



Daffodil
International
University

Internship Report

On

**An Analysis of the Data Management System of Akij
Food & Beverage Limited**

Prepared By

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Date of Submission: Nov 29, 2025



AKIJ FOOD & BEVERAGE LTD.

**“An Analysis of the Data Management System of
Akij Food & Beverage Limited”**

Letter of Transmittal

Nov 29, 2025

Dr. Md. Abdur Rouf

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Daffodil International University

Subject: Submission of Internship Report on **“An Analysis of the Data Management System of Akij Food & Beverage Limited”**.

Dear Sir,

I would like to submit my internship report titled **“An Analysis of the Data Management System of Akij Food & Beverage Limited”**. It is the final requirement for the completion of my internship program. This report reflects the practical lessons I learned during my internship period. This report also includes my overall activities in the Data Management Department of Akij Food & Beverage Limited. This report is completed based on my observations during the internship period.

I sincerely hope that this report meets the standards and expectations set forth by the academic and professional community.

Thank you for considering my work.



Yours sincerely,

Zubair Rahman

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Declaration

I, Zubair Rahman, a student of the Department of Business Administration at **Daffodil International University (DIU)**, ID:213-11-1371, majoring in **Accounting**, hereby declare that the internship report I submitted to, titled “**An Analysis of the Data Management System of Akij Food & Beverage Limited**” is an original piece of work, I completed this report under the guidance of Dr. Md. Abdur Rouf, Professor, Department of Business Administration, Daffodil International University. No previous submission of this report was made for academic purposes anywhere. Every information and data source has been properly cited and acknowledged.



Zubair Rahman

ID: 213-11-1371

Program: BBA (Major in Accounting)

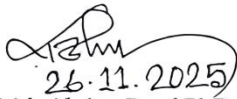
Faculty of Business & Entrepreneurship

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Letter of Approval

This is to notify you that **Zubair Rahman**, ID: **213-11-1371**, has prepared this internship report entitled "**An Analysis of the Data Management System of Akij Food & Beverage Limited**" under my guidance, I hereby approve this internship report. This is to partially fulfill a BBA degree in major Accounting under the Department of Business and Administration of Daffodil International University.

I wish him every moral success in life.



26.11.2025

Prof. Md. Abdul Rouf, PhD

Professor in Accounting

Department of Business Administration

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Acknowledgment

All praise to **Almighty Allah** for giving me the strength to complete this internship report. This three-month internship journey was both challenging and rewarding. I also thank those individuals that have helped me to complete the report successfully.

It is an honor to have a great supervisor, **Dr. Md. Abdur Rouf, Professor**, Faculty of Business & Entrepreneurship, Daffodil International University (DIU). His proper support and guidance helped me a lot.

I also like to thank, **Md. Saiful Islam**. He was my supervisor at **Akij Food and Beverage Ltd.** His in-depth knowledge about data management helped me a lot to understand the basics. I am very thankful for his nonstop support.

I also thank the management of the **Akij Food & Beverage Ltd.** for allowing me to do my internship there. I learned a lot from their experience and support.

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Executive Summary

Akij Food & Beverage Limited is one of the top FMCG companies in Bangladesh. The company focuses on an efficient data management system for decision-making. The company's data management system continuously supports all the departments to enhance business processes. The data is widely used from production to selling goods. The data management system of the company provides necessary data timely to the departments to work efficiently.

I joined the internship program in the cooler management department. This report includes my activity related to data operations and customer service activities in Cooler Management Department. Akij Food & Beverage Limited has adopted advanced data management technology. This technology is used to collect, store and process data. This advanced technology represents the data to set business strategy. This process helps the company to store accurate data in the system. Akij Food & Beverage Limited collects data from different departments for their system. The three major sources used are known as enterprise resource planning (ERP) systems, customer relationship management (CRM) platforms and digital sales channels. These sources provide the collected data to the central process system. The central process system analyzes the data and provides the results. The whole process is based on advanced automation process. Also, the departments' digital integration plays important role. My introduction to technological improvement of the company helps me to learn their data management process easily.

The centralized data management system of the company is very strong and flexible. This system provides systematic data structuring facilities. The company used this for real time monitoring over continuous production. The system also provides cloud storage facilities for the company. This advanced system ensures backup security to prevent data loss. The main reason for introducing this advanced data management system is to represent the data in a simple way to the workforce. This is also helping the higher management to do proper production planning. The data also provides possible product development and market forecasting. The IT teams and data management teams work closely with other departments to ensure that they can meet the organization's goals.

Chapter 01

Introduction

1.1 Introduction

Future business efficiency begins with using data wisely today. Akij Food & Beverage Limited (AFBL) is one of the leading companies in Bangladesh that realizes this. The company operates with a wide range of products, strong brands and smooth operations. AFBL uses its data management system to increase its strengths. Fast data process helps the company to make smart decisions. It also increases work efficiency and grows gradually.

