



An Analysis of the Sales Management of Akij Venture Ltd

Supervised By:

Professor Dr. Mohammed Masum Iqbal

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Prepared By:

Md Rahad Ahmad

ID: 213-11-1405

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Date of Submission: 04 Aug 2025

LETTER OF TRANSMITTAL

Professor Mohammed Masum Iqbal

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “**An Analysis of the Sales Management of Akij Venture Ltd**”

Honorable Sir,

With due respect, I Md Rahad Ahmad, I am submitting my internship report on “**An Analysis of the Sales Management of Akij Venture Ltd.**” for your kind consideration as a part of the requirement for completing the BBA program. I have tried best to complete this report with the necessary information.

I hope that the report will be acceptable to you.

Thank you sincerely,

Md Rahad Ahmad

ID: 213-11-1405

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International Universit

LETTER OF APPROVAL

This is to certify that the internship report entitled **An Analysis of the Sales Management of Akij Venture Ltd** is prepared by Md Rahad Ahmad, ID: 213-11-1405, as a requirement of the BBA Program, Major in Marketing, under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



Professor Mohammed Masum Iqbal, PhD

Dean

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

E-mail: masum@daffodilvarsity.edu.bd

DECLARATION

Student's Declaration

I am Md Rahad Ahmad the student of Department of Business Administration, bearing ID: 213-11-1405, Major in Marketing from Daffodil International University (DIU). I do hereby sincerely declare that the internship report on **“An Analysis of the Sales Management of Akij Venture Ltd.”** has been authentically prepared by me. While preparing this internship report, I didn't violation any copyright act intentionally.

I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.



Md Rahad Ahmad

ID: 213-11-1405

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

ACKNOWLEDGEMENT

Firstly, I like to admire my almighty Allah who provided me with the ability to prepare this report accurately and I also like to thank my family for their kindness and support. Then I would like heartfelt thanks to my supervisor Professor Mohammed Masum Iqbal, whose guidelines and supervision helped me to successfully complete this report. Without his help, it was hard for me to complete this report. His remarkable guideline helped me to recognize the whole process simpler. And also special thanks to Md. Shah Budrul Riaz, Head of sales admin AEEL and AHHL at Akij Venture Ltd. He inspired and helped me to understand during my internship program.

Md Rahad Ahmad

ID: 213-11-1405

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Executive Summary

This report delivers an in-depth analysis of the Sales Management at Akij Venture Limited, selling process, sales administration role and responsibilities, challenge areas, how they solve problem and recommendations for development. The report analyzes the process of order management using Oracle ERP, prioritizing the company's systematic approach to handling order placement, cancellation, returns, sales agreements, and customer communication. It demonstrates the importance of appropriate communication and collaboration between the field force sales people and the sales Admin department to ensure smooth operations and on time support to achieve organizational goals.

As part of the order management team, the company uses Oracle ERP software for managing order placement, order resubmissions for changing trade offers, sales return, sales agreement, and generating reports such as balance statements, pending orders, customer-wise statements, and collection reports. This helps manage transparency and reliability in business operations. In addition, field force faces any issues are solve problem instantly, displaying the responsiveness of the team and the productivity of the internal communication system.

The report also covers my contributions within the Sales Administration team, where I work for order management team and I was responsible for order placement, cancellation, returns, sales agreement preparation, and report generation. I managed challenging tasks such as order resubmissions on oracle when any product trade offer change and communication with the field force (ASM and RSM) to solve their problem instantly either its related-on oracle ERP or any distribution related problem. All those responsibilities enabled me acquire practical experience in sales operations, data management, and improving communication between departments in a fast-moving consumer goods (FMCG) company.

In conclusion, this report complete view of Akij Venture Ltd.'s sales administration operation and strategies. It shows the company's strengths in systematic order management and communication while recognizing the opportunities for technological and operational improvements. Personally, this internship has enhanced my interest in sales management, sales admin operations, and strategic planning and achieve organizational goals. It has inspired me to aim for a successful career focused on developing relevant skills, building teamwork, and continuous learning.

Table of Contents

LETTER OF TRANSMITTAL	i
LETTER OF APPROVAL	ii
DECLARATION.....	ii
Student’s Declaration	iii
ACKNOWLEDGEMENT.....	iv
Executive Summary	v
Chapter 1: Introduction	1
1.1 Introduction.....	2
1.2 Background of the Study	2
1.2 Objectives of the Study	3
1.3 Methodology of the study	3
1.3.1 Data Collection:.....	3
1.3.2 Data Analysis:	3
1.4 Limitations of the Study	4
Chapter 2: Company Overview	5
2.1 About Akij Group	6
2.2 Overview of Akij Venture Ltd.	6
2.3 Description of the Business of the Organization	7
2.4 Current Products and Services	8
2.5 Akij Venture Limited Vision, Mission and Values	9
Chapter 3: Internship Role and Responsibilities	10
3.1 Role and Responsibilities.....	11
3.2 Rationale of the Roles and Responsibilities	12
3.3 Example of the Task	12
Chapter 4: Key Learnings and Experiences.....	15
4.1 Important Learnings	16
4.2 Rationale of Those Roles and Responsibilities	17
4.3 Connection with Academia	17
4.4 Example	18
Chapter 5: Critique and Reflections	20
5.1 Critical Evaluation.....	21

