



Internship Report
On
“Activities of Dan Foods Limited”

Prepared For:

Professor Dr. Mostafa Kamal
Dean (Academic Affairs) &
Professor, Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Prepared By:

Taslima Akter
ID # 181-11-551, BBA (Major in Finance)
Department of Business Administration
Faculty of Business & Entrepreneurship

Date of Submission:

Letter of Transmittal

Date**Professor Dr. Mostafa Kamal**

Dean (Academic Affairs) &

Professor, Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of the Internship Report “Activities of Dan Foods Limited”

Dear Sir,

I am pleased to submit to you the report on "Activities of Dan Foods Limited," which is a prerequisite of the Department of Business Administration's BBA program. I finished the report on schedule and accomplished all of the goals. Apart from academic knowledge, this internship program and report writing have provided me with the opportunity to understand topic-related expertise.

I've done my best to make this report thorough and informative. I hope you will appreciate my efforts and find the report to be satisfactory.

It should also be noted that I would be unable to finish the report without your assistance and collaboration. I will be happy to clarify any questions you may have about this report.

Sincerely yours,



.....

Taslima Akter

181-11-551, BBA (Major in Finance)

Department of Business Administration

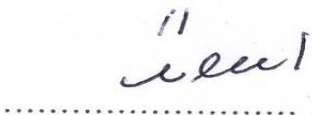
Faculty of Business & Entrepreneurship

Daffodil International University

Approval Certificate

This is certified that **Taslima Akter, 181-11-551, BBA (Major in Finance)**, is a regular student of Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. She has successfully completed her internship program at “**Activities of Dan Foods Limited**” and has prepared for this internship under my direct supervision. Her assigned internship topic is “**Activities of Dan Foods Limited**”. I think that the report is worthy of fulfilling the partial requirements of the BBA program. I also declare that the study has been prepared for academic purposes only and this paper may not be used in the actual market scenario.

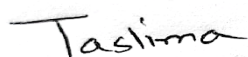
I have gone through the report and found it a well-written report. She has completed the report by herself. I wish her every success in life.



Professor Dr. Mostafa Kamal
Dean (Academic Affairs) &
Professor, Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Student's Declaration

I, the undersigned, at this moment declare that I prepared the Internship Report “Activities of Dan Foods Limited” as a requirement for earning a Bachelor of Business Administration degree from the Head of the Department of Business Administration, Faculty of Business & Entrepreneurship, and Daffodil International University. Additionally, it is announced that this report was groomed solely for academic purposes and will not be presented for any other motive.



.....

Taslima Akter

ID: 181-11-551

Program: BBA

Major in Finance

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Acknowledgment

In Allah's name, the kind and benevolent. This work would not have been feasible without the direction and assistance of several people who contributed and provided their valuable help in the preparation and completion of this study in various ways.

This internship report was begun and finally finished by me. Professor Dr. Mostafa Kamal, Professor and Dean Department of Business Administration Faculty of Business & Entrepreneurship, deserves special recognition for his assistance. His guidance and encouragement were extremely beneficial to the internship program's success and smoothness. It is very appreciated if you cooperate.

I'm grateful to all of the high-ranking officials who helped me obtain useful information. Furthermore, this temporary position program has taught me the value of working together as a team and as part of another engagement with the workplace, which is constantly challenging.

To summarize, I am grateful to everyone who worked hard both inside and outside of Dan Foods Limited to complete this report.

Abstract

Dan Cake A/S, which was formed in 1931, is the leading company in easily available baked pastries and Swiss rolls in Scandinavia. Thanks to a stringent quality assurance process, its products are noted for their outstanding taste and quality. It's no surprise that the corporation is still expanding in the global market.

Dan Cake A/S has recently chosen to expand their business to South Asia by launching a 50/50 joint project with Dan Foods Limited in Bangladesh. Birulia, Savar, and Dhaka are home to their factories.

They want to provide the customer with the best bakery products available from Dan Cake. To maintain the worldwide quality benchmark, they source the finest raw materials from the top suppliers. We get the majority of our raw materials from Dan Cake A/S in Denmark, and we make our products according to their recipe and under the supervision of a Danish baker.

Dan Cake has operations in Poland, Germany, Portugal, the Czech Republic, the United Arab Emirates, and, most recently, Bangladesh.

Dan Cake Foods Limited, situated in Khagan, Ashulia, is a well-known confectionery manufacturer.. It is known for its high-quality products, global manufacturing plants, design and research capabilities, and superior technical services. Financial performance measurement is critical for businesses since it indicates the organization's efficiency. That is, the company's operations. It also aids in decision-making and action in the future. However, this report is based on the acts of Dan Cake Foods Ltd.

“Activities of Dan Foods Limited”

Table of Content

CHAPTERS	PARTICULARS	PAGES
CHAPTER-01	Abstract	v
	Introduction	1-5
	1.1 Introduction	1-2
	1.2 Brief Company Profile	2
	1.3 Background Of The Study	3
	1.4 Objectives Of The Study	3
	1.5 Limitations Of The Study	4
	1.6 Significance Of The Study	4
	1.7 Methodology Of The Study	5
	1.8 Study Design	5
	1.9 Sources Of Data	5
CHAPTER-02	About Of Dan Foods Limited	6-10
	2.1 Profile Of Dan Foods Limited	6-7
	2.2 Vision Of Dan Foods Limited	7
	2.3 Mission Of Dan Foods Limited	7
	2.4 Goal Of Dan Foods Limited	7
	2.5 Board Of Directors Of Dan Foods Limited	8
	2.6 Products Offered By Dan Foods Limited	8-10
CHAPTER-03	Procession Of Dan Foods Limited	11-12
	3.1 Journey Of Dan Foods Limited	11
	3.2 International Presence	12
	3.3 Dan Cake In Bangladesh	12
CHAPTER-04	Process, Structure & Strategies Of Dan Foods Limited	13-27
	4.1 Procedure Of Dan Cake	13-14
	4.2 Competitiveness & Strategy	14-15
	4.3 Number Of Employee	16

