

**Inventory Management and Market Research at  
Safwan Bashundhara Global:  
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

**Inventory Management and Market Research at Safwan  
Bashundhara Global: An Internship Experience**



**School of Business and Economics  
United International University**

**SUBMITTED TO**

**Dr. Khandoker Mahmudur Rahman**

**Professor**

School of Business & Economics (SoBE)

United International University (UIU)

**SUBMITTED BY**

**Ahsanul Mahbub Zubaer**

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Course Code: INT 4399

Major: Supply Chain Management

DATE OF SUBMISSION: 01 March , 2026

# Letter of transmittal

01 March, 2026

Dr. Khandoker Mahmudur Rahman  
Professor  
School of Business & Economics (SoBE)  
United International University

Subject: **Submission of the Internship Report**

Dear Sir,

The “Inventory Management and Market Research at Safwan Bashundhara Global: An Internship Experience” – the report is now submitted to your good perusal. The best thing that has happened to me has been your teaching and I like it very much. I ensured that I adhered to the instructions of your and my company supervisor in writing this report.

The work experience with Safwan Bashundhara Global has been remarkable. I believe that all the skills and knowledge that I gained during my internship will be of great use in my further professional activities. My hope is that you will read through this report and give your prudent remarks. I would be very pleased if my report provided you with a better understanding of the situation and relevant information.

Sincerely,

Ahsanul Mahbub Zubaer  
ID- 111213020  
Program: BBA  
Major: Supply Chain Management

## **Certification of Similarity Index**

This report meets the standards established by the aforementioned body and complies with the conditions stated in the United International University's Similarity Index policy. According to the institutional policy in this respect, the author will be subject to disciplinary actions if non-compliance, exceeding the acceptable limit of resemblance, or illicit duplication of work without giving due acknowledgment is discovered. This report, which is subject to similarity review in accordance with the current policy in effect, is applicable and comprehensible on a particular and pertinent date and time when the similarity evaluation was completed.

## **Declaration of the Student**

As the author of the project report “Inventory Management and Market Research of Safwan Bashundhara Global: An Internship Experience”, I’m Ahsanul Mahbub Zubaer acknowledge my personal accountability. Before being utilized in the study, all of the data in this report was gathered and examined. Every fact in the research is accurate and pertinent. Each piece of information is included with the proper authority and consent. Furthermore, no information from another website is shared or directly duplicated without giving due credit to the original author.

# Corporate Evidence



SAFWAN BASHUNDHARA  
GLOBAL

Ref: BG/Sector-C/AHR/169/

Date: 30-Oct-25

Mr. Ahsanul Mahbub Zubaer

Present Address:

SUBJECT: Letter of Internship

Dear Mr. Zubaer,

This is in reference to the interview held on 16-Oct-25 and your willingness to join our organization. We are pleased to offer you the position of Intern (Sales & Marketing) at Safwan Bashundhara Global, as per following terms and conditions:

- This internship will be a period of three months starting from November 2025
- You will be responsible for collecting sales data and taking physical stock inventory at dealer/distributor store.
- Your assign area of work will be -Netrokona, Jamaipur, Mymensingh
- During the tenure, you will be paid a monthly remuneration Tak. [REDACTED] per month. You will also be entitled to transport, food and accommodation allowances.

This offer remains valid up to 06-Nov-25. The appointment letter shall be issued on joining.

You are requested to bring the following documents at the time of joining in support of your resume for our verification. Any deviation of the fact thereof may cause cancellation of this offer.

4. Certificates, Mark sheet and Testimonials, in original, with photocopies
5. Original NID with photocopy
6. Proof of Present/Permanent Address. (Electricity Bill/ Phone Bill/ Commissioner Certificate)

You will submit your joining report to the Senior Manager (Compliance) for receiving necessary instruction/advice in respect of your assignments.

For Safwan Bashundhara Global,

  
Imranah Ferdous  
Chief Human Resources Officer

Copy to:  
COO, SBG  
F&A Division

Received by:

SIGNATURE: Zubaer DATE: 04-11-25

Name: Ahsanul Mahbub Zubaer

## CONTACT

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## Acknowledgement

Most importantly, I would like to thank Almighty Allah as he provided me with skills and power to successfully complete all the courses of the BBA and allowed me to submit my report on time. The publication is the result of much research and work that preoccupied the whole attention of several people. This report could not have been written without their directions, assistance, cooperation and navigations.

