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An Evaluation of the Selling Process of A-One Polymer Limited

Date of Submission: 08 September, 2024



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Internship Report

on

An Evaluation of the Selling Process of A-One Polymer Limited

Supervised by

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Date of Submission: 08 September, 2024

Letter of Transmittal

Date: 08 September, 2024

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

It is a matter of honor to state that, I hereby submit the internship report on “**An Evaluation of the Selling Process of A-One Polymer Ltd.**”. It was a great pleasure to work on such an important topic.

This Internship report is an integral part of my academic program in completion of the Master of Business Administration (MBA) which has helped me to gather practical knowledge and experience about a company's operation and activities. For my study I have collected data from primary and secondary sources. I have prepared my report based on these two sources of information. This report can help others to gain knowledge about the company.

It will be kind of you, if you accept my report on the topic I have worked on. For further query, I will be available always.

Sincerely Yours,



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.....
(Md. Fahim Miah)

ID: 0242310004083025

Program: MBA

Major in Marketing

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Declaration

I am **Md. Fahim Miah**; hereby declares that, my Internship report on “**An Evaluation of the Selling Process of A-One Polymer Ltd.**” is uniquely prepared by me under the report work program that provided the authority of Daffodil International University.

I can confirm that the report is only prepared for my academic purpose and not for any other purpose. I have used all information in the report based on academic rules and ethical conduct.


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.....
(Md. Fahim Miah)

ID: 0242310004083025

Program: MBA

Major in Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Letter of Acceptance

This is to certify that the internship report entitled “**An Evaluation of the Selling Process of A-One Polymer Ltd.**” is prepared by Md. Fahim Miah, ID: 0242310004083025, as a requirement of the MBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



.....
Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Acknowledgement

The internship report is the outcome of the contribution of many people. I like to take the opportunity to express my sincere gratitude to those without the blessings and cooperation this report would not have been possible.

First of all, I am grateful to Almighty Allah for enabling me to finish the report in time.

I would like to express my gratitude to my supervisor of the internship program **Professor Dr. Mohammed Masum Iqbal**, who helped me in my internship program as well as developing my report.

I am particularly indebted to Anwar Group of Industries for giving me the opportunity to work in their organization and supporting me for my internship program on A-One polymer ltd. I like to express my tributes and gratitude's to (**Mr. Anisur Rahman -Senior Manager**) of A-One Polymer Ltd. Head Office - Baitul Hossain Building 27 Dilkusha C/A Motijheel, Dhaka, Bangladesh for the appointment of discussions and providing information from internal sources.

I will never forget the contribution of all the managers and employees of A-One Polymer Ltd. who have shared their valuable advice, suggestion, opinion and time to me.

Thank you all who are directly and indirectly related to this report.

Executive Summary

The Internship report is a crucial component of the Master of Business Administration degree, offering exceptional experience and practical knowledge essential for career development. This report is based on three months' internship at A-One Polymer Ltd., with a focus on evaluating the company's selling process.

The report aims to assess the sales strategies employed by the sales executives and marketing officers at A-One Polymer Ltd. It provides an in-depth analysis of the company's advanced selling processes, highlighting the innovations and methods used in the current sales approach.

The report is divided into five chapters, with the first chapter serving as an introduction. It covers essential elements such as background information, the significance of the study, defined objectives, methodology employed, and limitations acknowledged for the research.

Second chapters include organizational background, vision, corporate profile, details of organizational structure and department structure of A-One Polymer Ltd.

Third chapter consists selling process of A-One Polymer Ltd. such as How Sales Takes Place, Sales Process, Sales Promotion Strategies, Retailer Selling, Corporate Selling, Dealer Based Selling, Web Materials and Middleman Selection.

Four chapters consists Analysis of questionnaire. The questionnaire covers essential aspects of the business, starting with the duration of product sales and the primary motivation behind selling. It also explores customer service strategies, including how complaints are managed and the average response time to inquiries. Logistics are addressed through questions about shipping methods and accepted payment options. Customer feedback is gauged with inquiries into average ratings. Marketing efforts are assessed by identifying the social media platforms used. Lastly, strategies for inventory management and staying informed about market trends and competitors are explored, providing a comprehensive overview of the business's operations and competitive strategy.

Five chapters discuss the problems like dependency on ERP Tally 9 software, Delay in lead time delivery, increase of competitors, lack of skilled employees and poor sales network. To address the challenges faced by A-One Polymer Ltd., it is suggested to Recruit skilled software engineers, keep customers informed about potential delays, charging low prices at the market level, offer employees competitive salary and other fringe benefits and also Expanding dealership network. At last, include the conclusion of the report.

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Chapter-1

Introduction

1.1 Introduction

This is the Internship report that I have prepared based on the practical knowledge I have gathered during the past two months working in the company. The report has five parts and covers the Introduction, background of the company, sales process, SWOT analysis and findings of A-one polymer Ltd.

1.2 Background of the Study

The report is based on legal information gathered from the head office of Anwar Group of Industries. It provides a historical overview of AGI, outlines the organization's current market position both locally and internationally.

1.3 Significance of the Study

- To know how the Sales process works and the tasks involved in each and every step.
- It will help me to complete my Undergraduate program

This report can give an overall idea of the sales process to other students and researchers and enable them to gather more knowledge.

1.4 Objectives of the Study

The study was carried out with the following objectives:

- i. To describe the selling process of A-one polymer Ltd.;
- ii. To distinguish between B2B and B2C selling processes of A-one polymer Ltd.;
- iii. To identify the problems related to the selling process of A-one polymer Ltd.;
- iv. To make some recommendations to solve the problems;

1.5 Methodology of the Study

Methodology defines how we go through all the processes of research and how have proceeded on. Here include the steps of conducting the report and the explanation of the sources of data. This report has been prepared on the basis of experience gathered during the period of internship.

i. Nature of the study:

The study is exploratory in nature focusing on qualitative analysis and description. The report is based on primary sources of information. Interviewing the managers and officers of the Company, talking to the customers.

ii. Sources of Data:

For preparing the report, Data were collected from two sources, namely, Primary source and Secondary source as described below:

a) Primary Data:

- Directly observed the attitude of the sales executives and the marketing officers of A-one polymer Ltd.
- Interviewing people about their concept
- Practical work experience by interacting with different parties, engineers and dealers during the visit.

b) Secondary Data:

- The annual report of A-one polymer Ltd.
- Various journals
- Related published articles
- Company website and other related publications.

iii. Sample Size:

There are total 20 respondents. Collected data from sales executives and marketing officers of A-One Polymer Ltd.

iv. Sampling method:

A convenience sampling method has been performed for selecting samples.

v. Method of Data Collection:

For data collection – The interview method was used. With the help of questionnaire interview was taken at A-one polymer Ltd.

vi. Data Analysis Technique:

MS Excel was used for data analysis.