Akij Food & Beverage Limited realizes that working on guess will not help them to reach its goal. So, they adapted advance data management system for smart use of data. In a fast-moving industry the company is using it for their work accuracy. It also increases the work speed and customer relations with the company. This is leading the company to their goal gradually. Akij Food & Beverage Limited believe that this process is shaping the overall work strategy for the management. It is not just a set of tools. It is a complete system that keeps data exact, safe and easy to access. All departments of the company such as procurement, production, distribution and sales are interconnected with the system. This helps them to work together smoothly and make decisions in real time.

AFBL's data management strategy is more than collecting information. The company uses the data analyzed for future market prediction. It invests in modern technology to adapt advance analytical tools. The company is using these tools to make skilled workforce. This ensures that the departments can work correctly with the help of the data management's help. Every piece of information in the system is very crucial to get the work right. The company is getting its benefit from raw material use to customer feedback. It helps the company reduce work confusion. It makes work processes smoother and more efficient. It also helps to fulfill customers' needs. Proper data management is essential for the company. It helps the company act quickly and makes the right decisions.

AFBL's data management system allows data to flow easily between departments. The company has clear rules for entering, checking and analyzing data. This system reflects AFBL's commitment to achieve the leadership in Bangladesh's food and beverage industry.

1.2 Literature Review

Data management process is more important than an operational task. It works as a backbone of an organization. This also helps to ensure the higher success rate. In this time business from every corner of the world focuses on data management. Because effectively managing data and analyzing them can lead the business growth. It also helps business management to set company plans. An organized data management system improves decision-making. This drives the company to more productivity. The company can get a competitive advantage by using this method. Without this type of advantage many strong business plans can fail. This data management system is leading Akij Food & Beverage Limited (AFBL) to innovate their products. They are expanding gradually for the future market. Their excellence in the market is the result of adapting this advance data management system. Akij Food & Beverage Limited is already known to all for their trusted brands and customer reach. Which made them one of the top companies in Bangladesh. This coping up with the digitalization and advanced data management system is the main key behind their marvelous success. They are using these advanced tools for supply chain tracking. They are monitoring continuously the production line. Also, the output from the data management system helps them to set sales targets. They are collecting customer feedback online and using them to find their lack and overcome them. It is known that every decision at AFBL is shown by data analysis. The company's ability to manage data so quickly that they can manage any unwanted situation quickly. With the help of data management system, they are ensuring quality, costs and market demands. In the worldwide research showed that effective data management is leading the growing companies so well.

According to Rahman (2017) showed that strong data governance helps in better operational efficiency. Also, companies can control cost and customer happiness. The companies are mostly dependent on their real time data analysis. With the help of it they are securing available storage management. Companies connect all their departments with the core data management system to work smoothly. Besides this, Hasan (2020) showed that effective data systems support daily operations. It will help to get deep insight into the real situation of the company to secure long-term tactical planning. AFBL's data structure reflects these theories. They are continuously working on data accuracy. Their data is accessible from every department. The company handles their data in a structured way. The information is collected from multiple departments. Their

production units send one type of data. And the distribution department is sending another type of data. Then main core system stores this data in the central database. This ensures coordination in every department. Departments can use this data analyzed to respond quickly and correct the errors. Advanced data management tools continuously monitor performance trends. This helps to predict customer preferences. With the help of this reliable data processing, AFBL is taking necessary steps to go forward.

Hasan, M. M. (2025) explained that every organization faces challenges in the market. The main task is to keep the data secure. Mange continuous system integration. Also train the data users to make it more effective. Many firms are struggling with their old data management system. This limits their analytical ability. AFBL is continuously working on this to overcome all the challenges and invest more in the advanced data management tools. (Rahman, 2017) showed that technology-based data management has become necessary for modern data analysis. As Hasan (2020) said that the companies should adapt ERP systems, real-time dashboards and predictive analytics. This can lead any company to achieve higher efficiency and awareness. Akij Food & Beverage Limited use technology-driven data systems. This is handling their production capabilities and procurement process. Besides this, only technology alone is not enough. The company should have skilled personnel. They can ensure the proper use of the system and can work more effectively.

1.3 Background of the study

A well-managed data management structure is essential for the current fast-moving FMCG industry. This provides a competitive advantage for the organizations to do well in the sector. For Akij Food & Beverage Limited (AFBL), production technology and market presence are very important. Their strong data management structure plays a vital role in operational efficiency and decision-making. Daffodil International University requires a three-month internship program to complete the Bachelor of Business Administration (BBA) degree. This is giving the internee to minimize gap between the real-world experience and classroom learning. This internship program is completed in the cooler management department of AFBL. This gives me the opportunity to work in the areas of data management in the leading FMCG company in Bangladesh. Another opportunity that I get is to involve myself in the real data management

system. From where I have the options to connect my learnings with the hand on works. This teaches me how an advanced technology-based data management system helps a business run at a large scale. This study shows how the company collects and processes information from every department and analyzes them. Also, my responsibilities are to handle modern digital tools to improve communication and reporting.