	4.4 Functional Structure	16-19
	4.5 SWOT Analysis	19-22
	4.6 Forecast	22-23
	4.7 Advantages	23-24
CHAPTER-05	Financial & Social Activities	24-28
	5.1 Financial Activities	24-27
	5.2 Environment Of Dan Foods Limited	27
	5.3 Social Activities	27-28
CHAPTER-06	Problems Recommendations & Conclusion	33
	6.1 Findings	29-30
	6.2 Recommendations	30-32
	6.3 Conclusion	32
	Reference	33

Chapter: 01

Organizational Overview

1.1 Introduction



Dan Cake is the market leader in the production of ready-to-eat cakes and Swiss rolls in Scandinavia, having been founded in 1931 in Denmark. Dan Foods Limited, a joint venture between Denmark's Dan Cake A/S and Bangladesh's Pandughar Limited, was established in Bangladesh in 2012. Dan Cake's line of products was ultimately launched into the Bangladesh market in 2015, after a three-year R & D period. Dan Foods Limited is a private limited company registered in Bangladesh under the Companies Act 1994 on October 14, 2012.

The company's main activities include the production of various types of cakes and bakery products. Until August 31, 2014, the company's registered office was located at Urban Center Point, 400 New Eskaton Road, Boro Mogbazar, and Dhaka-1000. The new registered office, located in Khagan, Birulia, Savar, Dhaka, began operations on September 1, 2014.

The plant, which is located in Khagan, Birulia, Savar, is a cutting-edge facility that was developed and maintained to European sanitation and hygiene standards. It is located on 1.6 acres of land and has a tight set of rules that are followed at all times, whether they are for regular employees or for visitors. Every area of the factory is properly sectioned off, from the raw material storage area through the final packing area.

Dan Cake is Dan Foods Limited's brand name. The Dan Group of Industries makes a variety of cakes. Dan Cake is the only Bangladeshi food company that exports food and related products to several countries. Dan's Cake presently offers a total of 12 different cake flavors. Dan's Cake Foods presently employs over 1,000 individuals, all of whom are held to the same high moral and social standards as the company. Before entering, everyone must adhere to the company's dress code. Day and night shifts are the two halves of the duty arrangement.

1.2 Brief Company Profile

- 1931 was the year it was founded (Bangladesh 2014).
- manufacturing products, including large and small volumes of parenteral nutrition,
- A collaboration Polar ice cream is a subsidiary of another firm.
- The Dhaka Stock Exchange and the Chittagong Stock Exchange have listings.
- 1015 people work for this company.
- Vehicles on the road: 18

1.3 Background of the Study

Daffodil International University (DIU) requires students to complete an internship at a respectable business organization and produce a report as part of their Bachelor of Business Administration (BBA) degree. I completed three months of internships at Dan Foods Limited in Dhaka as a BBA student and produced an internship report titled "Activities of Dan Foods Limited" based on my real-life internship experience.

1.4 Objectives of the Study

The study's goal is divided into two types:

- General Objective
- Specific Objectives

General Objective

- The study's main goal is to show the "activities of Dan Foods Limited."

Specific Objectives

The study's particular goals are as follows:

- To gain practical skills and understanding.
- To put theoretical knowledge into practice,
- To gain a thorough understanding of Dan Foods Limited's operations
- To suggest some possible recommendations to overcome the problems.

1.5 Limitations of the Study

There were a few constraints in finishing the report with rich assets. A portion of the urgent constraints are

- The time of 3 months is not enough to find out pretty much any information about any branch.
- It is extremely hard to gather all the real data from different faculty members for their activity limitations.
- As a portion of the financial fields are not secured by our courses, there was trouble seeing a few exercises.
- The factory policy of not revealing classified information and data is a major hindrance in setting up the report.
- Because of restricted data, now and then presumptions are embraced. Accordingly, there might be a few slip-ups in accepting them.
- The website of the factory was not state-of-the-art enough to effortlessly gather fundamental data.
- Yearly reports, strategy rules, sites, and other related records don't cover full and adequate data.

1.6 Significance of the Study

The primary goal of this research is to familiarize students with the real-world business world and to get practical knowledge of Dan Foods Limited's overall operations, which is critical for students to address the ever-increasing job market obstacles. The conclusions of the research will be useful to management in their efforts to improve all financial flows and to promote the company's services to customers. As a result, the study will be extremely beneficial to top management in terms of increasing customer satisfaction. Furthermore, it would be a fantastic opportunity for me to gain practical experience in a variety of fields. As a result, this research is critical for both the company and me.

1.7 Methodology of the Study

This study's methodology is extremely important. It's created in such a way that it'll help you meet the study's goals. A methodology is a method or procedure for gathering data that must be combined with research in order to arrive at a study's result. It includes information from both primary and secondary sources.

1.8 Study Design

The study's goal is to learn about all departments' activities, as well as people's personalities, attitudes, financial situations, and company inflow and outflow.

1.9 Sources of Data

The information was gathered using the following two methods:

Face-to-face conversations with the organization's respective personnel and officers are **primary sources**.

- Discussion with the client
- Practical job experience from a variety of departments within the company

Secondary Sources:

The data was gathered through the company's brochure and leaflet; other pertinent material was gathered directly from different divisions of the organization through interviews; and it was also aided by books, periodicals, magazines, customers, and employees.

Chapter: 2

About Dan Foods Limited

2.1 Profile of Dan Foods Limited



Dan Foods Limited started out operations in Bangladesh in 2015 as a joint mission among Denmark's Dan Cake A/S and Pandughar Limited. Dan Cake A/S is the marketplace chief with inside the manufacturing of ready-to-devour desserts and Swiss rolls in Scandinavia, having been based in 1931 through the enterprise dictum.

Our aim is to offer our clients the mesmerizing flavor of our Dan Cake mystery recipes. We make the best-rated Dan Cakes with hand-picked and uncooked substances from Dan Cake A/S, Denmark, and we cause them to in line with Dan Cake A/S, Denmark's recipe beneath the supervision of Danish bakers.

Our plant is in Birulia, Savar, Dhaka, Bangladesh, and it's far prepared with Dan Cake A/S-advocated modern day technology. Apart from the Scandinavian markets, Dan Cake operates in Poland, Germany, Portugal, the Czech Republic, the United Arab Emirates (as Euro Cake), and Bangladesh.