1.6 Limitations of the Study

Some limitations regarding the report were:

- i. Time was not in my favor. During my time in the company, I had faced difficulty in gathering information in two months.
- ii. Deficiencies in data required for the report
- iii. Sufficient records, publications were not available which covered my topic.
- iv. Not all information was disclosed to me by the company as they maintained some secrecy.

Chapter-2

Company Profile

2.1 Background

Established during the year 1834 by Late Lakku Mia. Overtime it grew to become an industrial giant of the country and succeeded in creating a national & international network that comprises of many subsidiaries and affiliates. The Group (including the associating companies) employs over 12,000 dedicated people, whom it considers the backbone of all the success. Presently, the Group is chaired by Mr. Anwar Hossain.

The Group takes pride in the success of its associating companies that includes composite textile, jute, financial service like banks & insurance, building materials, real estate, home décor, engineering, trading, and automobiles.

2.2 Vision

Anwar Group of Industries has been working as a development associate in building up the homeland for almost two centuries. Now at the outset of the twenty-first century, the Group is ever more prepared for heeding the challenging demands of the new millennium. Highly qualified management team, modern management techniques and R&D have empowered the Group to be the forerunner in economic progress of the country. As part of its '**Vision 20-20**' the Group envisions to make at least one product of Anwar Group available at every home in Bangladesh. The Group shall be at the forefront to herald the millennium on the horizon.

2.3 Corporate Profile



A-One polymer falls under the building materials group of Anwar Group of Industries.

This company was made with the objective of producing premium grade uPVC pipes and fittings, Teflon tapes and other related products and therefore taking the Group's vision of manufacturing total range of construction materials forward. All products are approved and certified by BSTI (Bangladesh Standard and Testing Institute).

Products



- uPVC pipes
- Teflon Tapes
- Pipe Fittings

2.4 Details of Organizational Structure

In Anwar group the group managing director, Deputy Director and Group Executive Director is the top line manager. Everybody is accountable to them. They are the decision maker of the company's goal, strategy and policy.

Chief Finance Officer, Chief Operating Officer and head of accountant of each SBU comes next in line. They are accountable to the top line manager like GMD, DMD and GED

Internal Coordinator and Compliance (ICC) is responsible to the COO and CFO, because ICC is responsible to authorize all kind of work order of the organization. Besides ICC there are all SBU directors who are directly accountable to GMD, DMD and COO. The Director works with senior managers in the business to determine where the business is going and how it will get there. The director also works with a small team of analysts and support staff. So, under the directors there are a lot of employees who are middle line managers and they are responsible to directors.

Under the Directors of AGI, comes General Manager (GM), Deputy General Manager (DGM) and Assistant General Manager (AGM), who are accountable to directors. Under them are Managers/Asst. Manager and Sr. Executives/Executives and finally Trainee Officer.

The common structure of AGI is someone works under someone and so on. This sequence is however not present always, as some events are directly handled by top management and front-line managers depending on the situation.

2.5 Department Structure

As I worked in Sales Department, I have noticed that the department actually reports to the CMO for approval. This Department is one of the busiest and is responsible for recording and processing sales of A-one polymer Ltd.

Chapter-3

Selling Process of A-One Polymer Ltd.

3.1 How Sales Takes Place

Sales represent the sale of products and in turn generates revenue for the company. This department is one of the busiest among all other departments. A-one polymer ltd sells building materials such as Upvc pipes & Fittings, Teflon Tape, ABS Bathroom Fittings, MagicPipe, Toilet Tissue Holder and much more.

First of all, the marketing executives visit the different dealers, corporate offices and construction sites. After visiting they will try to communicate with the managing director or owner so that they influence them to buy their product.

There are three categories of selling

- Dealer Selling
- Corporate Selling
- Retailer Selling

3.2 Sales Process

- 1) Sales order - This is a list of items which we received from party by marketing executives. They collect it and send it through mail to head office.
- 2) Approval part - After completing the checking process, the parties document is sent to Sr. M /DGM/GM/DM and GMD sir for approval. Without their approval, order voucher will not be made by sales admin.
- 3) Delivery note - is a kind of voucher which is prepared for delivering products to parties' address. It is prepared by using tracking (SO) Number by factory.
- 4) Synchronization - It is the work of IT department. When Sales order is completed it is synchronized by IT department and delivered to factory through online.
- 5) Delivery Chelan - It is also a voucher of products that contain product list and party address which is prepared before delivery.
- 6) Packing list - Packing list is a list of products which is prepared before packing so that workers can pack systematically without any errors.
- 7) Invoice Bill - An invoice is a document issued by a seller to the buyer that indicates the quantities and costs of the products or services provided by the seller. An invoice specifies what a buyer must pay the seller according to the seller's payment terms.

- 8) Receipt (sales) voucher - We sell our product in two ways, cash and sales at the rest on the basis of bank guaranty. When a party give order, he attaches a security cheque of order amount which he will pay in one month. This voucher is processed by Tally ERP 9software and printed copy attached with order sheet.
- 9) Party monthly statement - When a party order our products, we analyze that party's monthly transaction. This monthly statement analysis is very important because if partydid not pay previous payment, then his order will not be approved.

A-One Polymer Ltd also takes credit sales

For credit sales two methods are followed

- Post deposited cheque
- Security cheque

If a new party wants to do business with A-One polymer Ltd by credit transaction, then thatparty must meet some criteria.

- Party must do cash transaction for the first two months. Only after two months ofcash transaction, the new party is eligible for credit transactions.
- Photocopy of trade license (Up to date) of the new party
- Bank solvency certificate
- Banks statement for last six months
- Passport size photo
- Photocopy of voter ID
- Photo of Shop
- Monthly Demand letter
- Visit report from H/O (Head office will send staff to inspect the new party)
- Recommendation from Marketing Executive/DGM/AGM/DGM/GM/Director/COO.

3.3 Sales Promotion Strategies

A-one polymer ltd applies some strategies which helps to promote their sales

1. **Low price for cash parties** - When any party purchase any A-one polymer item such as uPVC pipes and fittings, they are given a cash discount of 17% which can increase with more items purchased.