5.2 Major Findings and Observations.....	21
5.3 Challenges Faced.....	23
5.4 Learning from Challenges:	24
5.5 Overall Reflection	26
Chapter:6 Conclusion	27
Chapter 7: Implications.....	30
7.1 Applicability of Academic	31
7.2 Organizational Impact.....	31
7.3 Industry Relevance	31
7.4 Lessons point	31
7.5 Skills Development.....	32
7.6 Challenges Faced Challenges Faced	32
7.7 Networking and Relationships	32
7.8 Recommendations and Future Directions	32

Chapter 1: Introduction

1.1 Introduction

Akij Ventures Ltd, functions in a highly dynamic and competitive market. The Sales Administration Department works as a central unit, the gap between the sales people, warehouse, production, and finance departments. The effectiveness of this department directly effects on product availability, order fulfillment, customer satisfaction, and overall sales performance.

In Bangladesh's aggressive and competitive consumer goods market, effective sales operations and administrative accuracy play a crucial role in attaining business success. With the increasing need for timely product delivery, structured documentation, and coordination across multiple departments, the role of sales administration has become more important in extensive business organizations. As companies like Akij Ventures Ltd expand their product lines and distribution networks across the country, the importance of maintaining a streamlined and well-integrated sales support system is greater than ever.

1.2 Background of the Study

In modern business operations, sales administration plays crucial role for obtaining organizational efficiency, customer satisfaction, and long-term growth. A well-structured sales administration system ensures that orders are managed accurately, deliveries on time, and interdepartmental coordination. In today's time, market is huge competitive for that reason need time implementation and data accuracy influence performance.

Akij Ventures Ltd, a concern of Akij Group, is mainly FMCG based company but they also extended their business various sector such as an Electric product. Its success depends on the effectiveness of its internal sales processes and the ability to manage large volumes of daily transactions. The Sales Administration plays an important role between the field force people, logistics, production, and finance departments to confirm smooth order process, placement, verification, and documentation.

The internship offered practical exposure to the real-time functions of sales administration, including order entry in Oracle, checking and confirming warehouse and product availability, documentation preparation, and ensuring coordination between departments. These responsibilities give proper knowledge about theoretical knowledge of sales system, how important is communication and administration support into real world.

This study focuses on recognizing the accessible sales process at Akij Ventures Ltd, analyzing the role of sales administration in assisting sales operation, identifying system errors or

operational opportunity and mistakes, and recommending ways to improve overall sales management efficiency. The analysis merges practical knowledge from the internship with academic principles to better understand how sales administration supports to organizational consistency and better performance and customer satisfaction.

1.2 Objectives of the Study

The objectives of the study are following:

- i. To identify the selling process of Akij Ventures Ltd;
- ii. To analyze the sales administration of Akij Venture Ltd;
- iii. To identify the problems related to the sales management of Akij Venture Ltd.
- iv. To make some recommendations to solve the problems;

1.3 Methodology of the study

This study will combine qualitative and quantitative research methodologies to provide a more accurate and comprehensive analysis.

1.3.1 Data Collection:

Primary Data: Interviews were conducted directly and through phone calls. In direct contact with key personnel at Akij Venture Ltd., such as the executive, assistant manager, manager, and director general manager, to explore their sales operations and activities, administrative operations, and workflow problems during sales.

Secondary Data: Analyze the balance statement report, pending reports, daily sales report, industry research paper, and the organization's daily news and publicly available financial reports to understand sales structure and operational standards. And how they control the FMCG market and increase their sales day by day.

1.3.2 Data Analysis:

Quantitative Analysis: Statistical evaluation of the success of marketing strategies, daily sales volume, and delivery accuracy and the delivery timelines to evaluate operational performance. And also, how accurately sales management activities solve any problem instantly.

Qualitative Analysis: In-depth analysis of the interview to notice their sales administration role and responsibility and activities to effectively execute sales activities and identify upcoming and current challenges and possibility areas for development.

1.4 Limitations of the Study

Although the objective of this report was to deliver an in-depth evaluation of the sales management practices at Akij Venture Ltd., a number of constraints during the internship period and data collection process limited the extent and detail of the study.

Limited Access to Internal Data:

For organizational confidentiality and secret and data sensitivity, access to certain important information, for example, sales analysis, sales targets, financial records, and strategic decision documents, was restricted. So, some analysis is based on observation practices rather than quantitative validation.

Time Limitation:

The internship period was too short time, only three months, which limited the chance to conduct overtime observations or assess full seasonal sales period and long-term sales analysis trends that may influence tactical decisions.

Operational Scope of the Internship:

The study is mainly based on experiences within the Sales Administration Department and therefore does not include operational perceptions from other mutually dependent departments such as marketing, supply chain, or finance and accounts. This limits the comprehensive understanding of the overall sales management system.

Geographical Limitation:

The practical observations and interactions were mostly confined to the Dhaka region. Hence, the study may not fully represent regional variations or challenges faced by field teams in other operational zones.

Limited Authority:

During my internship period, my role was helping their order management to place orders on Oracle ERP software, and if any issue came for the field force, solve it instantly or assist them. For that reason, I was not directly involved in strategic planning or any high-level decision-making, which limited my ability to assess the but sometimes I was part of some specific area to assist them to make decision.