2.2 Vision

Dan Cake's vision is to become Bangladesh's most trusted and preferred supplier of European-style premium cakes.

2.3 Mission

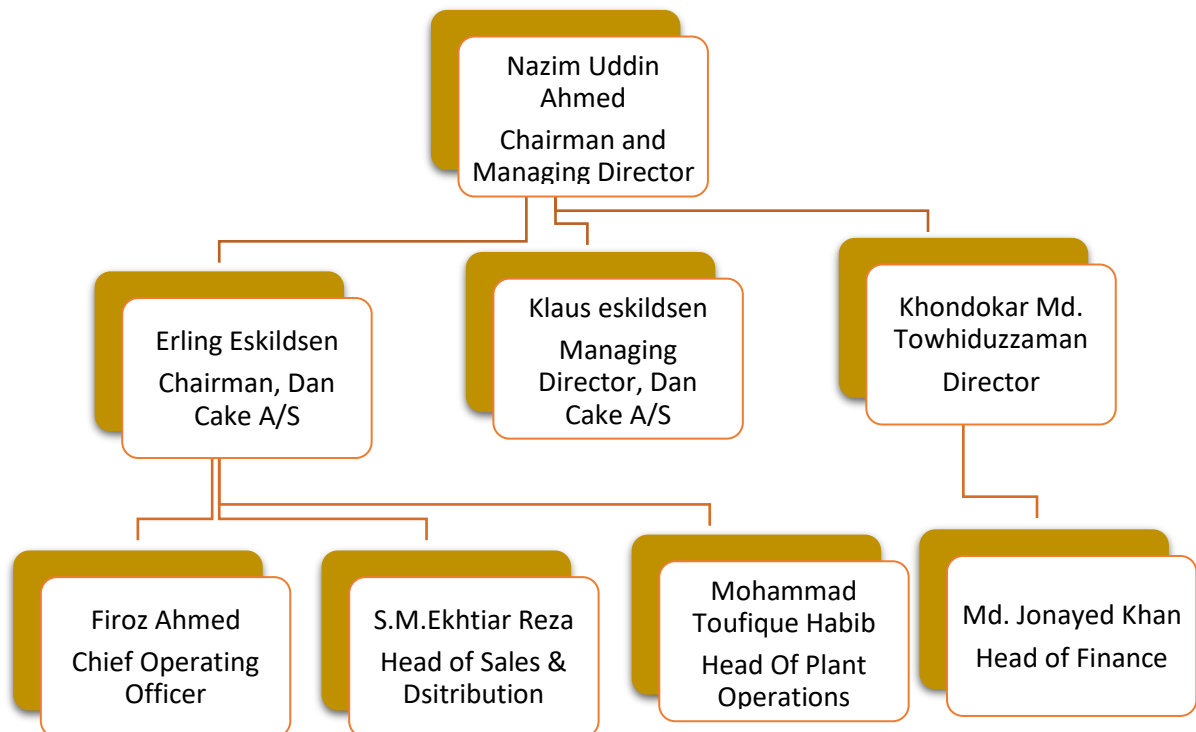
Dan Foods Limited's aim is to provide delicious and high-quality cakes through operational excellence in production in terms of efficiency, hygiene, and food safety. We are able to construct the excellent art of baking thanks to the passion-driven entity of delicious treats.

They take pride in their work. Honesty and honesty have aided in the industry's consistent success.

2.4 Goal of Dan Foods Limited

Dan Foods Limited's main goal is to create superior meals while also satisfying its clients. Every day, Dan Foods Limited strives to improve our product quality and customer service. We have had consistent success over the years and have grown each day as a result of our trust and honesty.

2.5 Board of Directors



2.6 Products of Dan Foods Limited

In the European market, the items are extremely popular. Spending time together, creating a friendly atmosphere, and feeling at ease are all important aspects of having DAN CAKE.

Products include a variety of delectable treats cooked with affection and under professional supervision. The following is a full list of Dan Cake's extensive baked goods collection:



1. Muffin-30gm-Vanilla-Gift Pack
2. Muffin-30gm-Vanilla-Retail Pack
3. Muffin-30gm-Chocolate-Gift Pack
4. Muffin-30gm-Chocolate-Retail Pack
5. Muffin-50gm-Vanilla-Gift Pack
6. Muffin-50gm-Vanilla-Retail Pack
7. Muffin-50gm-Chocolate-Gift Pack
8. Muffin-50gm-Chocolate-Retail Pack
9. Muffin-40gm-Cappuccino-Gift Pack
10. Muffin-40gm-Cappuccino-Retail Pack
11. Layer Cake-30gm-Chocolate-Gift Pack
12. Layer Cake-30gm-Chocolate-Retail Pack
13. Layer Cake-30gm-Vanilla-Gift Pack
14. Layer Cake-30gm-Vanilla-Retail Pack
15. Layer Cake-30gm-Strawberry-Gift Pack
16. Pound Cake-320gm-Vanilla
17. Pound Cake-320gm-
18. Chocolate Pound Cake-320gm
19. Lemon Pound Cake-300gm
20. Vanilla Pound Cake-300gm
21. Chocolate Pound Cake-300gm-Lemon
22. Pound Cake-90gm-Vanilla-Retail Pack
23. Pound Cake-90gm-Chocolate-Retail Pack
24. Pound Cake-90gm-Lemon-Retail Pack
25. Vanilla Plain Cake-45gm
26. Chocolate Plain Cake-45gm
27. Fruit Cake-300gm
28. Fruit Cake-320gm

- 29. Fruit Cake-260gm
- 30. Fruit Cake-85gm
- 31. Fruit Cake-45gm
- 32. Fruit Cake-50gm
- 33. Dry Cake-300gm-Retail Pack
- 34. Marble Dry Cake-280gm
- 35. Dry Cake-43gm-Retail Pack
- 36. Special Dry Cake-30gm
- 37. Marble Dry Cake-30gm
- 38. Swiss Roll-200gm-Strawberry-Gift Pack
- 39. Swiss Roll-200gm-Chocolate-Gift Pack
- 40. Vanilla Plain Cake-30gm
- 41. Chocolate Plain Cake-30gm
- 42. Orange Plain Cake-30gm-Chain
- 43. Coconut Plain Cake-30gm-Chain
- 44. Vanilla Plain Cake-150gm
- 45. Chocolate Plain Cake-150gm
- 46. Butter Cake-160gm
- 47. Marbel Cake-300gm
- 48. Marbel Cake-40gm
- 49. Chocolate Puff Pastry-30gm
- 50. Brownie-180gm-Gift Pack
- 51. Yummy Bites-30gm
- 52. Danish Butter Cookies-150gm
- 53. Oats Cookies-150gm

Chapter: 03

Procession of Dan Foods Limited

3.1 Journey of Dan Cake

Dan Cake's goods have grown in popularity and success over time, and the company has established itself as a prominent manufacturer of sponge cakes and roulades in Scandinavia. Dan Cake has since decided to represent himself outside of the country.