I wish to appreciate the contributions made by people in the compilation of this report. Particularly, I would want to thank my supervisor at the United International University (UIU), Dr. Khandoker Mahmudur Rahman, Professor, Department of School of Business and Economics (SoBE), who helped me to get started in my internship report. My supervisor's guide was an excellent who gave me lots of tips and details as I accomplished my report. This report could not have been achieved without his support.

I also want to thank my whole team at Safwan Bashundhara Global for helping me understand completely how technical training and soft skills affect employee behavior and productivity. Their cooperation and support in granting me this opportunity, their continuous support and encouragement in assisting me in coming up with an excellent report.

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## List of Abbreviations

SCM	Supply Chain Management
CRM	Customer Relationship Managment
BPMPCL	Bashundhara Paper Mills PLC
SBG	Safwan Bashundhara Global

## Executive Summary

This internship report highlights my three-month practical experience at Safwan Bashundhara Global specifically in the Sales & Marketing (Inventory Management & Research) department. As part of my BBA program at United International University (UIU), this internship allowed me to apply theoretical marketing knowledge in a real-world business setting and gain hands-on exposure to various marketing research activities.

During the internship, I was actively involved in focus group discussions (FGDs), warehousing technique, inventory handling, delivering product to retail market, product testing, competitor analysis, retail visits, and consumer insight studies. I participated in two major FGDs — one for Safwan Bashundhara Global's businesses and another for BPMPLC's warehousing techniques, managing inventory and market research, which provided deep insights into managing inventory, supplying products to retail stores, and product knowledge.

Furthermore, I took part in field visits to observe in-store product displays, retailer feedback, and distribution challenges in different areas. These visits helped me understand the practical challenges of warehouse management, supply chain gaps and competitor threats.

Overall, this internship not only strengthened my understanding of supply chain but also taught me valuable soft skills such as communication, observation, and critical thinking. The experience provided a bridge between classroom learning and actual corporate practices, contributing significantly to my personal and professional growth.

# Chapter-1

## 1.1: INTRODUCTION

The internship is an important part of the BBA program. I am a BBA student and therefore I have to sharpen and refine my knowledge and talent to compete going forward. This theory, without application to real-life situations, will not make sense. A realistic point of view is thus an advantageous trend in a working environment. In this regard, three months of applying experience and applied gratification are some of the most vital aspects of a four-year BBA program. The present record in the case tries to read the experiences of realistic orientation in reference to an appraisal of the Safwan Bashundhara Global.

## 1.2: ORIGIN OF THE STUDY

This report was prepared as part of the internship, which is a mandate of the Bachelor of Business Administration (BBA) program at the United International University. All students need to undertake a 12- week internship course. The objectives of an internship are three-fold: a student needs to get hands-on work experience and to realize his / her academic ideas into practice. The students are placed in real-life business firms, organizations, research centers, and development projects. Therefore, this study was done after a 12-week organizational attachment experience in Safwan Bashundhara Global.

## 1.3: OBJECTIVES OF THE STUDY

The research tries to make a distinction between the form of theoretical and practical knowledge and prove how a company utilizes theoretical methods in the sphere. In this research approach, I will conduct interviews with the employees of the company to clearly understand the significance and specifics of inventory and supply chain operations, to draw some results and suggest possible improvements of these aspects and make the supply chain operations more effective for the company.

My primary goal will be to graduate with the BBA program at the United International University.

## **1.4: SCOPE OF THE STUDY**

This paper will be restricted to the inventory and supply chain of the Bashundhara group, specifically, the aspects of the warehouse operations, the operation of CRM software at the distributor end, and the delivery of products. In the study, I am presenting my direct experience and impressions towards an internship program that lasted 12 weeks, which was an obligatory part of my BBA degree at UIU.

The report covers:

1. How does the warehouse inventory system manage stock storage, tracking, and movement for products such as tissue, exercise books, and hygiene items?
2. How does CRM software operate at the distributor level to handle order processing, sales monitoring, and customer relationship management?
3. How does the distribution process ensure the efficient delivery of products from the warehouse to the end consumers?