1.4 Scope of the study

This study shows the effectiveness of current data management system of Akij Food & Beverage Limited (AFBL). This report mainly shows how the employees collect data, store them in the system and analyze them using different tools. This report also examines how these technologies help them to improve their overall efficiency. AFBL not only manages data but also uses them in the proper manner to achieve the organizational goal. It's all about making strong foundation for making correct business decisions. That will ultimately lead to production and sales forecasting. They are also using the data for product innovation and staying competitive in the market. Their data management system is backed by digital systems like Enterprise Resource Planning (ERP) software, cloud-based databases and automated reporting tools. These tools become crucial for developing data accuracy, availability and real-time supervising. This work is to find out how these tools play an important role for Akij Food & Beverage Limited.

1.5 Objectives of the study

Broad Objective of the study:

The broad objective of this study is to find out the effectiveness of the Data Management System of Akij Food & Beverage Limited (AFBL).

Specific Objectives:

- i. To understand the current data management practices of Akij Food & Beverage Limited.
- ii. To analyze the functionality of Akij Food & Beverage Limited's modern Data Management System.

1.6 Methodology of the study

This is a descriptive study of the data management system of Akij Food & Beverage Limited (AFBL). This paper shows how the company collects data, stores it, and uses it in proper way for the organization. This descriptive approach is to provide a clear understanding of how AFBL's data management practices support its daily activities to achieve its goal.

Data Collection Methods:

Primary Data: Semi-structured interviews are conducted with the data management department employees. Their opinion on the data management system of the Akij Food & Beverage Limited is presented in this study.

Secondary Data: Review of data management policies and guidelines of the company. Also, the historical records are analyzed to understand the data management system.

1.7 Limitations of the study

The major limitations of this report are:

- i. Akij Food & Beverage Limited has strong privacy policies to protect sensitive information.
- ii. The study mainly uses secondary data because of limited access to primary sources.
- iii. Time limitations are a major issue to cover all the areas of data management system components.
- iv. Only a limited number of employees were interviewed in the study.

Chapter 02

Organization Overview

2.1 History of Akij Food & Beverage Limited (AFBL)

Akij Food & Beverage Limited (AFBL) is a trusted consumer goods supply company in Bangladesh. It works with beverages and food products supply in the Bangladesh's market. It started its journey in 2006 as a sister concern of the Akij Group. Which is one of the main industrial groups in the country. The company always focused on their mission. They aim to provide world-class food and beverage products. Besides they maintain proper taste and periodize the needs of the people of Bangladesh. AFBL offers various segments of products. The company produces carbonated soft drinks. Which is widely known as "*Mojo*". They also produce fruit flavored drinks under the "*Frutika*" brand. Their energy drinks known as "*Speed*". Besides these they also introduced mineral water "*Spa*" and "*Rivera*". Akij Food & Beverage Limited has diverse dairy products under "*Farm Fresh*". They also work with the collection of snacks like chips, puffed rice and fried snacks.

Akij Food & Beverage Limited always periodized their operational excellence with their production. For that they are using advanced technology to achieve the highest satisfaction from the consumers. The company realized the role of using modern data management systems. They introduced strong data management systems into their operations. These advanced technology of data management is used in their production line. This also supports different departments like procurement and sales. This systematic data processing is ensuring their work efficiency and decision making.

Akij Food & Beverage Limited is handling their growing operations with the help of enterprise resource planning (ERP) systems, digital monitoring tools and data analytics platforms. These technologies give the advantage of production tracking and monitoring sales. The main two departments that are directly involved in the data management process are IT and data management department. They collaborate with each other to ensure accurate and timely data support. This helps the management in decision-making. AFBL maintains strong corporate governance in their day-to-day work. The company's commitment to proper data management leads to its vision. Which combines technology and human collaboration. They are building themselves as a brand that symbolizes excellence in Bangladesh and other countries.

2.2 Vision and Mission

Vision:

Their vision is to become a leading company in the food and beverage industry in Bangladesh. They are focused on ensuring quality foods and satisfaction in every product they deliver.

Mission:

Their mission is to adapt advance data management technology to smooth their business operation. They are working continuously on product quality upgrading and best decision-making to become the top beverage company.

2.3 Cooler Management Department

The Cooler Management Department is one of the major divisions that supports directly the beverage division. The department provides branded coolers to the resellers all over the country. They also keep tracks of those coolers' maintenance and service. This cooler management ensures the products availability in all the retail stores. These coolers also ensure the visibility and food quality in a controlled temperature. This is one of the best ways to build reputation of the brand and satisfaction of consumers.

Key roles of the Cooler Management Department include:

- I. **Distribution and Installation:** Ensure the cooler delivery intime and setup of coolers for retail sellers and local shops all over the country.
- II. **Servicing and Repairs:** Provide technological supports by arranging repairs program with trained service technicians.
- III. **Tracking and Inventory:** Using advanced data management tools and core databases to monitor cooler locations, condition and usage.
- IV. **Customer Support:** Provide direct or indirect cooler management customer support if any retailers face difficulties.