Dan Cake expanded into Sweden, Finland, Poland, the Czech Republic, Turkey, and Russia during the next few years.

After a few years, they discovered Dahlia Kuchen Polonia, a company formed in 1992 in Chrzanow that was also a leader in the Polish baking market. In 2004, the two companies decided to merge under the name Dan Cake Polonia. Since then, it has continued to bake delectable sponge cakes using Eskildsen's tried-and-true family recipes.

Dan Cake's success is built on constant improvement, and the company continues to add new goods to its lineup. Dan Cake currently offers a wide range of products on the Polish market, including baked goods, excellent toasted slices of bread, rolls, and cakes, muffins, croissants, sponge cakes, waffles, and much more.

3.2 International Presence

Dan Cake a/s, Denmark, is a globally recognized company and a leading confectionery manufacturer in Europe, with operations in several countries. The company has a wide portfolio of "private label" products that are internationally distributed in more than 30 countries.

The well-reputed European brand "Dan Cake" started its journey in the year 1931. In the past 87 years, Dan Cake gained its brand and is popular throughout the world for its expertise and experience in baking. The journey began in Denmark, and because of its high quality and distinct flavor, Dan Cake entered new countries such as the UK, Poland, Sweden, Finland, the Czech Republic, Turkey, Russia, and many others.

Dan Cake AS Denmark partnered with "Pandugar Limited" in 2015 to develop "Dan Foods Limited" and began producing Dan Cake in Bangladesh. European technology is used in the production factory owned by Dan Cake in Savar. According to the statement, the products are baked according to a hygienic European recipe and under the supervision of experienced and skilled professionals. Dan Foods Limited has started exporting Dan Cake, a product of the company to the Maldives market.

Being the supplier to major retail chains in the international market, the company achieves around 75% of its revenues through export activities. Germany, France, the UK, Norway, Sweden, and Finland are key export markets.

3.3 Dan Cake in Bangladesh

To enter the Bangladesh market, Dan Cake formed a joint venture called Dan Foods Limited. In October 2012, Dan Cake A/S of Denmark and Pandugar Limited agreed to form Dan Foods Limited, a 50:50 joint venture.

As a joint venture partner, Dan Cake A/S will support Dan Foods Limited in constructing manufacturing infrastructure and commencing operations in Bangladesh using cutting-edge technology to provide the best quality products for the Bangladesh market as a whole. The facility is located near the capital of Bangladesh, Dhaka. The company's first goods will include muffins, Swiss rolls, and layer cakes.

Chapter: 04

Process, Structure & Strategy

4.1 Procedure of Dan Cake

Dan Cake's baking technique begins with the batter, but in significantly larger quantities. An automatic machine cracks the eggs, which are subsequently blended with other dry ingredients. The wheat and eggs are sourced locally, but the remainder of the ingredients are imported. The recipes are straight from the mother firm in Denmark, and all of the essential ingredients are pre-mixed.

Following the preparation of the batter, it is placed into an automated baking line. As the batter is placed into paper cups or molds, trained employees regulate the temperature and other conditions.

The cups of raw batter were fed into the baking machine via a conveyor belt and baked for 20–23 minutes. To avoid contamination, extreme caution was exercised in the area where the muffins were being cooled.

Cross-contamination is something the Dan Cake factory takes great care to avoid. Furthermore, the manufacturing environment is provided with clean air that prevents the formation of microorganisms.

The muffins were moved from the cooling room to a device that injected the delectable cappuccino cream. The muffins were then placed in a packaging unit and nitrogen flushed and sealed.

The procedure is continuous and mechanized from the time the batter is poured to when it is packaged. The sole human engagement was for quality control purposes.

The company makes beautiful, delicious, and European-quality items using state-of-the-art technology, world-class hygiene and cleanliness, and well-groomed employees to assure client pleasure.

4.2 Competitiveness & Strategy

- **Quality:** Dan Cake is distinguished by its high quality and production in a fully technologically based sanitary environment. They use a techno-based hygiene approach in the creation of every item, from egg crackers to secondary packaging (carton packaging).
- **Supply chain management:** In terms of the supply chain, raw material providers must meet certain requirements. For example, egg suppliers must weigh the egg at 60 grams. Suppliers that are unable to produce 60gm of every egg won't be accepted and can be reported to Dan Cake's production managers. To assure overall quality production, the operation crew is highly educated, experienced, and skilled.
- **Technology:** The production line is created and set up by international guidelines. For bakery items, the facility is fully equipped. Technologies come from a variety of countries, including Japan, Denmark, and Italy, among others. Dan's Cake has a competitive advantage in terms of food hygiene and safety, as well as continuous research and innovation in reliable and quality-conscious manufacturing.

Strategies

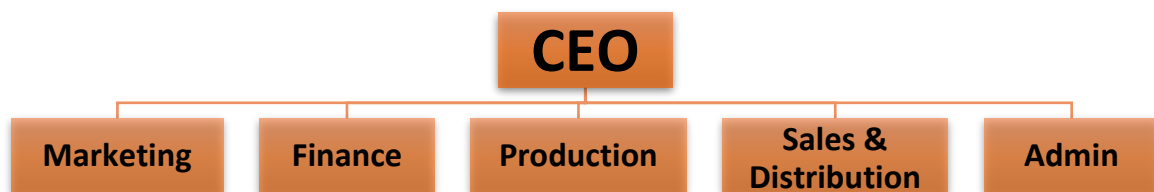
- **Pricing:** As they supply excellent cakes, they charge a greater price than competitors.
- **Responsiveness:** They pay attention to consumer conversations and answer them as quickly as possible.
- **High-quality premium cakes:** They provide customers with high-quality premium European cakes.