## **1.5: METHODOLOGY**

One of the key elements of this research consists of methodology. It has been made very specific to ensure that the objectives of the study are achieved. All the information utilized in this research was in primary and secondary sources. The data is organized, computed and systematized in a fairly systematic way. Both, qualitative and quantitative knowledge were applied to conduct these studies. This report was organized in the following way. These are the two data collection procedures:

### Primary data:

1. Face to face verbal communication with the entire staff and company officer.
2. Practical job experience in diverse fields of the organization.

### Secondary Data:

I gathered information on several websites, especially those that are run by Bashundhara Group. I also received information in a couple of other sources.

### Data collection method:

Through the use of primary and secondary sources, I was able to assemble all pieces of information I needed to conduct my research.

When I was working on my report, I was primarily observing the workers at their workplace and interviewing them. Finally, I have read through the entire information to be able to prepare my internship report.

## **1.6: LIMITATIONS OF THE STUDY**

There are a number of problems that made the study difficult. Some of the limitations are as follows:

Data from limited sources:

I. Companies having some degree of confidentiality do not disclose all the information due to the security reasons.

II. This is due to their heavy work schedules which restrict them to the provision of information.

## Chapter 2: COMPANY & INDUSTRY ANALYSIS



### 2.1: Company Overview

#### Organization History:

Safwan Bashundhara Global (SBG) is a multicultural business entity in Bangladesh forming the larger ecosystem of business, known as “Bashundhara”. The parent foundation “Bashundhara Group” was founded in 1987. The term "Safwan Bashundhara Global" became more prominent in official branding and media between 2021 and 2022. It is positioned as a progressive organization that sponsors “Empowering Lives, Strengthening the nation” by being innovative and business-excellent and socially responsible. The group is operating within several industries such as paper, steel, cement, media, real estates and consumer goods. SBG oversees and markets brands which include but are not limited to Bashundhara Fine Paper Mills, Bashundhara Multi Trading, Bashundhara Toiletries and some more, this focuses on inclusive leadership, quality production and impacting community with this along with commercial growth.

Economically, Safwan Bashundhara Global has significant roles to play in the industrialization and creation of employment opportunities in Bangladesh. With manufacturing and trading operations, SBG helps in the local production reducing dependency on imports and facilitating the stability of supply chains in key domains of

production such as paper and consumer goods. The group provides a big opportunity in terms of job creation both in a direct and indirect way, and boosts local economies in other parts of the country. Its investments in large scale industries contribute towards the attraction of capital that is used to advance Infrastructures and competitive edges in the market. In general, the diversification of activities of the company contributes to the GDP development, industrial autonomy and sustainable economic growth in Bangladesh.

## 2.2 Organization Mission

Safwan Bashundhara Global is on a mission to observe the business in Bangladesh. A few are listed below:

- Safwan Bashundhara Global follows a people-first philosophy under the theme *“Empowering Lives, Strengthening the nation”*
- Customer satisfaction is ensured through quality products and continuous innovation.
- The group values and develops its employees as a key strength.
- They believe in shared growth with all stakeholders.
- They actively engage in philanthropic activities for social welfare.

## 2.3 Organization Values

Safwan Bashundhara Global’s values reflect the following standards:

- Safwan Bashundhara Global upholds patriotism, honesty, fair practice, and national service as its core values.
- These values guide all major decisions across the organization.
- They shape a strong ethical culture from top management to employees.
- The group remains committed to these principles in all situations.

## 2.4: Organizational Chain of Command

Designation	Level
Chairman	Top Line Management
Chief Executive Officer	
Chief Financial Officer	
Chief Human Resource Officer	
Chief Sales Officer	
HOD (Brand & Marketing)	Mid Line Management
HOD (Internal Audit & Compliance)	
HOD (Supply Chain Manager)	
HOD (Finance)	
Divisional Sales Manager	Bottom Line Management
Area Sales Manager	
Territory Executive Officer	
Sales Officer	

## 2.5 Company Businesses

Safwan Bashundhara Global's mentionable enterprises:

### 2.5.1 Bashundhara Paper Mills Limited

Bashundhara Paper Mills Limited is a paper manufacturer that is ranked among the most successful in Bangladesh. It manufactures a broad spectrum of papers such as printing paper, writing paper, tissue paper and hygiene paper. There are environmentally friendly practices in the company and it exports to numerous nations.