2. **Target achievement** - A minimum target is given to a party for purchasing products from the company for a month. If the buyer meets the minimum amount or buys more, he is given commotion. This provides an incentive for the buyer to buy more from the company.
3. **Arranging motivational seminar** - By arranging motivational seminar for executives and parties it can help to increase sales.
4. **Advertisement** - It is a useful strategy, by giving ads in TV, billboards, social media and websites it helps to reach the target audience.

3.4 Retailer Selling

It is also called B2C marketing policy. In this case our sales executives and marketing officers go to the retailer's shop, they take sales order from dealer's code.

3.5 Corporate Selling

It is also called B2B selling. In this step the sales executives and marketing officers of A-one polymer ltd visit the different corporate projects and talk with the purchase manager or the purchase decision maker and influence them for buying the product.

3.6 Dealer Based Selling

It is another B2B selling. The sales executives and marketing officers go to the dealers and try to talk with the authority and sell the product.

3.7 Web Materials

A-one polymer ltd. believes that a website is very important for a successful company. So they developed their website by putting information about their company and products. They placed product brochures, usage instructions and other product related information on their website. They placed their list and purchasing procedures to their web.

3.8 Middleman Selection

For A-one polymer Ltd the middlemen are mainly the dealers, wholesalers, trading agents and engineers. All these personnel play a major role in terms of dealing with the clients or customers and enlarging the volume of sales of AOPL.

Below are some criteria for selecting middlemen for A-one polymer ltd.

Criteria	Party's reputation in business Past dealings were satisfactory Creditworthiness Based on store size
Tools	Dealing status report Observation Reference checks Face to Face interviews.

3.9 B2B and B2C selling processes of A-one polymer Ltd.

A-One Polymer Ltd.'s selling processes are structured to cater to both B2B (Business-to-Business) and B2C (Business-to-Consumer) markets.

For B2B sales, the process typically involves:

1. **Lead Generation:** Identifying potential business clients through industry research, networking, and trade shows.
2. **Initial Contact:** Reaching out to prospective clients via email, phone calls, or meetings to introduce the company and its products.
3. **Needs Assessment:** Understanding the specific requirements of the business clients and offering tailored solutions.
4. **Proposal and Quotation:** Providing detailed proposals and quotations based on the client's needs.
5. **Negotiation:** Engaging in discussions to finalize terms, prices, and delivery schedules.
6. **Order Processing:** Finalizing the sale, processing the order, and coordinating delivery.
7. **Account Management:** Maintaining ongoing relationships with clients to ensure satisfaction and encourage repeat business.

For B2C sales, the process generally involves:

1. **Marketing and Promotion:** Utilizing various channels such as social media, online ads, and retail promotions to attract individual consumers.

2. **Sales Channels:** Offering products through online stores, physical retail locations, or other direct sales methods.
3. **Customer Inquiry and Assistance:** Providing support and information to potential customers to help them make purchasing decisions.
4. **Order Placement:** Allowing customers to place orders through user-friendly platforms.
5. **Transaction Processing:** Handling payments, processing orders, and ensuring timely delivery.
6. **Customer Support:** Addressing any post-purchase issues, providing after-sales service, and managing returns or exchanges.

3.10. Key Differences between B2B and B2C selling processes

i. Target Audience:

- B2B: Other businesses or organizations.
- B2C: Individual consumers.

ii. Sales Volume

- B2B: Generally, involves larger orders and longer-term contracts.
- B2C: Typically involves smaller, one-time purchases.

iii. Decision-Making Process

- B2B: Often involves multiple decision-makers and a more complex evaluation process.
- B2C: Usually involves individual or family decision-making with simpler criteria.

iv. Sales Cycle

- B2B: Longer sales cycle with extended negotiations and contract terms.
- B2C: Shorter sales cycle with immediate or near-immediate transactions.

v. Customer Relationship

- B2B: Focuses on building long-term relationships and account management.
- B2C: Focuses on individual customer interactions and short-term satisfaction.