2.4 Management of Akij Food & Beverage Limited

The hierarchy of Akij Food & Beverage Limited (AFBL) is the combination of Board of Directors, Managing Director (MD) / Chief Executive Officer (CEO), Senior Management Team, Middle Management and Supervisory Staff, Employee Engagement and Development. The company focuses on operational excellence from every stage of its hierarchy. It has a clear hierarchy that ensures accurate decision making with the help of data management systems.

1. Board of Directors

Board of Directors are the topmost members in the hierarchy. They make decisions for the company's long-term growth. Their main task is to set governance standards and make policies. The members supervise technological investments and set strategies based on data.

2. Managing Director (MD) / Chief Executive Officer (CEO)

The Managing Director and CEO work with the company's daily operations. The CEO of the company guides business strategies forward. All major operational decisions are taken by the MD and CEO based on real time data.

3. Senior Management Team

The Senior Management Team are the department's heads. Every head is responsible for their department's performance. They implicate data-driven decisions into their operations.

4. Middle Management and Supervisory Staff

Middle management and supervisory staff are the core operational personnel. This includes production managers, information officers, production supervisors and area managers.

5. Employee Engagement and Development

To ensure success of the company the lower working people should have basic knowledge of the data management system. Company offers wide range of training in data collection, digital software and performance analytics.

2.5 Data Management Activities of Akij Food & Beverage Limited

SL	Category	Details
1	Data Collection & Acquisition	- Collection of operational, production, sales and financial data from all departments.
2	Data Storage & Organization	- Centralized database management through secured servers and cloud-based solutions.
3	Data Validation & Cleaning	- Verification of data accuracy through automated validation checks and manual review processes.
4	Data Processing & Integration	- Synchronization of data across departments such as production, supply chain, finance and marketing.
5	Data Analysis & Reporting	- Utilization of business intelligence (BI) tools for data visualization and performance analysis.
6	Data Security & Privacy	- Implementation of strict data access controls and user authentication systems.
7	Data Governance & Compliance	- Establishment of data governance policies outlining roles, responsibilities, and data ownership.
8	Employee Training & Capacity Building	- Continuous training for employees on data handling, analysis tools and cybersecurity for best practices.
9	Performance Monitoring & Continuous Improvement	- Regular review of data management performance indicators such as accuracy, accessibility, and processing speed.

Table 1: Data Management Activities of Akij Food & Beverage Limited.

Chapter 03

Internship Role and Responsibilities

3.1 Role and Responsibilities

As an intern at Akij Food & Beverage Limited, my task was to assist the Cooler Management team in their everyday tasks. I have learned how data is stored, processed and organized by these individuals in real life. I tried my best to keep the data correct and assist Akij Food & Beverage Limited's overall data platform. These activities and actions help the organization function efficiently day by day. Key Responsibilities:

1. Data Collection and Entry Support

- i. I helped collect and enter sales, production, and operational data into company systems.
- ii. My job was to make sure the data flows correctly and complete form to avoid any miscommunication in departments.
- iii. I also checked data management reports to find out mistakes and keep the data clean and trustworthy.

2. Database Maintenance and Organization

- i. I helped the employees of Akij Food & Beverage Limited to register and organize company databases.
- ii. I helped them sorting gathered data so other departments could easily find what they are looking for.
- iii. I also associated in regular data backup tasks to make sure important data are enlisted.

3. Data Analysis and Reporting

- i. I supported the team in making regular reports using production, sales, and logistics data.
- ii. I used simple graphs in reports to show key insights that helped my coordinator plan better.
- iii. I also looked for data trends or odd points and shared them with the data team.

4. System and Administrative Support

- i. I helped to track exact data from different departments using ERP and tracking tools.

- ii. I supported the Cooler Management team in adjusting small data entry and system updates.
- iii. I also kept small notes and records about updates, settings and data processes.

5. Data Security and Compliance

- i. I tried my best not to share any sensitive data and keep it private.
- ii. I saw audit teams match the collected data for managing data standards.
- iii. I tried to share tips with staff on how to keep data safe and secure.

This internship opportunity gave me real experience in how big companies manage data every day.

3.2 Rational of those Roles and Responsibilities

As an intern in the data management team at Akij Food & Beverage Limited (AFBL), I mainly focused on assisting the company employees to keep its data system neat, accurate and safe. My main task was to collect data on coolers and ensure those are stored in a structured way. For accurate data I must communicate with different departments. This helped me to understand how data management system connects all departments of the company. In the process, I get the chance to help the authorized officers with system updates and checking data precision. I make sure the information is accurate and up to date for decision making. I also assisted the IT and data personnels with resolving small system issues. These tasks ensure correct work planning and reduce errors in daily work.