Chapter 2: Company Overview

2.1 About Akij Group

Akij Group is one of the biggest companies and most diversified industrial conglomerates in Bangladesh. Akij Group established by futurist leadership, the group has established a strong brand visibility in multiple sectors such as textiles, food and beverages, cement, ceramics, packaging, IT, real estate, and electronics. Akij group over 35,000+ people operate their business for nationally and worldwide. This company focus on their quality and innovation to satisfy their customer and expanding their business to various sector. Also, they also Handly one biggest supply chain in nationally and foreign market by managing a global network of factories, plants, and business sectors. Akij Group's vision focuses on creating long term value for its stakeholders and also ensure long term relationships while playing an important role in the nation's industrial growth and socioeconomic development.

2.2 Overview of Akij Venture Ltd.

Akij Venture Ltd. (AVL) is a concern of the Akij Group and is operated by Mr. Sk. Shamim Uddin, Honorable Chairman. It is one of the biggest industrial conglomerates in Bangladesh. AVL started their journey as Akij Food & Beverage Limited in 2006. The company operates 13 concerns in various sectors, such as food & beverages, dairy products, agro products, healthcare, electric & electronics, bicycles, etc., building a strong presence in the country's business landscape and exporting to more than 47 countries, and Akij Venture Ltd. employs over 5,000 people globally. The company is committed to delivering quality products, innovative solutions, the biggest supply chain, sustainability, and a strong focus on consumer needs.

Akij Venture's two important departments, supply chain and sales administration operations, play a crucial role in the smooth delivery of quality products all over the country. The business is dedicated to upholding precision, effectiveness, and client pleasure throughout the entire sales process. The sales admin department of Akij Venture Limited is conducted by expert and experienced employees who use Oracle ERP systems and synchronous technology to ensure order processing and inventory management are smooth. The main areas of expertise for this company are its efficient sales administration process, smooth coordination between departments and field force, and timely and proactive problem solving. These are the foundation of Akij Venture Limited's success and reputation in the FMCG industry.

2.3 Description of the Business of the Organization

Akij Venture Limited (AVL) is a famous company of Akij Group, one of the largest and most diversified industrial conglomerates in Bangladesh. They started their journey at Akij Food and Beverage Limited in 2006. The company has rapidly grown and ensured a strong presence in many sectors, such as food, beverages, dairy products, agricultural products, healthcare, electrical and electronic products, and bicycle industries.

Food and Beverage:

Akij Venture Ltd. produce various type of product such in FMCG soft drink, snacks, dairy items, juice, energy drink and also electronics product, health hygiene product, bycle products. From the beginning company always focus to meeting customer needs through high technology and best quality. For example, their famous products are Mojo, Speed, Frutica, Crancho Chips, Clemon, pasteurized milk, yogurt, and toned milk.

Dairy Products:

Akij Venture Ltd. manufactures dairy products and markets them. They meet consumer demand for nutritious food. Example: pasteurize milk, tone milk, yogurt, chocolate, ghee.

Agro Products:

AKij venture always try to help Bangladeshi farmers, in agro sector they produce various agricultural inputs, including fertilizers, seeds, and animal feed. Which play vital role for farmers to improve their productivity and sustainable farming.

Healthcare Products:

Akij Venture Limited manufactures and markets medicines, health supplements, and personal care products, which contribute to the healthcare of the people.

Electrical and Electronic Products:

The company creates many electrical machines and electronic products, such as fans, refrigerators, coolers, televisions, and kitchen appliances, which bring convenience and quality enhancement to the daily lives of customers.

Bicycle Products:

Akij Venture Limited, as one of the leading bicycle manufacturers in the country, manufactures long-lasting and cost-effective bicycles and supplies all over the country and foreign markets.

2.4 Current Products and Services

Akij Venture Ltd. offers an extensive range of consumer products from an individual source, advanced manufacturing systems with innovative product development, and a solid distribution network. Currently, Akij Venture Ltd. holds a major share in Bangladesh's FMCG market with the following categories of products and services: food and beverages, dairy products, snacks, personal care items, agro-feed, and bicycles.





2.5 Akij Venture Limited Vision, Mission and Values

Mission

Ensuring quality products & services Adapting nation of the art technologies & processes
 Enabling work place where employees are empowered and motivated. Committing to society through ethical practices and respect to External growth.

Vision

To be the most respected food & beverage company in Bangladesh through our commitment to quality.

Values:

- Innovation,
- Teamwork,
- Integrity,
- Customer focus,
- Trust

Chapter 3: Internship Role and Responsibilities

3.1 Role and Responsibilities

The internship was structured at Akij Ventures Ltd in the Sales Administration Department. The primary objective was to give support in manage their daily sales operations, handling administrative tasks, and supporting effective communication between departments. Attention was placed on ensuring accuracy in order placement and processing, supporting distributors, and maintaining smooth communication between the sales and logistics teams. The experience offered invaluable experience to corporate sales processes and administrative systems within a large corporation.