### 2.5.2 Bashundhara Multi Trading Limited

BMTL is a leading trading company in Bangladesh. The company has become one of the most progressive importers in the country. Bashundhara Multi Trading Limited is committed to supply the quality stone chips, ballasts, boulders and coals imported from reliable and renowned international sources which are tested and certified by

Bangladesh University of Engineering and Technology (BUET) with high standards for excellent product and service.

### **2.5.3 Bashundhara Ready Mix Construction**

BRMCIL is the leading Ready Mix Concrete company in Bangladesh, providing premium-quality ready-mix concrete solutions for residential, commercial, and mega infrastructure projects with advanced batching plants and a modern fleet of concrete mixer trucks.

### **2.5.4 Toggi Real Estate & Construction Ltd**

Toggi Real Estate and Construction Ltd. is dedicated to innovation, sustainability, and excellence in the real estate industry in Bangladesh. They focus on constructing and developing high-quality residential, commercial, and EPZ projects that meet global standards.

### **2.5.5 Toggi Shipping & Logistic Ltd**

TSLI has been established to offer green shipbuilding and riverine logistics operations in Bangladesh. The company has experience in importing raw materials and in-house expert engineers.

### **2.5.6 Toggi Green Ship Breaking & Recycling Ltd**

Toggi Green Ship Breaking and Recycling Ltd. is introducing a "Green Ship Recycling Management system" in Bangladesh to provide information and enhance the industrial community's awareness of green shipping. The company aims to implement the system guidelines and offer resources, including trained manpower, to ensure effective implementation and develop a sustainable economy with green energy to contribute to building a safe environment for the nation.

### **2.5.7 Toggi Sports Ltd**

Toggi Sports Ltd. owns and runs the Rangpur Riders, a popular cricket team in the Bangladesh Premier League (BPL) T20. The team plays most of its home games at Sher-e-Bangla National Cricket Stadium.

### **2.5.8 T-Sports**

T sports: T Sports, is the first sports channel in Bangladesh, telecasting live matches from around the world and promoting entertainment with sports-related reality shows. They successfully broadcasted international football series.

### **2.7: Size of Workforce**

Safwan Bashundhara Global employs over 12,000 individuals, and the employment rate is constantly increasing.

### **2.8 SBG's Competition among Industry**

As I am doing my internship with Bashundhara Paper Mills Ltd's products, here are the competitors for Tissue, Exercise Book and Hygiene products of Bashundhara. Bashundhara leads the tissue segment but faces competition from MGI's Fresh Tissue, Partex Tissue, East Asia Group's Bangla Tissue, and other specialized and premium brands. Bashundhara's exercise book market faces competition from MGI's Fresh Exercise Book, Matador Group, Creative Paper, Papertech A4 Paper, Double A A4 Paper, and Sonali Paper. Bashundhara faces strong competition in the feminine and baby hygiene markets in Bangladesh. In feminine hygiene, Monalisa competes with Square's Senora, SMC's Joya, and ACI's Freedom. In baby hygiene, Bashundhara Diapant competes with SMC's Smile, Square's Supermom, ACI's Twinkle, and Pampers.

## Chapter 3: Internship Experience

As an Intern at Safwan Bashundhara Global, I was involved in several fieldwork and analytical assignments, which made it clear how a rapidly expanding FMCG distribution network functions. The roles involved product auditing, data collection, market observation, and competitive analysis, and were mostly across coordination, reporting, and field visits. The key responsibilities are described below:

During the internship at Safwan Bashundhara Global, I made regular visits to distribution houses provided by the supervisors to provide a comprehensive practical view of the total supply chain system and distribution network of the company, as well as ground-level product movement. Such visits helped come up with a clear picture of the flow of products from the factory to warehouses and then to markets, and how distribution operations are managed in real business settings. In every visit, I performed comprehensive physical stock counting and stock verification on three products of high value to the company: Tissue products, Hygiene products, and Exercise books to ensure alignment between physical inventory and recorded stock data. After checking, new inventory data was in real-time registered in the BG CRM mobile app, which added to the accurate inventory control, effective sales forecasting, and better supply planning.

In addition, I was responsible for identifying as well as report about the damaged or expired products by closely examining their conditions and evaluating their potential reasons, including poor storage, their handling during transportation, humidity, or flaws in the manufacturing process. The internship also involved a review of the general conditions of the operation within distribution houses, such as cleanliness, storage systems, product handling methods, and compliance with company standards, with observations reported to supervisors for improvements.