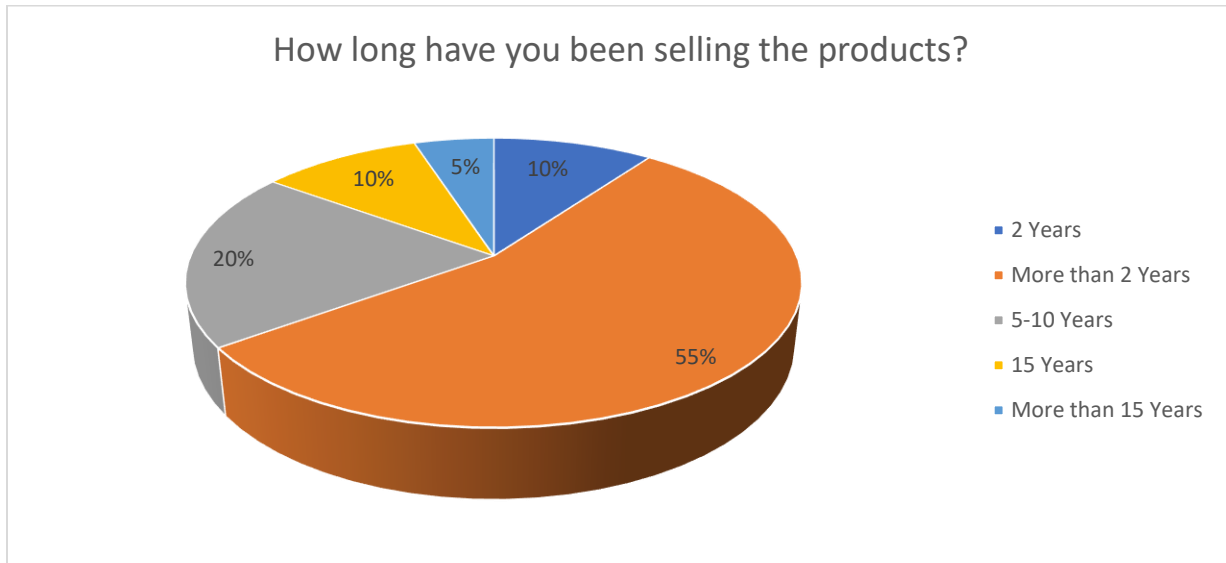
Chapter-4

Analysis of Questionnaire

4.1 Analysis of Findings on Questionnaire

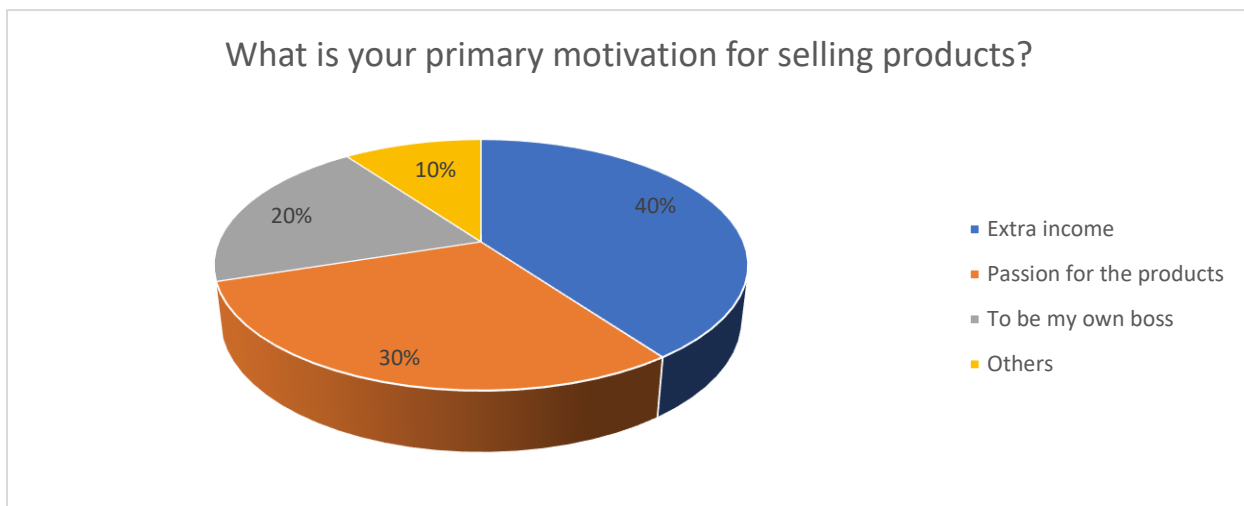
I have conducted a survey where I have included some questions to 20 random employees from sales departments to disclose employee's opinion of the An Evaluation of the Selling Process of A-One Polymer Ltd. The following are the analysis and findings of the survey:

Question-1: How long have you been selling the products?



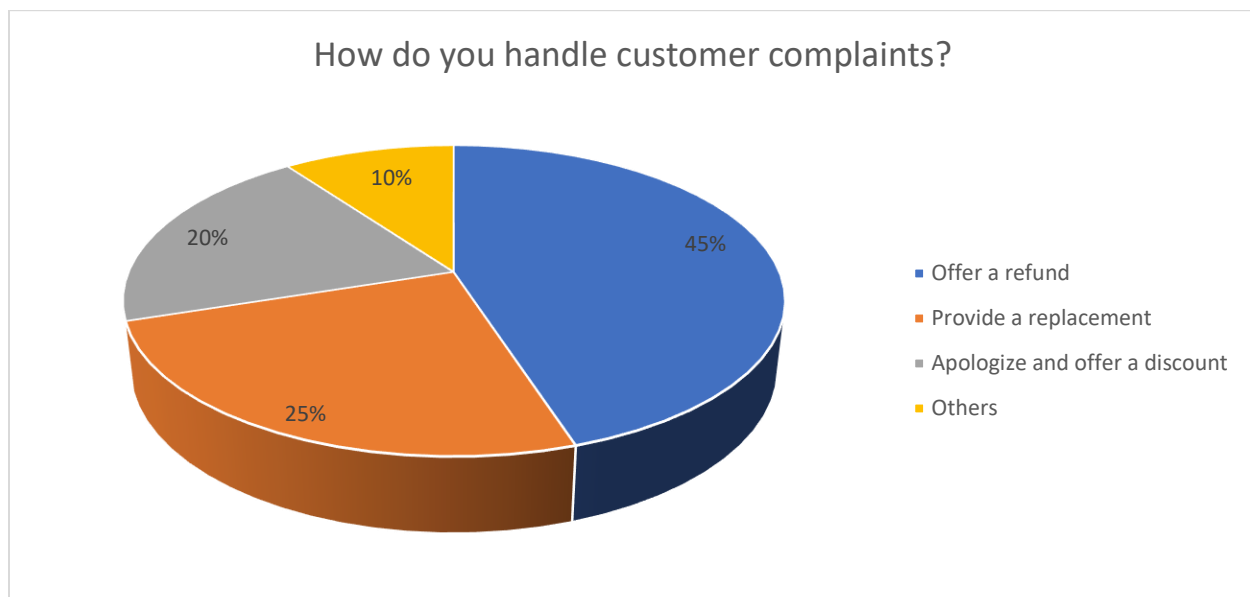
Interpretation: Here working for this organization more than 2 years is a greater part of the employees. Here for about 2 years is 10% and after that 10% was work for 15 years and additional 20% are employment here for 5-10 years. More than 15 years is 5%.

Question-2: What is your primary motivation for selling products?



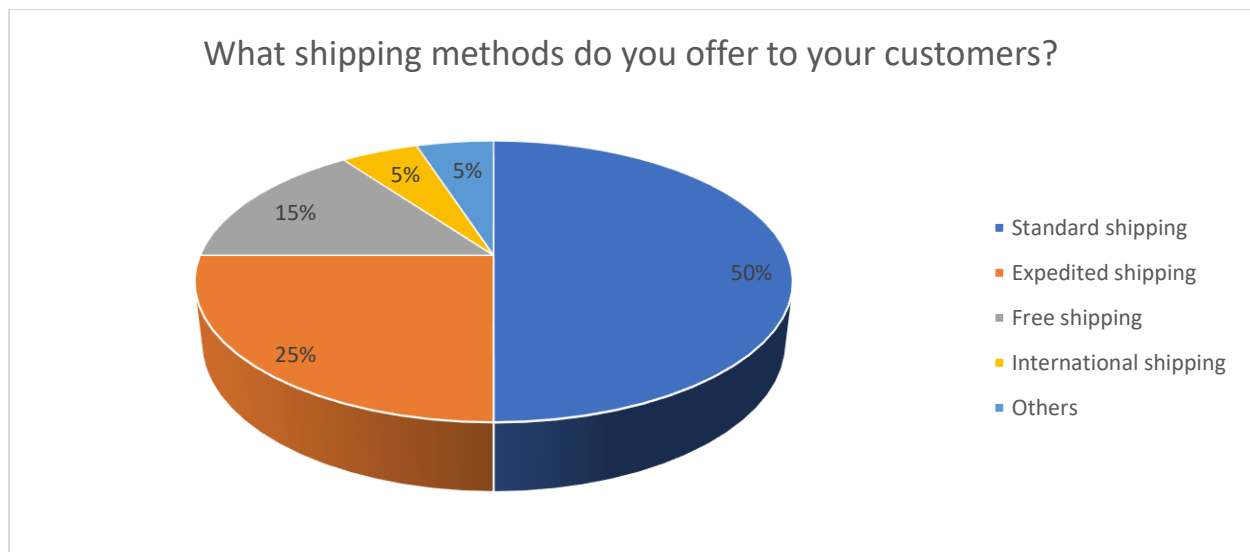
Interpretation: When evaluating motivations for selling products, it's clear that extra income is a primary driver for many individuals, with 40% of people citing financial benefits as their main motivation. This is often a compelling reason, as it provides immediate and tangible rewards. Another significant factor is passion for the products which influences 30% of sellers. Their enthusiasm for what they're selling not only fuels their business efforts but also enhances their satisfaction and effectiveness. For 20% of sellers, the desire to be their own boss is a major motivator, offering them control over their work and decision-making processes. Lastly, 10% of individuals are driven by other factors which might include aspirations for social impact, creative expression, or personal fulfillment. These varied motivations highlight the diverse reasons people choose to engage in selling products, reflecting their unique goals and values.