Major responsibilities included:

- Assisting in the preparation, modification, and tracking of trade offers and ensuring proper documentation.
- Supporting order on oracle ERP software and processing activities, including resubmission of sales orders with updated pricing or revised terms.
- Using Oracle ERP system creating and fixing challan errors and solving any issues related to reports.
- Maintaining oracle all order placement, distributor records and supporting the to create new oracle id to process new distribution.
- Preparing report like balance statement, order vs placement, collection reports, pending reports.
- Communicate with RSM and ASM to verify order details and assist timely delivery of goods.
- Communicating with relevant departments to address and Area sales Manager complaints or having trouble getting the product to his distributor.
- Assisting in preparing monthly report and presentation about sales summaries and tracking sales performance graph.
- Give proper training RSM and ASM about Oracle how to place order and how create sales reports and pending report.
- Managing and creating agreement on promotional events related to sales campaigns and Meeting standards with authorized pricing policies.
- Communicate with internal teams such as marketing, finance, distribution team and logistics to organize the sales administration process.

These responsibilities provided to a clear understanding of sales operation and enhanced skills in team work, communication, coordination, and data management within a professional workplace.

3.2 Rationale of the Roles and Responsibilities

The designated roles and responsibilities during the internship at Akij Ventures Ltd were structured to offer practical understanding to the essential responsibilities of sales administration within a huge corporate workplace. Assisting daily sales task and handling administrative role and responsibility support develop an understanding of the workflow necessary to maintain Effective sales processes. Managing order placement through Oracle ERP and managing sales record, give balance statement and pending report timely through outlook and distribution teams secured accuracy and timeliness in product delivery, which is important for customer satisfaction and business Consistency.

Managing impactful communication between departments, such as marketing, finance, accounts, distribution underscored the importance of teamwork and collaboration in achieving organizational goals. Make agreement for any types of sales promotion, company event or program and monitoring agreement with pricing policies offered understanding into how sales campaigns are managed to maximize profitability while observing to company standards.

Training regional Sales Managers (RSM) and Area Sales Managers (ASM) on the Oracle system further improved organizational efficiency by supporting smooth order placement, ensure product delivery and timely report generation. Preparing sales performance reports and presentations developed analytical skills mandatory for monitoring progress and supporting decision-making.

Overall, these responsibilities were strategically assigned to establish a complete understanding of sales administration's role in supporting sales progress and operational quality. The experience played a role in to developing professional Skills in communication, coordination, technical skills, and teamwork required in a proactive Corporate Workplace.

3.3 Example of the Task

During the internship at Akij Ventures Ltd in the Sales Administration Department, being actively participate in sales administration task give deep knowledge about large corporation real sales process and operations. This hands-on experience explains how sales administration manages sales responses to maintain efficiency and ensure customer satisfaction.

Order Processing and Oracle ERP Support:

Placed orders perfectly in Oracle daily, kept track of pricing lists and discounts, resubmitted orders as per need and checked balances and booked orders. Monitored invoices and identified and corrected any errors accurately which helped in accurate documentation of data and on-time delivery.

Trade Offer Preparation and Monitoring:

Assisting to monitor trade offer, preparation, modification and promotional pricing. Update daily data to ensuring that all trade offers were perfectly documented and adaptable with company policies helped maintain stability across sales campaigns.

Distributor Coordination and Support:

Verifying distributor data and creating new distributor codes and maintaining and updating existing distributor records. Also, distributor get product price and trade offer update information regularly to ensure that order place perfectly and smooth operation communicate with Regional Sales Managers (RSM) and Area Sales Managers (ASM).

Sales Reporting and Analysis:

Preparing monthly and quarterly sales reports, including order vs placement analysis, collection reports, and pending orders tracking. Creating visual presentations helped the management team monitor sales performance and identify areas for improvement.

Training and System Guidance:

Providing training about oracle erp system how effect can use to increase their efficiency. Also, train ASM and RSM how to place order and report generate on oracle such as balance statement, pending report, customer details statement. Which helping them save time to create analysis sales report and they focus more to sales.

Interdepartmental Communication:

Communicate with marketing, finance and accounts, distribution, and logistics teams to improve sales administration processes and solve operational challenges. To ensuring customer satisfaction and meet their expect need to effective communication ensured that the sales process operated easily.

Through these tasks, practical understanding was gained in sales operations, ERP software management, administrative coordination, and effective communication. This internship experience gave a solid foundation in corporate sales support functions and contributed to professional development in a dynamic business environment.

Chapter 4: Key Learnings and Experiences

4.1 Important Learnings

Akij Ventures Ltd in the Sales Administration Department was an important initiative for merging academic learning with practical experience in a large corporate sales environment. This opportunity provided direct experience to how sales operate, administrative systems and strategic decision, and internal communication work together to support productive business operations.

Understanding Sales Administration:

Sales administration play vital role smooth sales operation and accurate documentation and deliver product timely. Also, how a department work for sales people to solve their problem and give them right direction to increase their sales. In today's world increase operational efficiency and reducing error to using technology is important. Its highlight operate data in Oracle ERP software efficiency.

Order Management and ERP Systems:

Experience in using Oracle ERP for order placement, challan creation, and report generation developed a practical understanding of enterprise resource planning systems. Managing sales data using Oracle ERP software precisely showed the value of technology in operations and reducing errors.

Coordination Between Departments

The internship points out the importance of good communication and coordination between sales, distribution, marketing, finance, and logistics teams. Sales administration role and responsibility important for solve problem as soon as possible and maintaining smooth work flow.