In addition, I was also very proactive in monitoring the market situation and competitor strategies, including pricing, product quality, promotion, and coverage area of distribution, in order to know the competitive placement and to know potential strategic opportunities of Safwan Bashundhara Global.

During the internship, I was closely associated with the Executives, Territory Managers, and the Divisional Managers. This gave me an insight into corporate sales operations, reporting systems, teamwork, and professional communication practices in a structured organization.

### **3.1 Supply Chain Management at SBG**

This chapter focused on the supply chain mechanism of Safwan Bashundhara Global (SBG) operating in the FMCG and industrial sectors in Bangladesh. Through a well-organized network of manufacturing facilities, warehouses, distribution centers, and authorized distributor houses, the company manages the sourcing, production, storage, and nationwide distribution of raw materials. A well-coordinated and efficient supply chain is a must as SBG expands its market share. SCM in SBG incorporates procurement, production planning, inventory management, transportation, warehousing, and distribution to ensure that products are available at the lowest possible cost.

The company follows strategic sourcing where it selects domestic and foreign vendors that are reliable, depending on issues such as cost effectiveness, quality of deliveries, and delivery performance. A CRM based inventory system enables real-time monitoring of stocks and distributor-level reconciliation. Despite its properly structured network, SBG still has to resolve issues with shifting demand, lack of stock, and slow delivery. The Sales, Supply Chain, and Audit teams maintain cross-functional coordination to overcome these challenges. It is all said and done that the technology-based supply chain system at SBG facilitates competitive advantage, responsiveness to market forces, as well as efficiency in its operations.

Supply Chain steps of SBG are described below:

### **1. Raw Material Sourcing**

Sourcing of raw materials from both domestic and foreign suppliers is the first point in the supply chain. These materials are required to produce paper, tissue, and hygiene products.

### **2. Manufacturing Units**

Here, raw materials are converted to finished products in paper mills, hygiene production plants, and other FMCG production plants. The right quality control processes are observed in order to come up with product standards.

### **3. Central / Factory Warehouse**

Finished goods are shipped to the central or factory warehouse after production. This warehouse is the primary storage and counting center as it examines, records, and prepares its products to be distributed.

### **4. Authorized Distributor Houses**

Distributors store goods in their own warehouses after receiving them from the distribution centers. They are the ones who deliver products to retailers in the territories that are allocated to them.

### **5. Retailers / Outlets**

Retailers receive the product from the authorized distributors and make it available to consumers in local markets as per consumer demand.

### **6. End Consumers**

This is the last stage, at which products come to the final consumer. The consumers purchase the goods from local stores.

## **3.2 Causes of Inventory Discrepancies**

During the inventory analysis, several operational forces have been determined as the primary causes of stock mismatches between the physical inventory and the data recorded in the CRM system. These stock variances reduce the level of accuracy in the inventory and may affect the level of efficiency in the operation, as well as financial accounting in a negative way.

**Late CRM Entries:** Delaying the data feeding into the CRM is one of the primary causes of inventory discrepancies. If the sales, goods receipt, or stock transfer transactions are not recorded in the system right away, there will be temporary differences between the physical stock and the records in the system. The CRM-system will indicate incorrect numbers even when the physical stock is right, and on this basis, the misleading stock reports will be obtained and the indecision about replenishment made.

**Errors in Counting:** This is another significant cause because of the number of mistakes made during the process of counting at the physical check. Mistakes by the human factor, like the lack of understanding of the number of cartons, the accidental omission of items in the stack, or inaccurate summative counting, may cause wrongful physical stock counts. Since the foundation of inventory reconciliation is a physical check, a small counting error can result in tremendous discrepancies in large FMCG activities.

**Poor Warehouse Stacking:** This is one of the causes of mismatches of stocks, mostly caused by poor warehouse practices. In case of poor stacking and arrangement of warehouses, there is not only a high probability that there is a chance that items are concealed under other stacks but even there is possibility of mixing of various SKU. This, in its turn, makes it extremely difficult to count them, and the risks of making a mistake are increased. The storage that lacks good organization tremendously fades the visibility of the product and makes it extremely hard to expect both physical check and management of the stocks.

