (SCM) Department for my three-month internship period under iSmartU Technology Ltd, a subsidiary of Transsion Holdings, here I was actively involved in supporting daily logistics and import operations within Bangladesh laptop industry which is a competitive one. During this period I was involved in key supply chain activities such as verification of international trade documents like PI, CI, COO, AWB, and Packing List, submission of documents to banks for processing of L/C, uploading of WSB portal, tracking the shipment, and coordinating with the C&F agents and internal departments for the time-bound customs clearance and compliance with the regulations in regards to trade. Through the maintenance of accurate physical and digital records and helping in the smooth tracking of shipment status, I have played a supporting role in improving operational efficiency, accurate documentation and smooth software of the supply chain that is essential for maintaining cost control, regulatory compliance and market competitiveness.

#### **Roles and Responsibilities:**

During the internship at iSmartU Technology Ltd, I was allocated to the Logistics - SCM Department. My responsibilities were as follows:

- Verifying of international trade documents are included Proforma Invoice (PI), Commercial Invoice (CI), Certificate of Origin (COO), Air Waybill (AWB) and Packing List (PL).
- Submitting verified documents to banks for the purpose of L/C processing and post-approval uploading in the WSB Portal.
- Tracking status of shipment and documentation to ensure timely customs clearance.

- Maintaining organized physical and digital records of all the logistics and compliance documents.
- Coordinating with bank, C&F Agents and internal teams in order to expedite process and resolve operations issues.
- Helping with departmental reporting and monitoring of inventory levels and availability of products.

### **3.2 Orientation and Training Experience**

- Received first orientation on Transsion's organizational structure, SCM processes and Standards for Compliance.
- Trained on document verification procedures, WSB portal upload and communication protocols with banks and C&F agents
- Practical sessions about shipment tracking, record-keeping and documentation digitally by internal ERP systems

### **3.2 Contribution to Departmental Functions**

During my internship work, I made a contribution to departmental efficiency and operational workflow:

- Helped in verification and validation of documents, lessening the errors while making trade submissions.
- Tracked shipment status and prepared daily shipments for management to operate on
- Kept accurate records of the shipments, documents and approvals, making audit-ready.

- Allowed co-ordination between banks and C&F agents, reducing clearance delays.
- Involved in process improvement conversations, offering opinions about how to improve the documentation upload and tracking.

### 3.4 Performance Evaluation

My performance during the internship was evaluated according to:

- **Accuracy and attention to detail:** Making sure that all the trade documents were verified accurately and correctly before submission.
- **Timeliness:** Adherence to timelines in uploading documents and in shipments tracking reports
- **Coordination and communication skills:** Working effectively with internal teams, banks and external partners.
- **Proactiveness:** Spotlighting discrepancies or delays, and suggesting a course for improvement of operation efficiency.



Feedback from supervisors included my good learning capacity, attention to documentation and flexibility in a professional logistics environment.

### 3.5 Skills applied

During the internship, I was able to apply and reinforce a number of practical skills:

- **Communication and Interpersonal Skills:** Coordination with Banks, C&F Agents & Internal Teams.
- **Documentation Management:** Verifying the trade documents and keeping accurate physical and digital records.
- **Time Management:** Prioritizing tasks to make sure shipments are submitted on time and keeping track of shipments.
- **Teamwork and Coordination:** Helping colleagues to achieve department goals efficiently.
- **Customer Service Handling:** Managing the queries of banks and the internal stakeholders about documentation.

### 3.6 New skills developed

I learnt some new competencies which are extremely applicable when working in supply chain and logistics professions:

- **Banking and Compliance Knowledge:** Knowledge on L/C procedures, WSB portal operations and import regulatory compliance.
- **Shipment Tracking & Supply Chain Monitoring:** Getting practical experience in end-to-end shipment management.

- **ERP and Digital Documentation Systems:** Knowledge of digital tracking, record keeping and reporting systems.
- **Problem-Solving Skills:** Solving operational problems in documentation and shipment processes.
- **Professional Coordination:** Establish good relation with the bank, C&F agents and internal department.