I also helped create data management reports in a visual way to provide clear insights. These reports make it easier for higher managers to get the performance of the operations. They used that to forecast demand and make better decisions. The most interesting part of my experience is to understand that usage of proper data from the system in real action.

I also work with the data security and compliance team of Akij Food & Beverage Limited. I had to follow the company policies to keep the sensitive information safe and secure. I've learned that strong data protection rules are the ultimate path to build trust internally. This also keeps the

company transparent in the process. At last, I observed the audit teams manage the core data system to protect them from any errors. This is mandatory to ensure progress in business operations.

3.3 Example of the Tasks

Assisting in Data Collection and Entry

I joined the cooler management teams to collect and enter cooler data into the system on a daily basis. I tried to make sure everything was entered correctly. I always tried to make sure the data I was entering are accurate and errorless. For that I repeatedly checked and crosschecked those to find any mismatch. These actions helped me to understand that making things right from the start can make a huge impact on the overall system.

Supporting Data Organization and Database Maintenance

I worked with the Cooler Management teams to ensure the information collected is organized and up to date for daily work. I sorted system files according to the required name. Delete the unnecessary folders and duplicate information that are not needed. I helped them to update records in the system. This provided everybody with the latest information easily.

Participating in Data Analysis and Reporting

I assisted in collecting reports from different departments using the system software. I tried to show the output from the reports in simple charts and tables to make them easy to understand. The presentation data includes market trends, future production needs, sales and performance. This helped the managers to make better decisions.

Assisting with System Monitoring and Troubleshooting

I worked with the Cooler Management teams to observe how the cooler distribution data was transferred to the other departments and how they are using it. I also take part in the troubleshooting process. This experience taught me that a minor system issue can affect the business process if not handled properly.