**Damage In-Store:** Damage to products may occur when storing and handling goods, and when they are not recorded at the time the situation arises, then it would show a discrepancy in stock. It is so when the conditions of storage are inappropriate, like when there is high humidity, careless handling, or when several products are stacked too high. Also, as a result of such mishandling, there is a discrepancy in the stocks of physically stock available that is in a condition of use and stock of records since the physically stock is available and in a condition of use, but the records do not recognize it. This is more applicable to paper-based and hygiene products since they are more susceptible to such factors.

**Shrinkage:** Another cause of discrepancies is given out as shrinkage that represents the unfocused losses in the process of handling, transporting, or storing the goods, which is unpredictable (e.g., stolen, lost). However minor, the losses that occur due to continuous reasons are accumulative and can have a substantial effect on inventory records. Unless the company has the right internal controls and overseers, it may take so long before such losses are realised.

### 3.3 Market Visits

**Purpose of Visit:**

To understand Bashundhara product display techniques, interact with retailers, observe in-market product visibility, and gain knowledge on different Ispahani products.

Area Covered: Mymensingh Sadar.

**▲ Activities Performed:**

**1. Store Visits:**

Visited multiple retail stores across Durga Bari Road, Townhall Mor, Notun Bazar areas in Mymensingh Sadar.

Observed product positioning, shelf management, and brand visibility in different outlets.

**2. Product Display Learning:**

The market supervisor demonstrated ideal product display techniques.

Learned the importance of facing, cleanliness, eye-level placement, and organized stacking of products.

Noticed that Bashundhara Tissue, Hygiene Products and Exercise Books were mostly displayed as supervisor's guidance in many stores.

### **3. Retailer Interaction:**

Under the supervision of the market supervisor, engaged with retailers to understand their feedback.

Discussed fast-moving items, customer preferences, and seasonal sales trends.

### **4. Product Knowledge:**

Supervisor explained the key features and positioning of various products:

Bashundhara Facial Tissue (100 pcs X 2 ply) Perfumed, Bashundhara Hand Towel (150 pcs X 2 ply) Regular - High consumer demand, strong brand identity.

Bashundhara Standard Diapant - Positioned for higher-end customers.

Bashundhara (200 Pages) Spiral Exercise Book - Focused on quality-conscious consumers.

Also introduced to Bashundhara Black A4 Paper and other FMCG products under the brand.

### **5. Competitor Observation:**

- Took note of competing brands on display.
- Compared positioning, retailer feedback, and promotional visibility.

### **Key Learnings:**

- Effective display increases brand visibility and helps in driving sales.
- Market visits provide ground-level insights that support strategic decisions.

## Chapter 4: Analysis & Findings

### 4.1: SWOT Analysis:

#### Strengths:

- One of the largest and most diversified business groups of Bangladesh, which provides SBG with powerful financial and operational support.
- Distribution networks to the urban and rural markets.
- Lower pricing of the product enables the attraction of low and middle-income customers.
- Domestic production facilities minimize the dependency on imports, which helps national progress.

#### Weaknesses:

- The brand awareness of FMCG and tissue products is inferior to the market leaders, and so it cannot be expanded in the market share.
- The loss of profit at some of the points of distribution is caused by product damage and stock management.
- The marketing and promotion activities are not as market leaders.
- Should enhance supply chain visibility and accuracy of inventory in certain locations.

#### Opportunities:

- The increasing hygiene awareness has led to growth in demand for branded hygiene and tissue products.
- The spread of organized retail and e-commerce will assist in reaching a wider market.
- Possible to reinforce the brand awareness by enhancing the marketing and interaction with customers.
- Expanding trade volumes in logistics and shipping.

## **Threats:**

- High level of competition from established brands with loyal clients in the market.
- Heightening advertising expenses and store bonuses by competitors.
- The shift in consumer preference to high-end brands or foreign brands.
- Economic uncertainties that have the potential to impact consumer expenditure and construction.
- The issues of distribution inefficiencies and management of stocks may hamper the growth.

## **4.2 Inventory Control and Analysis**

Inventory management at Safwan Bashundhara Global (SBG) is a necessity to ensure that the operation proceeds without failures, as well as the products are available in all cases, and the financial loss is minimal. The FMCG business segment that SBG operates in deals with an extensive diversification: tissue products, paper products, exercise books, and hygiene products. The efficient running of the supply chain and the generation of the appropriate decisions are dependent on the integrity of the inventory records, as they are accurate and up to date.