- **Variety and flexibility:** They provide different types of cakes, muffins, and crunchier, as well as a wide range of packaging and flavor options. They offer an excellent customer service and inquiry system on their website, which allows Dan Cake to receive feedback from clients and meet their expectations.
- **Location:** Its manufacturing facility is located in Birulia, Savar, and Dhaka, making it easier to communicate with suppliers and deliver services in Dhaka.
- **Innovation:** They're currently working on new products. For example, they provided a new coconut muffin, which is the only novel item in Bangladesh's baking industry. They have received certification from BSTI, as well as from Poland and Denmark. To obtain certification from outside, they must provide a quality report on their items.
- **Competition:** Bangladesh has 86 bakeries, so competition is fierce. Popular bakeries include All Time, Coopers, and Prince Bakery. However, they are the only bakery with luxury cakes produced using high-quality sanitary standards. They employ 1,000 people in their manufacturing units, and each one receives a monthly payment of at least 10,000 taka.
- Bangladeshi suppliers must be registered and meet certain minimum requirements.
 1. Egg: Registered suppliers who are able to supply an egg of 60 gm.
 2. Chocolate: Favorick
 3. Sugar-Macs'
 4. Flour and wheat: fresh
 5. Packaging: premiaflex
 6. Denmark's top secret ingredient.

4.3 Number of Employee

Category	Number
Management other than the sales department	28
Non-Management Worker	69
Casual Worker	55
Daily Labor Worker	299
Sales & Distribution	526
Driver & Helper	38
Total	= 1015

4.4 Functional Structure



Marketing

Dan Foods Limited has a particular distribution network. Its 53-product area unit is completely sold out in fifty districts across the country. These area units have been deliberately placed throughout Bangladesh. Dan Foods Limited began exporting throughout the country as a means of differentiating itself from the competition.

The selling director, who reports to the managing director, is in charge of this division (MD). Sales Managers assist the Marketing Director. The United Nations agency's Deputy Manager is in charge of the distribution half, while the Assistant Manager is in charge of the education half. This department employs all alternative workers, who are connected at all times. They report back to their superiors in this manner.

Market segment:

Each company's market area is critical. The ability to segment and target a market is critical to the company's success. It demonstrates how well a company comprehends its customers.

Dan Foods Limited is aiming for the mainstream market. However, if we look closely, we can observe that it is not a mass market. In the case of the community and rural areas, it is the mass market. Within metropolitan regions, however, the intended clientele is low-income middle and lower-class individuals.

Finance

This division is in charge of ensuring the most efficient and effective use of the company's resources through a variety of dominant and observational operations. It consists of Audit, Corporate Affairs, Credit, Commercial, MIS, and Accounts, and is led by the Controller & Finance Director. The other four units, on the other hand, report to the Chief Accounts Manager, who in turn reports to the Controller. Individual departments have a variety of activities.

Finance & Accounts:

They are responsible for managing money flows in the finance and accounts department. They are in charge of ensuring that the operation runs smoothly.

The list consists of their general activities:

- For both internal and external audiences, the accounts division compiles and maintains records of company transactions.
- The Accounts unit, which includes the following functional units: Sales Accounts, Cost Accounting & Inventory, Payables, Cash Management, and General Ledger, might be considered a department in and of itself.

Sales Department

Dan Foods Limited owns and operates a unique retail network. Their products are sold through a network of more than 150 exclusive sales agents strategically located throughout Bangladesh.

Dan Foods Limited is the country's only corporation with an extensive distribution network. Their efforts have been focused on the multi-merchandising concept as an international firm selling durable products to clients. They need to be successful in all or any of their marketing sectors while keeping in mind what constitutes an honest purchase experience.

- **Warehouses**

There are eight warehouses for Dan Foods Limited. These are placed in:

1. Tongi
2. Jatrabari
3. Comilla
4. Bogura
5. Chittagong
6. Sylhet
7. Mymensingh
8. Khulna

- **Production**

The food supply chain's processes and manufacturing stages comprise all processes that transform raw food components into consumable, cook able, or sellable products. Food processing and food manufacturing are used interchangeably throughout this guide. The operations that convert raw agricultural goods into merchantable products, which are then sold in retail, wholesale, distribution, or foodservice outlets, are included in this step of the supply chain. Packaging for processed goods is also included.

Under legislation and school policy, the president appoints particular duties and responsibilities for administrative posts. Every administrator's overall responsibilities and duties may include the following:

Admin

- To efficiently plan, coordinate, and oversee the activities of his or her department, office, or division.
- To be abreast of recent changes in his/her performance and to maintain an imaginative and experimental approach to change, to continuously improve the operation of his/her space of responsibility.
- To advocate for the structure and staffing that are appropriate for his or her area of responsibility.
- Interviewing and recommending the president's people for rent.
- To create and maintain an organized environment that promotes the event, employee retention, and a high level of morale among employees.
- Keep his or her immediate supervisor informed on the unit's activities, particularly big or unusual developments, and seek his or her advice and recommendations.
- To encourage a coordinated effort within the school administration by collaborating with various directors and workers and coordinating his/her actions with theirs as necessary.
- Maintain positive relationships with the school, students, community, and various educational institutions, as well as correctly and positively interpret school policies and initiatives.
- To advocate for the administration of his or her budget by his or her department, office, or division, within the parameters set by the board or the President.
- As directed by board policies and procedures, or by his/her immediate supervisor or the President, to serve on committees and councils.
- At the President's request, provide statistics and reports to the board.
- To carry out any other duties assigned or delegated by his or her immediate supervisor.