Sales Reporting and Data Analysis:

Managing sales record and using excel to preparing detailed sales reports and analyzing order trends increased analytical skills. This procedure helped in understanding how data-driven decisions contribute to enhancing sales performance.

Compliance and Promotional Campaign Management:

Involvement in managing trade offers and promotional agreements reinforced the importance of adhering to company policies and pricing standards. This experience highlighted how compliance ensures fairness and consistency across sales campaigns.

Overall, these learnings provided a complete view of the sales support function within a corporation. They not only enhanced academic studies but also developed professional skills in administration, communication, coordination, and technical system usage, preparing for future roles in sales and business operations.

4.2 Rationale of Those Roles and Responsibilities

The roles and responsibilities allocated in the Sales Administration Department were carefully coordinated with the operational requirements of Akij Ventures Ltd. This department task play as a crucial link between sales, production, logistics, and finance teams, ensuring smooth teamwork all over the units. Main tasks such as order placement, verification of sales orders, data entry in Oracle ERP, and maintaining effective interdepartmental communication provided to decreasing order errors and stop delivery setbacks. These responsibilities also supported the field sales force by helping timely and accurate order processing, which improved overall sales efficiency.

The practical contribution in these activities gave understanding into how administrative support is important for achieving the company's long-term goal, on time product delivery and maintaining high quality of customer satisfaction. Despite, this role was essential in supporting the smooth operational flow essential for the company's success.

4.3 Connection with Academia

Internship period creates a strong link connecting academic knowledge and real-world corporate practices. Concepts learned during the BBA program especially in sales management, business communication, organizational behavior, and operations management were applied in a practical environment. This hands-on experience helped support classroom learning and provided deeper insights into how academic principles function within a professional setting.

Sales Process Understanding:

Academic learning on personal selling, B2B sales process, and customer relationship management (CRM) were directly connected with the order processing and client coordination activities handled during the internship. In big corporation how sales channel, negotiation and product delivery operate through monitoring and supporting the company sales operations delivered a more noticeable.

Sales Administration and Coordination:

These all role and responsibility in the sales admin department shows principles from business operations and supply chain courses. For example, verifying orders details, updating correctly in Oracle, and collaborating with cross-functional departments showed the theoretical models of workflow optimization, departmental cooperation, and information systems management.

Communication and Reporting:

Communication strategies covered in business communication courses were relevant while drafting sales reports, internal updates, and follow-up notes. Clear, structured, and professional writing was essential to maintaining alignment between departments and documenting sales activities properly.

Problem-Solving and System Limitations:

Identifying gaps in documentation, delays in order processing, and communication differences between departments relied deeply on advanced analytical skills developed through academic research and case study analysis. This practical experience displayed how theoretical problem-solving methods can be applied to detect inefficiencies and implement effective improvements to enhance operational performance.

Strategic Recommendations:

The internship allowed for a critical look at the sales management structure, providing a foundation for developing realistic and research-backed recommendations. Strategic thinking and planning skills gained from marketing and management courses played a vital role in proposing practical solutions for enhancing sales operations.

4.4 Example

Enhanced Technical Skills:

Working business e suit software like Oracle ERP system improved proficiency in order processing, data entry, and report generation. Learning to manage and troubleshoot within this software improved technical abilities critical for sales and administrative roles.

Improved Communication and Coordination:

Continuously solving various types of problem and communication with Regional Sales Managers, Area Sales Managers, and related department for smooth operation help to develop effective communication skill. All those experiences emphasized the importance of simple, time discipline, and professional communication to maintain operational productivity.

Problem-Solving skills:

Encountering challenges such as order discrepancies and system errors required analytical thinking and prompt problem-solving. These situations fostered the ability to identify root causes, implement solutions, and maintain workflow continuity under pressure.

Time Management and Responsibility:

Handling in one-time multiple responsibility, order verification, report generation, and supporting role, increase organizational skills and teach me how to handle pressure. This organized disciplined approach to meeting deadlines and handling workplace requirements.

Understanding Corporate Dynamics:

How business function is well connected with between sales, logistics, marketing, and finance departments and how important coordination. This developed of teamwork and collective work within a large organization.

Confidence and Professionalism:

Actively participating in session, meetings, handling distributor communications, and assisting in training sessions helped build confidence and professional attitude. All those help me to build leadership skills and proper communication skills.

Overall, the internship contributed significantly to both better career and personal development, preparing with skills and insights valuable for continued growths.

Chapter 5: Critique and Reflections

5.1 Critical Evaluation

The internship Akij Ventures Ltd., particularly in the Sales Administration Department, gave a clear understanding of corporate work place. The structured system, use of ERP software (Oracle), and close collaboration among departments like sales, logistics, and finance revealed the complexity and significance of backend sales support in driving business performance. If company's all system well organized, there are always some challenges and some opportunities for future improvement.

A major strength of the department was its ability to ensure order accuracy and timely delivery through streamlined communication and diligent verification of sales data. Using the of Oracle for entering every order detail and processing sales orders added structure and monitoring. There is a possibility of errors when working with data from Google Sheets and reduces the speed of work. If this task could be automated, there would be less chance of errors and it would increase work efficiency.