Question-3: How do you handle customer complaints?



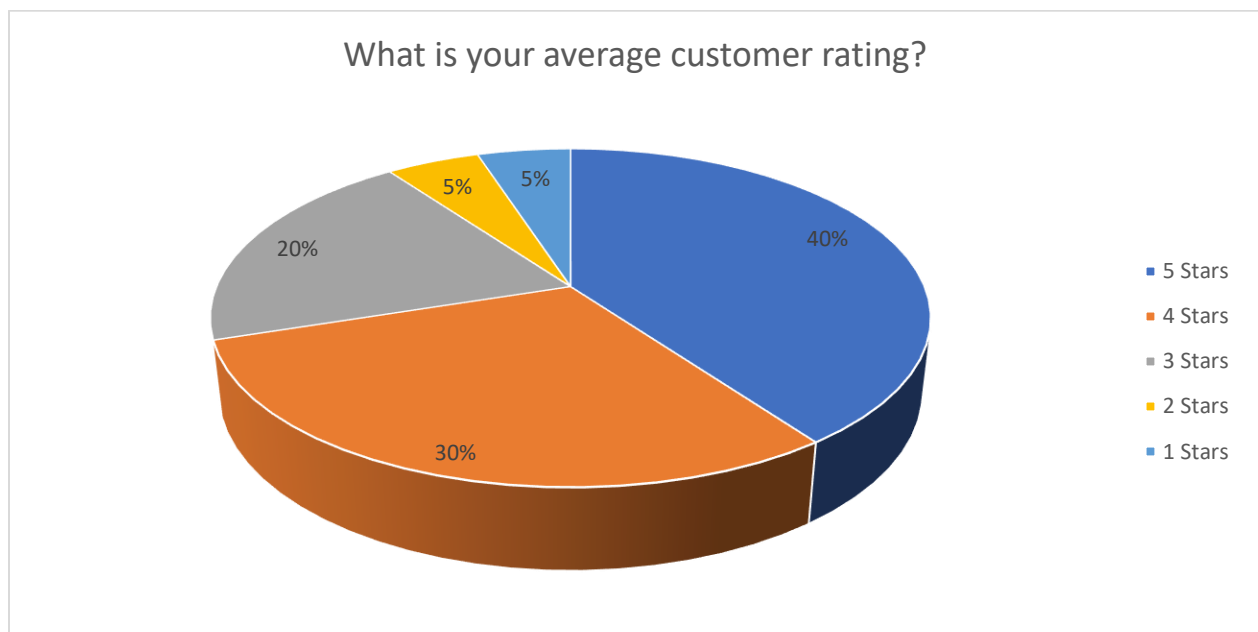
Interpretation: When handling customer complaints, 45% of businesses typically offer a refund as it directly addresses the issue and restores customer trust, while 25% provide a replacement to ensure the customer receives a satisfactory product. Additionally, 20% apologize and offer a discount to both acknowledge the inconvenience and encourage future purchases, and the remaining 10% use various other approaches, such as store credits or personalized follow-ups, to resolve complaints effectively.

Question-4: What shipping methods do you offer to your customers?



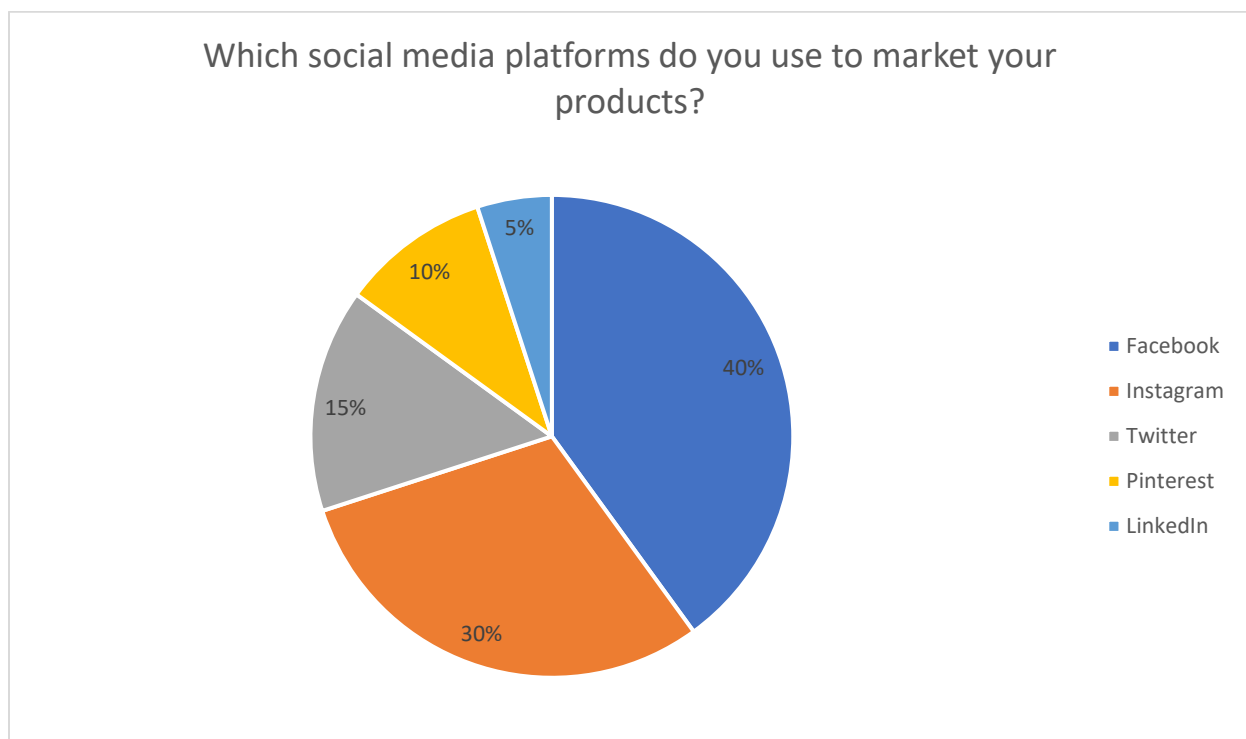
Interpretation: In terms of shipping methods offered, 50% of businesses provide standard shipping as a reliable and cost-effective option, while 25% offer expedited shipping for customers who need their orders more quickly. Free shipping is available to 15% of customers, often as a promotional or minimum-purchase incentive, and 5% of businesses cater to a global audience with international shipping. The remaining 5% offer other shipping methods, which may include specialized options such as same-day delivery or pickup services.