SBG has implemented an inventory management platform of a two-way control strategy incorporating physical inventory checking and an electronic inventory tracking system, which uses CRM techniques. The physical checking is a technique of forceful count of the inventories at the warehouse and distributor levels, which the personnel just do at regular intervals. The CRM system displays the stock balance that is supported by the stock physically counted. Due to such comparison, one can find the discrepancies and ensure that the physical stock is matched to the data in the system.

The inventory accuracy formula is used to measure inventory performance:

$$\text{Inventory Accuracy (\%)} = (\text{Physical Stock/CRM Recorded Stock}) \times 100$$

The Calculation further helps in determining the stock that is in the physical location against that which is in the system. The 100 percent accuracy implies that the records of the stock are flawlessly matched. Any amount below 100% draws attention to stock losses, destroyed stock, or shrinkage. The possibility of more than 100 percent indicates a delay in the CRM entries or system errors in the postings.

The Inventory accuracy assessment is a tool used to assist the management in understanding:

- Stock shortages
- Surplus or excess inventory
- Data entry or posting errors
- Damage, wastage, or shrinkage
- Operational inefficiencies

Regular monitoring enhances the control of the company itself and can positively influence the decision-making process.

### **4.3 Product Based Inventory Analysis**

Following the fact that SBG has various categories of products, each has a unique inventory control strategy that depends on the demand and the nature of its products.

Tissue products are high-selling FMCG goods that are fast-moving. They should be replenished regularly, CRM updated, reorder cycles should be short, and adequate safety stocks should be maintained to eliminate stockouts and sales lost. Exercise books and A4 paper have seasonal demand, which is primarily in school admission seasons. Forecasting is also necessary to avoid surplus stock and unexpected shortages. Hygiene goods are expiry sensitive and storage sensitive. They need to be stored well, checked with regard to quality, and the strict application of the FIFO (First in First out) approach to avoid damage to products and loss of money.

# Chapter 5: Recommendations & Conclusion

## 5.1 Conclusion

Internship is a crucial component of business education that helps the students to be able to apply their experiential knowledge in the real-life setting of business companies. Through my internship project at Safwan Bashundhara Global (SBG), a subsidiary of Bashundhara Group, I had a practical experience of supply chain management, inventory checks, distributor control, and customer relationship management, based on inventory tracking in the FMCG industry. My job rotation between Mymensingh, Netrokona, and Jamalpur provided me with an opportunity to have a practical experience of performing stock reconciliation, physical verification, monitoring the warehouse, and coordinating with various operational teams.

This experience taught me that the Sales, Distribution, Logistics, and Supply Chain departments should have tremendous collaboration to be able to handle inventory efficiently. Monitoring of the digital system with a physical confirmation of stock is a crucial part of maintaining the accuracy of inventory and reducing the possibility of discrepancies. In addition, I discovered that an internal control, transparency, and overall effectiveness of the operations could be enhanced by using a well-systematized reporting structure, providing regular checks, and maintaining effective records.

Moreover, the observability of the actual running business provided me with a clearer idea concerning the professional corporate functions, collaboration, and the expertise to resolve the issues. In my opinion, the internship has shown me how to connect a gap between the classroom and the working environment through the practical application of the information learned in cases like the measurement of accuracy in inventories, FIFO, monitoring of demand, and evaluating the performance most effectively. In my opinion, the knowledge, insights, and experience that I gained throughout the internship will assist me in developing a career in supply chain in the future.

## **5.2 Recommendation:**

According to my observations and practical experience of working as an intern in Safwan Bashundhara Global, there are several things that can be accomplished to enhance the inventory management and efficiency of work of the whole institution. There should be periodic physical stock counts at the distributor warehouses to make sure that the stock on hand equals the records in the CRM system that will minimize error and enhance transparency. It is also necessary to minimize data entry errors and ensure proper reporting by means of structured training programs on how to use CRM.

In addition, improved coordination between the SCM, Marketing and Sales team may assist in aligning promotional efforts and inventory levels and ensure a continuous business process for products. Monitoring of damaged and expired goods should also be put in place in the company to minimize the storage issue and financial loss.

Finally, regular field visits and effective feedback systems can enable the management to soon realize where operations are troubled and enhance adherence to inventory methods.

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