4.5 SWOT Analysis

The SWOT analysis examines a company's internal strengths and weaknesses, as well as external opportunities and threats. Dan Cake's SWOT analysis is as follows:



✚ **Strengths**

- Dan Cake's main assets are its products and research and development. To achieve this, the production line must be of the highest quality. They still carry the ethos of Dan Cake's founder, Jens Eskildsen, at their core, while incorporating cutting-edge technology.
- Dan Cake is a Bangladeshi firm that produces and exports foods to other countries. Dan Cake makes money by selling his products internationally. Dan cake has a larger market share in Bangladesh because the country makes a lot of money by exporting its cuisine.
- Dan cake is the only product that is listed on both the Dhaka and Chittagong stock exchanges.
- Dan Cake is continually working for social change through the lens of corporate social responsibility (CSR). Das Cake is linked to several charitable organizations.
- Technology is vital to Dan Cake's success. Technology is backed by the whole business community. A CCTV surveillance system is in place 24 hours a day, 7 days a week.
- Dan Cake employs over 1000 people at this time. These workers are petite, vivacious, and well-educated. Dan Cake is flawless, and he treats them as if they were his family or a valuable asset.

Weakness

- Dan Cake was occasionally unable to deliver their product. They couldn't always make the effort to manufacture their products. They were unable to offer their product to customers or retailers on time. Dan Cake's reputation may be jeopardized as a result of the supplement issue.
- Cake made by Dan. Some of their basic ingredients are imported from outside the country. Dan Cake imports a lot of raw components for his products.
- Dan Cake Foods has a smaller national market share than Pran Foods Limited. Even though Dan Cake has more cash than any other national food firm, Pran Foods Limited is in a stronger position for certain of its well-known items.
- For clients, Dan Cake creates certified and registered goods. Dan Cake ensures that clients receive a high-quality product. Some products are more expensive than those offered by other companies. Because their meals are slightly pricey.

Opportunity:

- Dan Cake is a large food corporation that employs over 1,000 people. It has a better possibility of succeeding and moving forward. Dan Cake sees a lot of potential in this group of over 1,000 workers and their enthusiasm.
- Dan Cake is a well-known brand. Dan's Cake is well-known throughout the United States and the rest of the world. Dan Cake should seize this opportunity. Their status can be improved by exporting their food and related products to additional countries. They can expand their company.
- Although Dan Cake is ranked third in their own country, they have an excellent chance of becoming Bangladesh's top food sector. To be the number one food firm, they'll have to put in more effort.
- Dan Cake participates in corporate social responsibility and works with some social welfare organizations. They run commercials to promote their new product. Dan Cake's celebrity and promotion provide him with an opportunity to grow his business.
- Any food company's success hinges on its ability to invest in R&D. Dan Cake has prioritized and invested heavily in improving its generic medicine capabilities,

believing that R&D is the most critical factor in fostering innovation and assisting businesses in moving up the value chain. Dan Cake's R & D efforts are almost entirely focused on the market.

Threats

- In Bangladesh, the Dan cake manufacturing business contributes to pollution. Some of their manufacturing operations are located in cities, polluting the air, water, sound, and soil. Residents may file environmental contamination lawsuits against those manufacturing companies. Any manufacturing industry faces this threat.
- The third-best food company is Dan Cake. Pran Foods Limited and Akij Foods Limited are two of the top food enterprises in the country. Dan Cake Foods Limited faces a significant threat from these two food companies as competitors.
- The biggest problem that Dan Foods Limited is currently facing is a political one. Bangladesh's political situation has become precarious. Dan Cake is a regular strike victim. Regular strikes obstruct the import, export, and transactions of Dan cake. Dan Cake Foods' business is currently in serious jeopardy.
- Newcomers in the food industry are always a danger to establish businesses. Because Dan Cake is a food company, they must obtain its ingredients from numerous sources, such as oil from codfish, venom from snakes, and so on. They murder elephants, snakes, and other animals for their ingredients. This is a clear danger to the country. Dan Cake will face legal action as a result of his indiscriminate killing of animals.

4.6 Forecast

Demand forecasting: Demand forecasting is a critical input in operations management decision-making since it provides information about future demand. Forecasting's main purpose is to keep demand and supply in harmony. Based on some key facts, Dan Cake tries to estimate how much capacity or supply will be required to meet demand.

- **Trend analysis:** The use of trend analysis can aid in the understanding of data movement.
- **Seasonality analysis:** Seasonality analysis helps to understand short-term, relatively regular shifts generated by a range of factors.

Time-series projections used previous data to forecast quantity demand, which was then based on assumptions.

Dan Cake utilizes both trend analysis and seasonality analysis for forecasting time series for some enticing reasons. Seasonality analysis indicates those small variations that have occurred in their given era, whereas trend analysis provides data variations for a specific period.

A judgment forecast is also used by the company to support its time series projection. For example,

- **An executive option:** a group of upper-level executives tries to come up with a forecast as a group. It occurs when a business considers long-term planning and new product development. In the case of Dan Cake, salespeople are critical to the forecasting of demand. Each week, the sales force assists in identifying current market needs as well as short-term fluctuations in demand. And it pushes the production rates higher by utilizing such data.
- **A consumer survey:** A consumer survey collects information from the public. It aids in the understanding of each product's behavior and reactions.

4.7 Advantages

- Dan Cake is situated in Birulia, Savar, and has a big manufacturing facility there. Because of the vast facility, they can utilize in-house capacity. Because of this facility, they can store and manufacture in one area.
- Effective capacity is the capacity that is employed after allowances and breaks such as lunch and prayer breaks. Dan Cake has an effective capacity of 4.3 metric tons.
- They go above and above to ensure the quality of their products. They have zero-tolerance policies to ensure product quality. Individual weight feeders and automatic monitoring systems ensure that raw material proportioning is strictly monitored throughout the process, assuring the highest possible quality of finished goods.
- Dan Cake is dedicated to providing top-notch goods and services. They've put in place a quality management system that comprises high-grade manufacturing items

and hygienic requirements.

- ISO standards are used to determine approval. Dan Cake Ltd. has earned ISO 9000 certification, indicating its dedication to quality.

Chapter: 05

Financial & Social Activities

5.1 Financial Activities

Dan Cake is a company with a paid-up capital of 25 crores.