Question-5: What is your average customer rating?



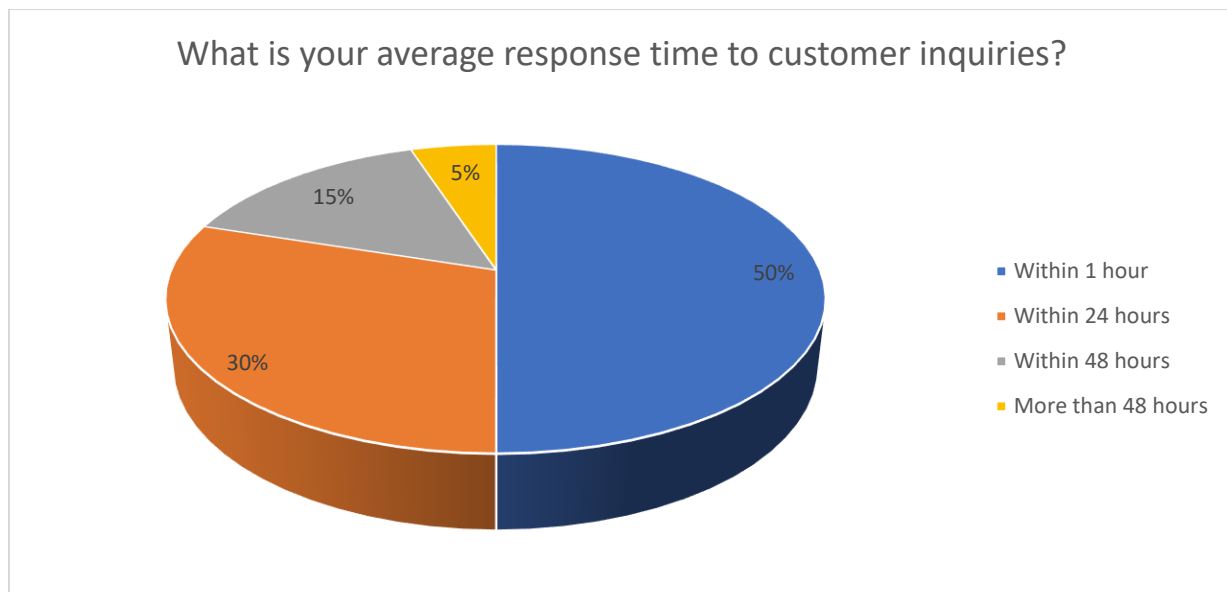
Interpretation: Regarding average customer ratings, 40% of businesses typically receive 5 stars, indicating exceptional satisfaction and quality, while 30% garner 4 stars, reflecting a high level of customer contentment with minor areas for improvement. 3 stars are given by 20% of businesses, suggesting a satisfactory experience but with noticeable areas needing enhancement. 2 stars are allocated to 5% of businesses, often pointing to significant issues that affect customer satisfaction, and 1 star ratings, which are less common, account for the remaining 5%, usually indicating considerable dissatisfaction and a need for major improvements.

Question-6: Which social media platforms do you use to market your products?



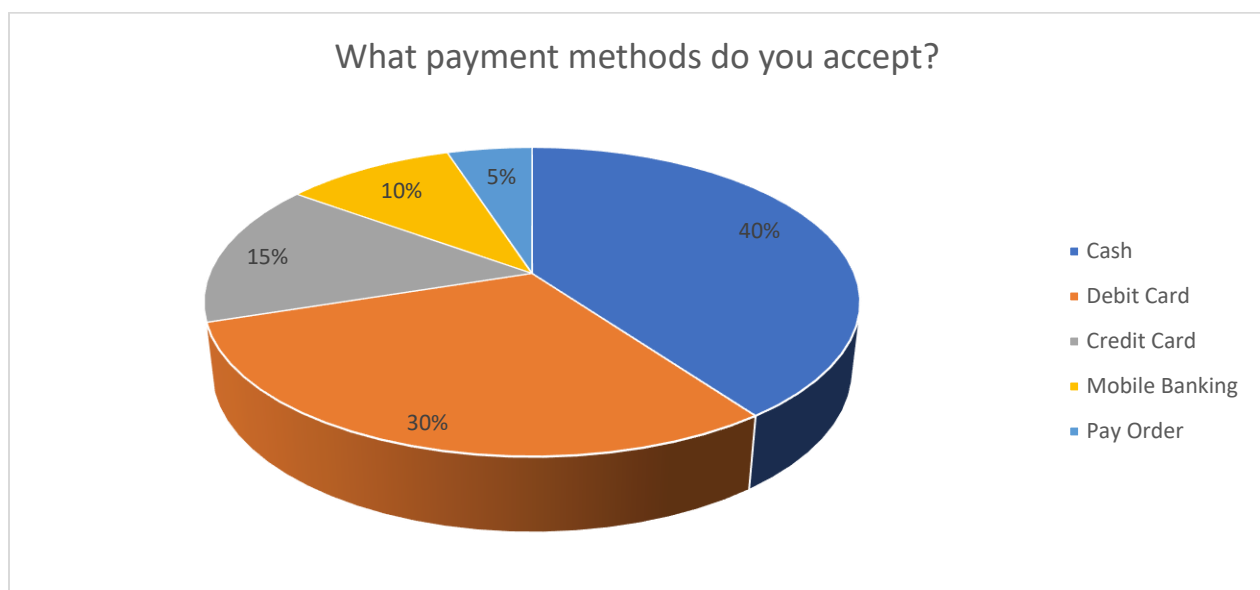
Interpretation: When marketing products, 40% of businesses utilize Facebook due to its broad audience and targeted advertising capabilities, while 30% leverage Instagram for its visual appeal and engagement with younger demographics. Twitter is used by 15% of businesses to connect with customers and share updates in real-time, Pinterest is employed by 10% to attract users interested in inspiration and creative ideas, and LinkedIn is utilized by 5% for B2B marketing and professional networking.