Akij Venture Limited always ensure that there was good communication between the field force and the back office, but sometimes there was a lack of consistency. Due to low balance, incomplete order information and delays in verification created brief interruptions in order processing.

The number of Oracle system users in silos was initially very small and training and onboarding seemed to be low. Executives were trained and taught through observation. Providing SOPs (Standard Operating Procedures), short orientation sessions, or video could have taught everything in less time and with better emphasis.

5.2 Major Findings and Observations

The following observations show the most important things that found during the internship:

Sales Process Dependency on Manual Operations:

Akij Ventures ltd selling process was mostly dependent several manual steps such as sales report analysis, line creation and handling sales people, challan preparation, and data entry into the Oracle system. Although, work process structured, the lacking of automation system and occasional human errors, especially end of the sales month when sales at peak. This delayed order placement and affected operational performance.

Coordination Gaps:

The sales administration department assisted as the link between the sales people, finance and accounts, distribution, production and logistics. Although quick coordination was often unsettled due to communication gap or documentation mismatches. Delays in approvals, stock unavailability, late updates from supporting departments negatively influenced the punctuality of deliveries and sales reporting.

Data Monitoring Lacking:

In modern days most of the company focus on automatic control but Akij Venture requires manual checking in sales analysis, order details, delivery status, and stock movement were tracked using Excel and Oracle separately. This created weaknesses in tracking order status, especially for large volumes. Reporting might be simplified and visibility enhanced with the help of an established dashboard or integrated system.

Repeated Errors:

There some selected error happened repeatedly for example challan and invoice preparation such as wrong product codes, quantity mismatches or pricing errors. These error in rush hour take more time and create many problems that not be solvable.

Documentation and Compliance Challenges:

Akij Venture Ltd. need to more attention to ensure discounts, trade offers ratio, and commercial promotional pricing. Any difference between the terms that were agreed upon and the invoice entries led to misunderstandings and changes. This showed that we need to do a better job of keeping records and using Oracle's tracking features.

Absence of a Formal Problem-Solving Structure:

There was no pre organized system for sales administration to identify problem and gives suggestion or instant solution. So, its slowdown the workflow regularly and disrupted by the informal handling of issues like stock shortages and invoice recheck.

Limited Use of Automation in Daily Operations:

Akij venture limited is top organization in FMCG sector. For that reason, they require huge demand and orders but Oracle ERP was in place, where need carefully enter data manually for order entry, warehouse change, sales agreement related issue, report making and stock adjustments. Supply chain or distribution related issue solve need to solve over the phone

call, teams massaging or manually. It took so much time, for that reason more efficiency and speed need to be automation.

Learning Opportunity:

Being actively participating all the task, I assign such fix administrative barriers, align sales documentation with business regulations, and organize across departments under pressure, it was useful with these difficulties. The significance of well-organized processes and regular communication in reaching sales goals was also underlined.

5.3 Challenges Faced

While understanding the operations and administration system of Sales Admin, some challenges affected the efficiency and consistency of operations. These problems were especially relevant to the study's objectives of find out the limitations in the sales management system and recommending improvements.

Manual Dependency in Order Management

Sales order processing required verifying entries in Google Sheets before placing into Oracle. All those manual processes increased the chances of duplication, error, and slowed down overall process.

Challenges with Excel Tasks

Extensive use of Excel (and Google Sheets) for tracking orders, pricing structures, delivery schedules, and sales offers presented difficulties. Handling large data of sales order with frequent updates became liable to formula errors, broken links, and version mismatches. While creating balance statement and pending report lack of Excel automation skills also delayed sales operations and field force get only two times data.

Gaps in Real-Time Communication

Lack of understanding operation of sales administration among the sales administration and how important oracle for sales operation. Sometimes giving confusing data or incomplete data delay sales operation. Uploading incomplete data on oracle disrupted coordination between sales, warehouse, and finance departments.

Limited System Training (Oracle ERP)

Giving access to Oracle ERP was initially provided without proper training, making it difficult to modules confidently. Firstly, need to some period to learning, which reduce error and if employee did not have much to train that may increase the chance of incorrect data entry.

Lack of Streamlined Documentation

Without standardized tracking for or using common storage for everyone can access important documents, such as trade offer approvals or price change notices. This made it difficult to ensure verification and slowed decision-making during audits or urgent inquiries.

Interdepartmental Coordination Gaps

The sales administration system depended on instant coordination among supply chain, accounts, and production departments. Although, delays in sharing order confirmations, warehouse status, or challan processing interrupted the flow of information, resulting in delay on deliveries and communication gap. Beside those all situation can affecting primary sales process and customer satisfaction.

Pressure During Peak Workload

In peak time end of the day or end of the sales month managing huge task on time and also maintain accuracy under pressure. Sometime between employees add stress, especially when handling bulk orders and ensure that data correctly enter into oracle

5.4 Learning from Challenges:

The internship knowledge helped to building key professional knowledge, especially in areas carefully connected to sales operations and administration. The challenges provided valuable learning opportunities and enhanced problem-solving capabilities, which created many challenges during the internship.

Understanding Real-World Sales Administration

Working with order placement, trade offer processing, and Oracle data entry highlighted the complexity of real-time sales coordination. Challenges such as proper order details, incorrect warehouse or trade discount errors need to be careful review and trained the importance of accuracy, consistency, and system knowledge in sales administration.