Chapter 04

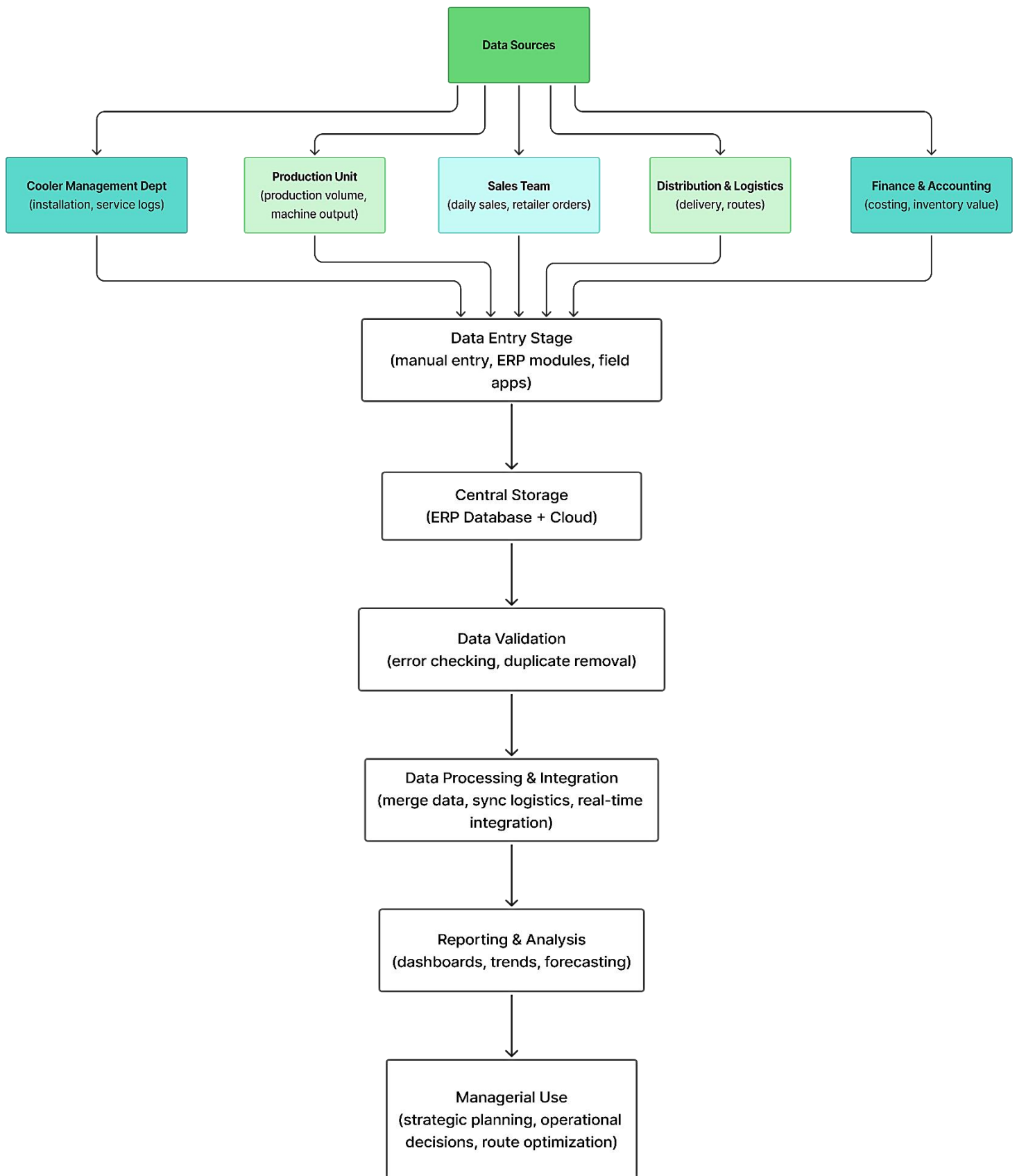
Key Learnings and Experience

4.1 Learning from Data Management Activities

Akij Food & Beverage Limited (AFBL) is one of the top FMCG companies in Bangladesh. The company follows organized data management system. The whole business process of the organization is managed through the system. During my internship, I have had the opportunity to learn about how AFBL manages data in its different departments. However, this system offers strategic growth for the company. The major learnings from my internship at Akij Food & Beverage Limited are summarized below:

Understanding Data Flow and System Integration

I have worked on information flow in different departments. Each department completes the task of delivering data to the central data management system. This process then integrates the total process through Enterprise Resource Planning (ERP) software. Real-time access to perfect organizational knowledge is achieved through integration. This simple and improved system increases communication, coordination and decision-making efficiency of the organization. Below, you can see how the data flows in different departments towards senior management in terms of decision making:



Importance of Data Accuracy and Validation

In my internship, I realized the importance of data accuracy. Akij Food & Beverage Limited always puts strong value on data justification processes. It helps the departments to cross-check and perform regular data audits. Accurate data management builds confidence and reliable working reports. This also lowers working errors and encourages decision-making.

Data Collection Techniques

During my work, I have experienced that Akij Food & Beverage Limited uses both computerized data input and manual data input for data collection. For example, production data is gathered from computerized machines, but sales data is gathered through digital applications. This combined method allows the company to have access to both real-time and periodic data.

Database Management and Maintenance

I have helped my coworker control digital databases. It helped me to learn how large datasets are organized, categorized and updated. Regular backups and cloud storage systems are used by AFBL to maintain data safety. I have realized it is essential to have structured filing. It is also important to have documentation for easy data entry and analysis.

Data Analysis and Business Intelligence

In my internship period, I have worked on daily reports and computerization processes. Akij Food & Beverage Limited uses smart BI tools for data collection. The organization also uses automated tools for storage. Through this type of process, the company prepares itself better for future planning by using resources wisely in work processes.

Role of Data Security and Compliance

One big thing I learned is that AFBL takes data safety very seriously. Akij Food & Beverage Limited use excellent safety methods like encryption and access control. The company follows basic data rules set by the country. Staff often get training on keeping data private and safe from leaks or misuse.

Cross-Departmental Collaboration

I noticed that good data management needs teamwork. The Cooler management department keeps systems running smoothly. The sales and production teams share correct and updated data to them. This teamwork keeps the system reliable and helps everyone make better decisions.

Use of Technology in Data Management

AFBL uses digital instruments such as ERP systems. The organization also uses automation software. I have seen how these tools make data clear. I have also noticed how these tools boost productivity. Computerization helps in reducing mistakes. Automation also helps in making reports preparation quicker.

Performance Monitoring through Data Insights

The company often checks key performance statistics for production. It also examines sales and resource use. I have seen how managers study this data to find problems. I have also seen how they set goals. They also make plans to increase results.

Data-Driven Decision-Making

I have learned that data has vast role in every outcome at AFBL. From managing stock to planning ads, everything is based on numbers and facts. It makes decisions smarter. It also lowers risks of the business. Thus, it helps the business grow with time.

Professional Development and Learning Culture

Lastly, I noticed that AFBL values learning and growth. Employees get chances to join training and workshops to improve their tech and data skills. This helps everyone stay up to date with new tools and ways of working.

4.2 Connection with Academia

During my internship at Akij Food & Beverage Limited (AFBL), I used my academic learning from the courses in my internship activities. This was connected more with management information systems data analytics of the company. I observed the practical data management practices used in the organization. The company's systematic approach to collecting, storing and processing matches the theoretical frameworks covered in my studies.

Academic Concepts	Practical Application at Akij Food & Beverage Limited
1. Data Collection and Input Systems	Use of automated sensors, ERP modules and manual reporting tools for data entry across production, sales and distribution units.
2. Database Design and Management	Centralized database systems with structured tables and relational links between departments for efficient data flow and accessibility.
3. Data Validation and Accuracy	Implementation of cross-verification methods, automated error detection and manual audits to maintain accuracy and reliability.
4. Data Storage and Backup Systems	Use of secure cloud-based storage and regular backup procedures to ensure data safety and recovery capability.
5. Data Analysis and Reporting	Application of Business Intelligence (BI) tools and Excel-based dashboards for visualizing performance indicators and trends.
6. Information Systems Integration	Integration of various modules within the ERP system, connecting departments such as production, inventory, sales and finance.
7. Data Security and Privacy	Enforcement of access control policies, data encryption, and compliance with internal security guidelines to prevent breaches.
8. Decision Support Systems	Use of analytical reports and real-time data for managerial decision-making regarding production planning, distribution and marketing.