Question-7: What is your average response time to customer inquiries?



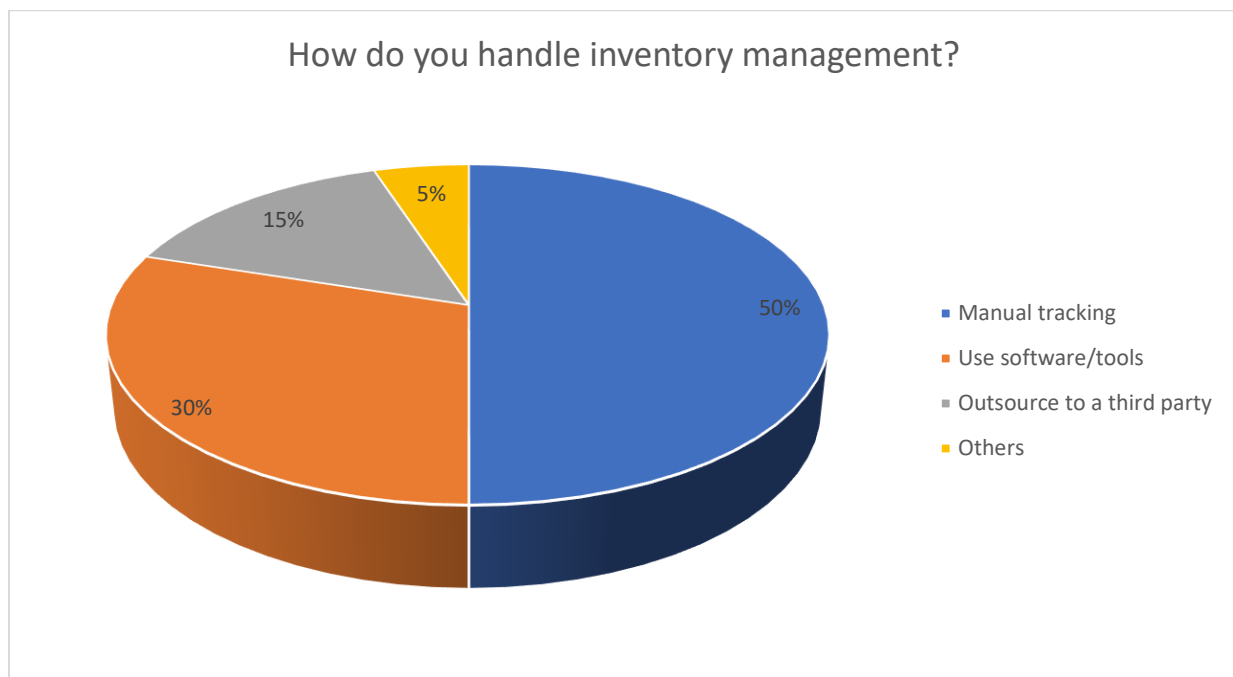
Interpretation: Regarding average response times to customer inquiries, 50% of businesses manage to reply within 1 hour, demonstrating a commitment to prompt customer service, while 30% respond within 24 hours, ensuring timely but slightly less immediate support. Within 48 hours is the response time for 15% of businesses, indicating a moderate level of responsiveness, and the remaining 5% take more than 48 hours, which may reflect either a high volume of inquiries or resource constraints.

Question-8: What payment methods do you accept?



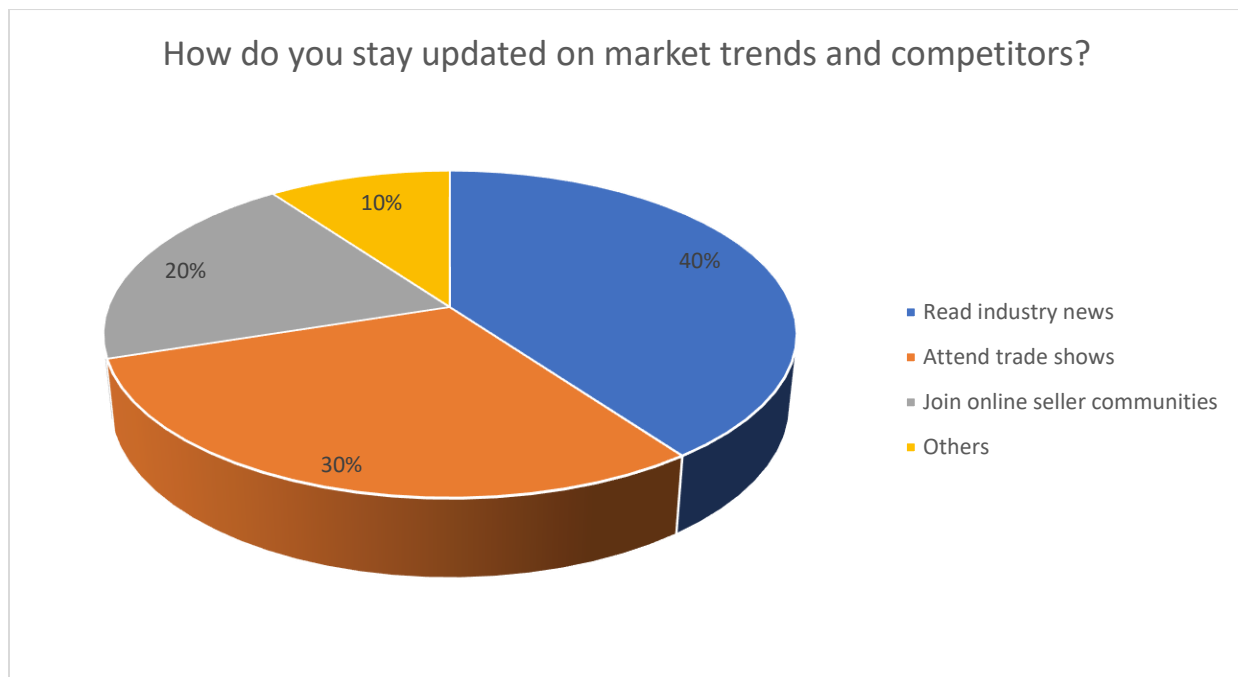
Interpretation: In terms of payment methods accepted, 40% of businesses accept credit cards for their widespread use and convenience, while 30% also take debit cards, offering a direct payment option. Mobile banking is accepted by 15% of businesses, catering to the growing trend of digital transactions, and cash is handled by 10% of businesses, particularly in physical retail settings. The remaining 5% accept pay orders, often used for larger or formal transactions.