Developing Communication and Coordination Skills

Make sure that coordination between sales, logistics, finance, and production teams proved crucial but difficult at times due to misinformation or delayed updates. These experiences enhanced time management skills and structured cross-departmental communication, and helped develop a proactive approach and clarifying responsibilities to maintain efficient workflow.

Improving Technical Skills and Precision with Excel

All data related to sales placement, warehouse stock management, sales line is updated through Excel. All this data is updated in an Excel sheet called Top Sheet, where sales and all analysis can be done in a very short time in formulas. In addition, data rechecking and all report analysis in Oracle improves the attention to detail key to maintaining a deeper familiarity with Excel and accurate sales reports.

Managing Workflow Under Pressure

Existing a top leading company, Akij has higher sales pressure, especially during new product launches, afternoons and towards the end of the sales month. Handling this pressure needed experience and ability to understand which tasks need to be done first and which tasks are less important. Those all work activities increases the ability to perform tasks under pressure and maintain work flow.

Recognizing the Value of Systematic Processes

Creating Proper Documentation for a Structured Operation, How Incomplete Sales Record Tasks Play a Critical Role in Errors. These situations supported adopting a task-oriented approach to reduce errors and improve consistency.

Receiving Feedback and Adapting to Improvements

Supervisor give proper guidance on error correction, documentation manage, and customer interaction helped improve day by day of continuous improvement. Adopting helpful feedback contributed to improved task implementation and a clearer understanding of how every administrative detail supports greater sales objectives.

All those knowledge and experience not only supported but also help to analyzing and improving the sales administration system. Also provided insight into how operational challenges can serve as for learning, development, and understand business.

5.5 Overall Reflection

The internship at Akij Ventures Ltd helped to understanding the connection between academic learning and business operation by handling various tasks in the sales administration. Through this, it was possible to gain a deeper knowledge of how conceptual principles turn into operational efficiency and organizational success through various tasks in the sales administration.

For building technical and soft skill helped many corporate operations such as real-time sales operations, order processing, distributor management, and interdepartmental communication. Tasks such as processing trade offers in Oracle, verifying documentation, managing distributor communications, and assisting with product dispatch allowed active participation in the company's core sales support system.

A clear understanding was built of corporate plans and operations, strategic decisions, workflows, professional expectations, and how to contribute to achieving organizational goals. Confidence increased, along with discipline and goal orientation. For increase soft and technical skills and build a strong foundation for career growth in sales administration play crucial role skills such as teamwork, multitasking, and working under pressure were developed. Many professional skills were learned, including data management and data collection, timely reporting, problem-solving, and effective communication.

Running and developing any business properly requires working with experienced professionals, time management, and coordination skills. Learning from feedback, adapting to internal processes, and contributing to campaign-based sales promotions strengthened confidence and professional discipline.

Overall, the internship was enhancing experience that matched with academic foundation and career goals. It supported the importance of process honesty, strategic collaboration, and continuous improvement. The insights gained will be instrumental in shaping future professional roles, particularly in fields involving sales operations, business administration, and corporate communication.

Chapter:6 Conclusion

During internship at Akij Venture Ltd. noticeable a major achievement in academic and professional development. Over a period of the internship, acquire practical experience in sales admin and developed an enhanced understanding of how a biggest FMCG organization operates its sales operations and their strategy for achieve future goal, communication smoothly, and collaborative across departments. By working closely with the Sales Administration team, where responsible for some crucial role and responsibility such as order placement on oracle ERP software, reporting such as (balance statement, pending report, collection report, customer-wise primary data, delivery report, corporate sales report, customer wise details statement, order vs placement report, customer wise sales target achieve), and inventory management contributing directly to the operational productivity of the company.

In period of real-world understanding helped to connection the gap between conceptual academic knowledge and corporate workplace practice. Core concepts in business management, such as those associated to supply chain collaboration, customer relationship management, and data analysis, became more understandable and more valuable through their daily operation in a corporate environment. On top of that, developed some soft skills such as, team work, time management, good communication, work under pressure, critical thinking, problem solving and adaptability, all of which are important to achieve goal and success in the today's workplace.

Although facing many challenges such as adapting to the organization's systems and managing multiple role responsibility under same timelines, able to overcome them through right direction from supervisors and a positive approach. These activities not only helped also enhance professional skills but also improve confidence level and problem-solving skills, capabilities skills that are important for any business context. Enthusiastic about, this internship has assisted influence my career ambitions and goals. It has assisted interest in developing a career in Sales Admin. The knowledge and experience learned from Akij Venture Ltd. will support as a strong infrastructure development into the corporate work environment. Feel that take responsibilities, contribute productively to organizational strategic goals, and manage elaborate business environments.

In conclusion, internship at Akij Venture Ltd. has been an impactful experience that helped to think more professionally. For example: If any problem arises first understand the actual problem and instantly solve the problem. It has enhanced both my academic understanding and professional readiness, enhancing the importance of practical learning objects as a improve to

formal education. Thankful for the opportunity and feel more confident that the skills and insights gained will continue to benefit consistently future career.