9. Continuous Improvement and Feedback	Regular performance review of the data system to identify gaps, optimize workflows and adopt new technologies.
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Table2: Connection with academia with practical application of data management activities.

During my internship period, I tried to connect my academic learnings with real working experience. The learned knowledge of database management and system integration became practical in the real-life working process. Akij Food & Beverage Limited's data processing method showed how different departments can be connected through one platform. It is more similar that I learned in MIS courses. The corporation also work very hard on keeping data accurate, secure and updated. This confirmed the lessons on data governance and information quality. Acquiring hands-on experience helped me recognize how decisions based on data are made in real situations to increase performance and remain competitive.

4.3 Example of Experiences

Personal Experience	Professional Experience
1. Gained practical understanding of how data flows between departments such as production, sales and inventory.	1. Learned how integrated data management systems (like ERP) streamline communication and coordination among departments.
2. Developed awareness of the importance of data accuracy and consistency across multiple sources.	2. Assisted in identifying and correcting data entry errors to ensure reliability and accuracy in company reports.
3. Improved analytical thinking through working with large data sets and observing how raw data transforms into business insights.	3. Participated in preparing performance dashboards and analytical summaries that supported decision-making for production and sales teams.
4. Strengthened understanding of database	4. Observed how data access levels are

security and the importance of protecting sensitive company information.	managed through authorization protocols and encryption to maintain information security.
5. Recognized the critical role of data management in supporting strategic and operational efficiency.	5. Learned how timely and accurate data reporting enables managers to make informed decisions on production planning, logistics and marketing.

Table 3: Personal and Professional Experience from Data Management Activities at Akij Food & Beverage Limited

These experiences give me the ultimate learnings of practical and professional realization at work. I realized that proper data management really helps the company run smoothly. It also makes decision-making faster and keeps the business strong in the fast-paced FMCG market.

Chapter 05

Critique and Reflection

5.1 Critical Evaluation

1. **Structured Data Management Framework:** Akij Food & Beverage Limited has an organized database management system that connects all its production, sales, supply chain and finance through the exchange of information.
2. **Centralized Data Storage:** The organization has a centralized database program that makes it easy for all departments to view all the daily data.
3. **Data Accuracy and Validation:** Akij Food & Beverage Limited makes sure that the data is accurate by using verifications and authorization process.
4. **Data Security and Privacy:** The organization protects data management by using limited access and password-protected techniques.
5. **Integration of Departments:** Advance data management system of Akij Food & Beverage Limited effectively connects all its departments.
6. **Use of Analytical Tools:** The company utilizes analytical tools to understand consumer behavior, market trends and operational forecasts.
7. **Employee Training and Awareness:** Employees receive basic training on using data management tools after joining in the company and departments.
8. **Decision-Making Efficiency:** The department's accurate and timely data updating helps authorized users in accelerating data driven decision making.
9. **System Scalability and Upgradation:** The current data management system can be upgraded to cloud based or mega data storage system.
10. **Compliance and Standardization:** Akij Food & Beverage Limited is accepting international data management standards to strengthen compliance and enhance the company policy.

Akij Food & Beverage Limited has established a strong data foundation. They manage effective flow of data and enhanced security measures to set the father strategy for the company.

5.2 Key Challenges and Learning

1. Ensuring data reliability among various departments:

One of the main challenges at Akij Food & Beverage Limited is maintaining accurate data entry. Because different departments manage their production site data by their own way. Departments need to have proper cross-checks to make sure all information is correct.

2. Systems and Process Integration:

In Akij Food & Beverage Limited there are different software platforms used in different departments. The organization can use a unique centralized data management system that connects all functions of the organization.

3. Managing Maximum Quantities of Information:

Akij Food & Beverage Limited manages large production and distribution network. The company needs to handle large datasets on daily basis. This indicates that data storage systems need huge maintenance and automated reporting tools.

4. Data Security and Privacy:

The company has an internal strategy for its production process, market analysis and distribution network. Keeping this information is always a risky and challenging activity. The company uses encrypted files, data backup system and strict access manuals for safety.

5. Appropriate Data Reporting:

For the best decision making the company uses real-time data process system. In my experience, data synchronizing system in real time is needed to minimize bad consequences for production, inventory management and sales prediction.

6. Employee Training and Experience:

It is essential for the current employees of Akij Food & Beverage Limited to adapt advanced data management systems and upgrade with modern technology. I realized that system adoption can reduce operational error rates and the IT department should make the process user-friendly.