### 3.7 Application of academic knowledge

The internship was a practical platform to implement the theoretical knowledge that I acquired while studying my bachelor's in Supply Chain Management:

- **Documentation & Compliance:** The concepts of import/export regulations and documentation learnt in class, was put to use in the practical work of verifying PI, CI, COO, AWB and PL.
- **Inventory & Logistics Management:** The classroom theories associated with the management of inventory, shipment tracking and supply chain coordination were infused into practical day by day operations.
- **Process Optimization:** Lean supply chain concepts and efficiency frameworks are observed and applied in the management of document workflows.
- **Analytical Skills:** Disciplinary knowledge about cost control and process efficiency and performance monitoring being applied to real-life SCM situations.

This integration helped me learn more about the application of academic learning in the practical logistics and supply chain management operations in a multinational corporate setting.

## CHAPTER IV: CONCLUSIONS AND KEY FACTS

### 4.1 Suggestions of Improving Departmental Efficiency

Based on my internship experience in the Logistics- SCM department at iSmartU Technology Ltd the following suggestions could improve the efficiency of the department:

- 1. Digitalization of Document Verification:** Implement automated document scanning and verification tools to minimize manual errors in PI, CI, COO, AWB and PL processing. Utilize OCR enabled software for better extraction and validation of data from trade documents.
- 2. Integrated Shipment Tracking System:** Adopt a centralized, real-time shipment tracking dashboard linking data from C&F agents, shipping carriers, and internal ERP systems. Configure automated alerts of shipment delays, compliance issues or document discrepancies.
- 3. Enhanced Training Programs:** Conduct regular training sessions for interns and staffs regarding banking procedures, updates regarding WSB portal, as well as regarding changes in regulatory compliance. Develop common SCM tasks SOP manuals
- 4. Cross-Functional Coordination:** Encourage weekly meetings between logistics, finance, and procurement teams to preempt bottlenecks in the operations. Improve communication protocols with banks and C&F agents for quicker resolution of any discrepancy.
- 5. Data Analysis in Making Decisions:** Use of data analytics to predict shipment volumes, processing times, and process inefficiencies. Implement performance metrics to monitor productivity for the department and improve turnaround times.

## 4.2 Major Learnings and Insights

During the internship in iSmartU Technology Ltd. I gained much of professional knowledge and insights:

**1. Hands-On Knowledge of International Trade Documentations:** Gained practical experience of handling Proforma Invoices, Commercial Invoices, Certificate of Origin, Air Way Bill and Packing Lists.

**2. Understanding of Banking and Compliance Procedures:** Learned the trade documentation interactions with banking processes, L/C approvals and WSB portal submissions.

**3. Supply Chain Coordination and Tracking:** Developed skills in monitoring shipments, working with internal and external stakeholders and ensuring timely delivery.

**4. The Practical Use of ERP and Digital Tools:** Used ERP systems, Excel, digital record keeping to help optimize logistics operation.

**5. Professional Communication and Problem-solving Skills:** Better ability to communicate effectively with banks and C&F agents including their colleagues and while resolving operational issues in real-time.

**6. Union of Theory With Practice:** Concepts acquired in academic courses, e.g., inventory management, process optimization, and coordination of the supply chain, were put into practice in real-world operations.

## 4.3 Final Remarks

The internship from iSmartU Technology Ltd gave a holistic exposure to logistics, supply chain management and international trade operations in a corporate professional environment.

- It enabled me to make connections between the theoretical knowledge and practical application especially in the processes of document verification, shipment tracking, and compliance procedures.
- I learned some valuable insights about the operation of multinational corporations his or her partner and the importance of coordination among the internal corporate departments and external partners.
- The experience helped me develop my professional skills in problem-solving and understanding of SCM operation to prepare for my future career in the supply chain and logistics management industry.

Overall, the internship was a very enriching experience that enhanced my scholastic background as well as my ability to perform well in similar positions in the tech and logistics industry.

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