Dan Foods Limited engages in the following types of financing:

- Proceed from paid-up capital.
- Proceed from the long-term loan
- Proceed from the short-term loan
- Lease earnings
- Proceeds from the deposit of shares

Dan Foods Limited's operating activities include:

- Cash inflow from selling proceeds and commissions. Fees, interest, and dividends are all examples of expenses.
- Inventory, salaries, operational expenses, interest, and taxes are all cash outflows.

Investing activities at Dan Foods Limited include:

- Cash inflow from the cash received from the sales of property, plants, equipment, and marketable securities, as well as loan collection.
- Purchases of property, plants, and equipment, as well as marketable securities and loans to others, result in cash outflows.

A balance sheet is a financial statement that shows the value of a property, its creditors, equity funding, overall debt, and other financial data at a given point in time. The balance sheet has assets on one side and obligations on the other. Both heads must be equal for the balance sheet to reflect the genuine picture.

The statement of income is among three key financial statements that report a company's overall condition during a certain fiscal period (the others being the balance sheet and the statement of cash flows).

Total income is the sum of operational and non-operating revenues, whereas total expenses are the sum of primary and secondary operations' expenses.

The terms "revenues" and "receipts" are frequently interchanged, and the income statement depicts how revenue is generated and reported. Receipts (cash received or paid out) aren't considered receipts.

$$(\text{Total Revenue} + \text{Gains}) - (\text{Total Expenses} + \text{Losses}) = \text{Net Income}$$

An income statement can reveal a lot about a company's operations, management efficiency, weak industries, and competitive performance.

The cash flow statement (for a month, quarter, or year) is one of three basic financial statements that show how much money was made and spent during a certain time period. The cash flow report ties the income statement and balance sheet together by displaying how money enters and exits the company.

The financial accounts were prepared in conformity with Bangladesh Accounting and Financial Reporting Standards, the Companies Act of 1994, and other pertinent laws and regulations.

Except for cash flow information or as otherwise mentioned in the financial statements and/or notes to the financial statements, the financial statements were produced in accordance with Bangladesh Financial Reporting Standards, using the cost accounting convention and accrual method of accounting.

The precise accounting policies were chosen and followed by the company's management in the compilation and presentation of financial statements within the framework of BAS-1 "Presentation of Financial Statements." For the sake of clarity, the accounting and valuation procedures are provided. The company classified the expenses according to BAS-1, utilizing the function of expense method. The financial statement is in Bangladeshi Taka, the company's functional currency.

These financial statements cover a period of one year, from July 1 to June 30.

Assets, plants, and equipment are reported at historical cost minus cumulative depreciation, according to BAS-16: Property, Plant, and Machinery.

Depreciation is calculated using the straight-line method over the expected useful life of each component of a piece of property, plant, or equipment. Fixed asset additions are depreciated for the whole month in which they are purchased. In the month of disposal, no depreciation is calculated.

The indirect approach was used to construct the cash flow statement, which complies with BAS-7, "Cash Flow Statement."

As required by BAS-18 Revenue, sales are documented once delivery is made, and the risk and benefits of ownership pass to the buyer.

Cash and cash equivalents include cash on hand, cheques on hand, and cash in banks, which are all readily available to the business.

For all quantitative information in the financial statements as well as narrative and descriptive material necessary to the interpretation of the current year's financial statements, comparative information has been published for the period ended June 30, 2016.

Dan Cake A/S authorizes Dan Foods Limited this exclusive permission in the country to use the trademark "Dan Cake" as well as the Dan Cake design in connection with Dan Cake's baked products. It will be equivalent to 3% of the current year's sales for the first year, but not more than 6% of the cost of imported capital machinery, and it will be equivalent to 3% of the current year's sales for the following years.

Interest on money invested is included in financial income. The effective interest rate is used to account for interest revenue as it accrues in the profit and loss statement and other comprehensive income.

Interest charges on an overdraft and on a bank or financial institution facility are included in finance costs. The profit and loss statement and other comprehensive statements include all finance charges.

Provisions are recorded at the reporting date if the firm has a current legal or constructive obligation that can be reliably calculated and is likely to need an outflow of economic advantages to satisfy the obligation as a result of previous events.

5.2 Environment of Dan Foods Limited

- **Fire:** Fire Mock Ram down Every Month, Instant Fire Extinguisher & Sand Bucket, Exit Marking on Production Floor.
- **Media:** Frequently Health Check-Up Program Agreement with Hospital for Emergency Support.
- **PPE:** Offer Personal Safety Equipment for Every Worker.
- **Training:** Frequent Coaching On Personal Safety & Development.

5.3 Social Responsibilities

Corporate social responsibility implies that firms must act in a way that benefits society in the same way that shareholder value is maximized. Companies that are socially responsible must have policies that promote societal and environmental well-being while reducing negative outcomes. Companies can be held accountable in a variety of ways, including encouraging

volunteerism, implementing environmental improvements, and making charitable donations. Consumers are more actively seeking out socially responsible businesses to purchase goods and services from, which has an impact on their profitability. Being socially accountable, according to detractors, is the exact opposite of why organizations exist.

Dan Foods Limited is committed to corporate social responsibility and has participated in numerous community programs and provided support to a variety of organizations and individuals. They strive to include education, arts & culture, sports, community development, and corporate philanthropy in all elements of CSR in our sustainability initiatives.

Dan Foods Limited has made a significant difference in the lives of others and has left an immense impact on the community in which they operate. They, for example,

- In this COVID-19, they provide oxygen.
- They assist people in floods, calamities, and erosion, among other things.
- They assist their employees financially if they become ill.
- They contribute to the construction of mosques and other structures.

Chapter: 06

Problems, Recommendations & Conclusion

6.1 Findings

After conducting the research, the findings are as follows:

- **Higher Cost:** It was discovered that their pricing strategy is more expensive than their competitors' since the cost of raw materials is more because they provide a higher-quality product, and labor costs are higher.
- **Lake of Communication:** Dan Foods is known for producing high-quality goods. Because of a communication failure, their sales staff isn't doing a good job of portraying their brand. As a result, they were unable to persuade the new client.
- **Higher Lead-time:** A factory production plan that entails a lengthy procedure and raw material availability is important for on-time delivery, their clients are occasionally disappointed with their product delivery time.
- **Facing Loss:** The organization is still on a loss project. The amount loss of is 15 crore 89 lac 32 thousand 175 tk. for the year of 2020.
- **Inefficient Employee:** There is a lack of efficient employees in some departments. So, they should hire more efficient employees in these departments.