7. Maintenance and Upgradation:

The real output of data management can be effective by regular system maintenance and timely upgrading. I learned that the outdated software could slow down processes. So, the company need to regularly update the infrastructure and software through IT management.

8. Data-Driven Decision Making:

From my internship experience, I learned that effective data management systems can fasten strategic decision making. These decisions in areas like production forecasting, quality control and distribution management can be the strength of the organization.

9. Interdepartmental co-ordination:

An important challenge for the company is to synchronize data systems of different departments of the Akij Food & Beverage. I learned that strategic communication activities can help the departments to have reliability in information and minimize their confusion.

10. Continuous Upgrading in Data Systems:

Continuous data management is a timely and patient process. Akij Food & Beverage Limited continuously improves its systems. They have latest analytics tools to stay competitive within the circumstance of modern business.

These challenges and learnings have provided the organization the data management strengthens. The strengths help them to overcome mismatch in operational efficiency and organizational growth at Akij Food & Beverage Limited.

Chapter 06

Conclusion

6.1 Final Insights

Akij Food & Beverage Limited can ensure higher production efficiency with the help of its data management system. Akij Food & Beverage Limited is strongly committed to maintaining accurate data collection, efficient processing, and innovation in its operation for the data management system. The organization obtained advanced technology to ensure systematic data management practices. Akij Food & Beverage Limited ensures that every stage of data collection and processing is efficiently and securely executed. The company applies a sequence of automated digital data management systems and manual verification methods in the process. This allows ensuring data reliability and maintaining compliance with operational and regulatory standards. Its IT and data management department of the organization plays a vital role in assuring consistent upgrading. This upgrading activity ensures getting results that are reliable and aligned with business targets. Akij Food & Beverage Limited builds a strong foundation with an advanced data management system that comprises real-time monitoring and continuous justification of the information gathered. This systematic process helps with the higher management of the organization in decision-making and operational excellence. Data Management System of Akij Food & Beverage Limited enhances the efficiency and productivity of the organization. Akij Food & Beverage Limited is looking forward to improving the company's long-term success and reputation in the industry. Akij Food & Beverage Limited equally seeks to establish a higher standard in the fast-moving consumer goods (FMCG) sector in Bangladesh.

6.2 Internship Reflection

The internship experience at Akij Food & Beverage Limited (AFBL), particularly within the Cooler Management Department, has provided me with practical exposure to data management environment. It enabled me to comprehend how such a large FMCG organization gathers, stores, processes, and uses data for day-to-day business operations and accomplishes its long-term business strategies. The company's centralized digital systems, mainly ERP integration, cloud-based storage, and automated reporting tools, have given me hands-on experience with how technology-driven data operations are used to enhance efficiency, minimize errors, and strengthen organizational decision-making.

From an academic perspective, this internship provided ample opportunity for me to apply knowledge learned from the classroom, especially in courses relevant to MIS, AIS, and Data Management, to the real corporate world. I have been in a position to observe how theoretical frameworks are used in modern business operations, especially in data processing, data validation, and analytics. This is evident through my hands-on experience with the processes of data entry, preparing reports, system monitoring, and communication with other departments, which gave me insight into how data influences production planning, inventory control, market insights, and customer service.

On a personal level, the internship substantially developed my professional skills, such as accuracy in data handling, analytical thinking, prioritization of tasks, and effective communication with internal stakeholders. Working under experienced supervisors also enhanced my understanding of corporate discipline, teamwork, and responsibilities. It has shaped my future career direction by making me further interested in data-driven business operations, business analytics, and information systems management. Thus, in the future, I want to build a career dealing with areas related to data analysis, business intelligence, or financial data reporting—areas where both my academic background and internship experience will be well-applicable. This internship has therefore helped me not only to expand my practical knowledge of data management in the FMCG sector but also to equip myself with the relevant knowledge, skills, and confidence to pursue my future professional goals in a competitive business environment.

Chapter 07

Implications

7.1 Implication

Akij Food & Beverage Limited manages its data management system in a standard way. This process can help the organization to maintain efficient working procedures, transparent transactions and competitiveness in the market. The data management system is continuously collecting accurate data from production, sales, and distribution. The precise and structured data output is used to make smarter decisions and supervise daily operations more smoothly. This structured data management system lowers mistakes in the work and production process. The result directs to better coordination between departments and helps the organization maintain its strong position in the FMCG market in Bangladesh. A precise and well-structured data setup of Akij Food & Beverage Limited also protects sensitive information. These actions ensure company compliance matches company policies and lowers daily operational risks.

The data management system of Akij Food & Beverage Limited helps its employees to work faster, easier and be more interconnected. It gives the departmental teams real-time access to information. This advantage is helping them make correct decisions. This also increases the communication level among themselves. Employee collaboration and innovation are encouraged in the process. Employees feel more confident knowing the company values technology and efficiency. Akij's commitment to strong data management keeps it flexible, future-ready and prepared to stay ahead in a rapidly changing and data-driven business world.

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