Question-9: How do you handle inventory management?



Interpretation: For inventory management, 50% of businesses use software/tools for its efficiency and accuracy, while 30% rely on manual tracking, which might be simpler but more prone to errors. Outsourcing to a third party is the method employed by 15% of businesses, providing specialized handling and management of inventory. The remaining 5% use other methods, which may include a combination of approaches or unique strategies tailored to their specific needs.

Question-10: How do you stay updated on market trends and competitors?



Interpretation: To stay updated on market trends and competitors, 40% of businesses regularly read industry news to stay informed about the latest developments and shifts, while 30% attend trade shows to gain insights directly from the field and network with industry peers. Joining online seller communities is a method used by 20% of businesses to exchange information and experiences with other sellers, and the remaining 10% utilize other methods, which may include market research reports, consultancy services, or specialized industry forums.

Chapter-5

Problems, Recommendations and Conclusion

5.1 Problems Identified

- 1) It has been noted that the sales process can come to a halt in instances of server overload or when the Tally 9 software is not functioning properly.
- 2) It has been observed while working at A-One Polymer Ltd. that, after a sales order is completed and sent to the factory for delivery, there is often a significant lead time. In many cases, this delay appears to be due to political instability.
- 3) Major competitors are RFL, BRB Cables, GAZI Pipes, National Polymer, Robin Polymer, Special Polymer etc. These companies are also producing similar products. It is very crucial for A-One Polymer Ltd. to hold their market share to compete in the long run.
- 4) It has become evident that some marketing executives and other employees, especially new hires, are lacking in skills and experience.
- 5) In A-One Polymer Ltd. the sales network particularly in rural areas is inadequate, which poses challenges for increasing sales in those regions.

5.2 Recommendations

The following action plans may be recommended for the successful development, promotion and profitable sales of A-one Polymer Ltd.

- 1) Recruit skilled software engineers to improve the Tally 9 software. Since Tally 9 software is essential to the entire sales process of A-one polymer ltd. management should take this matter seriously.
- 2) Keep customers informed about potential delays and provide regular updates on the status of their orders. Transparent communication can help manage customer expectations and maintain trust.
- 3) Everybody wants high quality building materials at a low price. Most of the customers in Bangladesh are of medium income level and lower income level. A-one polymer ltd should make their products within reach of these people by charging prices at the market level. The demand can increase drastically as a result.
- 4) To attract the appropriate persons from the polymer industry. A-one polymer ltd can offer them alluring salary and other fringe benefits, so that people will be very much interested to join A-one polymer.
- 5) Expanding dealership network. By doing so can help reduce the time it takes to purchase a product by a customer. This can positively affect customer travel time and they can buy from their nearest place. Brand loyalty can be achieved in the long run.

5.3 Conclusion

A-one polymer ltd is one of the pioneers and wants to be leading manufacturers and suppliers of building materials for the construction industry. A-One Polymer Ltd. is currently the largest manufacturers of uPVC pipes & fittings in Bangladesh. It is widely acknowledged for manufacturing and marketing the best grade products and has no bio hazard. During my time at A-One Polymer Ltd in the Sales administration department, I have learned a lot from the sales executives and managers about the company, the process they apply for sales and about the software they use during the sales process. This experience can help me somewhere else in my career. The employees here are really friendly and cooperative and they helped me gather the knowledge I needed to make this report. I have observed and learned in what was my first on the job experience.

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D. Other Sources

- i. Mr. Abdur Razzak DGM of A-One Polymer Ltd.
- ii. Mr. Ahidul Alom AGM of A-One Polymer Ltd.
- iii. Mr. Anisur Rahman of Sr. Manager of A-One Polymer Ltd.

Appendix

Dear Sir/Madam,

As a student of Business Administration of Daffodil International University, the purpose of the questionnaire on “**An Evaluation of the Selling Process of A-One Polymer Ltd.**” for my internship report. I will appreciate your valuable time & support in answering the questions. All information collected will be kept strictly confidential and shall only be used for only research purpose of preparing internship report on selling process of A-One Polymer Ltd. Your kind cooperation will be highly appreciated.

Thanks in advance

Name : _____
Age : _____
Designation: _____
Gender : _____

1. How long have you been selling the products?

- ☐ 2 years
- ☐ More than 2 years
- ☐ 5-10 years
- ☐ 15 years
- ☐ More than 15 years

2. What is your primary motivation for selling products?

- ☐ Extra Income
- ☐ Passion for the Products
- ☐ To be my own Boss
- ☐ Others

3. How do you handle customer complaints?

- ☐ Offer a Refund
- ☐ Provide a Replacement
- ☐ Apologize and Offer a Discount

☐ Others

4. What shipping methods do you offer to your customers?

- ☐ Standard Shipping
- ☐ Expedited Shipping
- ☐ Free Shipping
- ☐ International Shipping
- ☐ Others

5. What is your average customer rating?

- ☐ 5 Stars
- ☐ 4 Stars
- ☐ 3 Stars
- ☐ 2 Stars
- ☐ 1 Star

6. Which social media platforms do you use to market your products?

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ Pinterest
- ☐ LinkedIn

7. What is your average response time to customer inquiries?

- ☐ Within 1 Hour
- ☐ Within 24 Hours
- ☐ Within 48 Hours
- ☐ More than Within 48 Hours

8. What payment methods do you accept?

- ☐ Cash

- ☐ Debit Card
- ☐ Credit Card
- ☐ Mobile Banking
- ☐ Pay Order

9. How do you handle inventory management?

- ☐ Manual Tracking
- ☐ Use Software/Tools
- ☐ Outsource to a Third Party
- ☐ Others

10. How do you stay updated on market trends and competitors?

- ☐ Read Industry News
- ☐ Attend Trade Shows
- ☐ Join Online Seller Communities
- ☐ Others

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