- **Lack of Storage:** They don't have a sufficient storage system. So they face a lot of problems in storing their products after production and before delivery.
- **Lack of Transport:** They don't have sufficient number of vehicles to make delivery of their products.

6.2 Recommendations

As a result, there are various flaws that operate as hurdles to Dan Foods Limited's improved performance. The company may be successful if this type of barrier is removed. So that they will take steps to remove the obstacles that are:

- **Cost Reduction:** They need to reduce costs. Because they bring in ingredients from outside of the country, which costs too much.
- **Boost Sales:** They must be able to increase sales. They can boost revenue by putting together a sales strategy. They can devise a marketing strategy, price the goods appropriately, provide discounts, and cut costs.
- **Reduce loan:** It is necessary to reduce the amount of money borrowed on a short-term basis.
- **Reduce Expansion of Store:** It is necessary to restrict new store expansion since if it increases further in a given year, the lease payment expenses will climb as well.
- **Maintain Proper Storage and Transportation Systems:** They must concentrate on their products' storage and delivery systems. They need to extend their storage system to manage raw materials and completed items while also safeguarding important inventory against theft, loss, and damage. They should also increase the number of vehicles in their business in order to efficiently distribute their products and please their clients.

- **Increase Profit:** Provide employees with a broader understanding of how they can help the company succeed. To maximize profitability, each team member acts as an agent. Empower people to participate in the quest for new methods to boost profits.
- **Provide Training:** It needs to provide employee training so that they can provide better services to the customers.

The social control performance of Dan Foods Limited is additionally superb, except for additional higher costs. In the future, they can take some action that is given below.

- Additional innovative technology has been incorporated into their manufacturing process.
- Staff and employee remuneration structures should be improved.
- Use of recently updated software across departments to complete the assignment, which I believe will make the work more practical and cost-effective. It will also save you a lot of time and effort.
- By offering prizes and incentives, employees can be evaluated for their excellent performance.
- Dan Foods Limited should make an effort to fulfill some social responsibilities, such as establishing a hospital and providing medical services to any rural areas for a set period of time.
- Dan Foods Limited needs to improve its distribution network.
- The delivery schedule should be adjusted, and the number of weekly deliveries should be increased in response to dealer demand and expectations.
- More surveys will be conducted to dig deeper into the causes of poor performance and other issues.
- Customers' information should be preserved using a more subtle software system so that the current road map or plan can be updated at any time.
- Modern and versatile software solutions should be used to operate the process of keeping records and invoices so that a recheck may be performed at any moment.
- Each record and activity should be cross-checked, and this should be taught and practiced.
- Dan Foods Limited should also focus on growing the other areas of operation in

addition to distribution.

- Brand equity in terms of market share should be the most important focus right now, because distribution alone won't help if customers don't want the product.

6.3 Conclusions

Above all, it has been awesome to enjoy operating with Dan Foods Limited. They are competent. However, there are a few regions wherein they fall short of assembling the customer's expectations. They continually meet the desires of their customers via means of maintaining excessive product quality. They make each attempt to keep it great according to their customers' desires. As a result, customers are surely thrilled with the product. Dan's meals constrained is swiftly growing to meet the developing desires of each home and global customer. Dan Meals believes in chronic development and, as a result, invests in new equipment and certified personnel to keep us at the leading edge of the packaging industry. Due to those efforts, Dan Meals Constrained has grown to be a famous logo inside the marketplace due to those efforts. Dan meals constrained aspires to deliver the best high-quality packaging materials to its valued customers in order to earn their trust and build a long-term business relationship.

They follow all the government's actual norms and regulations. Production expenses are also greater. There are VAT regulations in force. Dan Foods is known for producing high-quality goods. Their primary purpose is to make every effort to maintain quality in order to meet the expectations of their customers. As a consequence, the clients are really delighted with the quality of the product. Whenever the client thinks about it, The Company's international client relationships are strong. When it concerns making payments on time, they are more flexible with clients.

Dan Foods Limited has a loyal following of customers. The one-of-a-kind evaluation of the product and the major reason why buyers will choose DFL, which is mostly due to the product's high quality.

Reference

1. Express, T. (2021). Dan Foods now exports to the Maldives. Retrieved 3 December 2021, from <https://thefinancialexpress.com.bd/trade/dan-foods-now-exports-to-maldives-1544812464>
2. Pages, B. (2021). Dan Foods Limited. Retrieved 3 December 2021, from <https://bdyellowpages.net/description/D>
3. Report on Dan cake foods Ltd.docx - Report on Dan cake foods limited 1 Report on Dan cake foods limited Submitted to Md Rahat khan Lecturer Department | Course Hero. (2021). Retrieved 3 December 2021, from <https://www.coursehero.com/file/70727402/Report-on-Dan-cake-foods-Ltddocx/>
4. DAN CAKE – FINE ART OF BAKING FROM DENMARK. (2021). Retrieved 3 December 2021, from <http://dancake.com.bd/>
5. Behind the scenes of Dan Cake Bangladesh (2019). Available at: <https://www.thedailystar.net/lifestyle/special-feature/news/behind-the-scenes-dan-cake-bangladesh-1828387> (Accessed: 3 December 2021).
6. *Dan cake bd.docx - Team Project Factory Report on Dan Cake Bangladesh Submitted to Md Mofassel Hossain Lecturer Department of Management School of | Course Hero* (2021). Available at: <https://www.coursehero.com/file/40098632/Dan-cake-bddocx/> (Accessed: 3 December 2021).
7. 30 Simple Ways to Increase Your Profits. (2017). Retrieved 9 December 2021, from https://www.inc.com/david-finkel/30-simple-ways-to-increase-your-profits.html?fbclid=IwAR1Hg3u8iLyhr6pSWy8Q3hkuD_