Chapter 7: Implications

During internship, it gave practical knowledge of how sales administration operates their operations and in a competitive corporate world and allowed to apply academic knowledge in an effective way. In internship period the role and responsibility, where performed beyond routine administrative work, they provided insights into the complete structure of business operations, sales cooperation, and cross-departmental collaboration.

7.1 Applicability of Academic

Learning During internship, able to link theories learned during academic learning, such as sales operation management, consumer behavior, marketing principles, and operational workflow, with corporate world practices. For example, while preparing any type of sales reports and analyzing sales, coursework in statistics and using Power BI or MS Excel graphs to create meaningful analyses.

7.2 Organizational Impact

Although role and responsibility were at the intern level and sometimes as their executive, contributions helped minimize processing time in daily order management and reporting and supported more reliable tracking of inventory. Supporting the sales administration department and work as order management team managing their daily records and communication with field force, part in improving internal efficiency and communication with the field force to solve any problems instantly, which ultimately supported timely product deliveries and customer satisfaction.

7.3 Industry Relevance

All over the world fast-moving consumer goods (FMCG) industry is highly competitive and dynamic. At Akij Venture Ltd., a key player in the FMCG sector, gave more in-depth understanding of how responsiveness, product availability, promotional schedule, and customer service are critical achievements. It also shows the importance of adaptability day-to-day needs based on consumer demands and market trends.

7.4 Lessons point

One of the most important things that learned was the importance of accuracy and consistency in administrative work. Sometimes tiny fault in order placement on the Oracle ERP system could pause the supply chain and also sometimes create big problems. Also gained knowledge of the importance of good communication and collaboration between departments like supply chain, logistics, distribution, production, and sales.

7.5 Skills Development

Developed confidence and learned how to complete work within deadlines and team structures which increased the ability to transform into an individual, developed confidence in handling tasks individually and in teamwork, and learned how to complete work within deadlines and team structures.

7.6 Challenges Faced Challenges Faced

During internship period faced some challenges such as understanding software like the Oracle ERP system, understanding the sales admin operation so fast, and adjusting to a corporate work environment. In the beginning, handling multiple tasks at the same time and aligning them as per departmental expectations was massive. Under the proper guidance of my supervisor, I started to understand all my roles and responsibilities and perform well during my internship.

7.7 Networking and Relationships

Networking and Relationships In preior internship, work and collaboration across various departments provided opportunities to develop professional relationships and gain insights into different operational points of view within the organization. All those communications not only supported a friendly work environment but also gave a chance to enhance learning through shared knowledge, proper guidance, and informal mentorship. Also communicate with ASM, RSM, distributors, and factory help to build good communication and increase understanding about sales.

7.8 Recommendations and Future Directions

Based on experience, recommend developing automation on the Oracle ERP system to order placement and get an email every week or month to get a sales report. It will help organizations to save more time, ignore any human error, and get precise analysis based on the current sales month. If interns can be given short orientations or seminars on company policies and expectations to help them combine more effectively. This internship has improved interest in sales management and corporate operations and strategy, and working towards building a successful career in this field with an emphasis on skills, teamwork, and continuous learning.

Reference:

- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approach* (5th ed., pp. 178–180). Sage Publications.
- Kolb, D. A. (2015). *Experiential learning: Experience as the source of learning and development* (2nd ed.). Pearson Education.
- Gault, J., Redington, J., & Schlager, T. (2000). Undergraduate business internships and career success: Are they related? *Journal of Marketing Education*, 22(1), 45–53. <https://doi.org/10.1177/0273475300221006>
- Thiel, G. R., & Hartley, N. T. (1997). Cooperative education: A natural synergy between business and academia. *SAM Advanced Management Journal*, 62(3), 19.
- Akij Venture Ltd. (n.d.). *Home*. Retrieved July 18, 2025, from <https://www.akijventure.com/>
- Akij Group. (2025, June). *Akij Group*. In *Wikipedia*. Retrieved July 18, 2025, from https://en.wikipedia.org/wiki/Akij_Group
- Akij Group. (n.d.). *Home*. Retrieved July 18, 2025, from <https://www.akij.net/>

Md Rahad Ahmad 213-11-1405

ORIGINALITY REPORT

12%	10%	2%	9%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	dspace.daffodilvarsity.edu.bd:8080 Internet Source	5%
2	Submitted to Daffodil International University Student Paper	3%
3	Submitted to North South University Student Paper	1%
4	www.akijventure.com Internet Source	<1%
5	www.tandfonline.com Internet Source	<1%
6	www.coursehero.com Internet Source	<1%
7	files.eric.ed.gov Internet Source	<1%
8	sajhrm.co.za Internet Source	<1%
9	aldrictinker.hubpages.com Internet Source	<1%
10	brandpractitioners.com Internet Source	<1%
www.diva-portal.org		

11	Internet Source	<1 %
----	-----------------	------

12	Submitted to De Montfort University Student Paper	<1 %
----	--	------

13	Submitted to Erasmus University Rotterdam Student Paper	<1 %
----	--	------

14	hseb-conferences.kz Internet Source	<1 %
----	--	------

15	tesisenred.net Internet Source	<1 %
----	-----------------------------------	------

Exclude quotes	Off
----------------	-----

Exclude bibliography	Off
----------------------	-----

Exclude matches	Off
-----------------	-----