Internship Report

on

“Analyzing Financial Performance of Artistic Design Ltd”

Supervised by:

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Program: BBA (Major in Finance)

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LETTER OF TRANSMITTAL

10th May 2025

To

Dr. Dewan Golam Yazdani Showrav

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Internship Report Submission on "Analyzing Financial Performance of Artistic Design Ltd."

Respected Sir,

Respectfully, as part of the requirements for finishing the BBA program, I, Shanta Parvin, I am sending you my internship report on the "Financial Performance analysis of Artistic Design Ltd". I have made every effort to ensure that this contains all the information that is required.

I hope you will find the report acceptable.

Sincerely Yours,

……………….

Shanta Parvin

ID: 213-11-1380
Program: BBA (Major in Finance)
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LETTER OF APPROVAL

This is to certify that the internship report titled "Analyzing Financial Performance of Artistic Design Ltd". Is prepared by Shanta Parvin, ID:213-11-1380, Major in Finance and requirement of BBA program under the Department of Business Administration and the Faculty of Business & Entrepreneurship at Daffodil International University.

I am pleased to state that she worked very hard during his internship as well as during the preparation of this report. She was able to present his topic very well, and the data was found to be authentic.

I wish her every success in life.

……………………………………….

Dr. Dewan Golam Yazdani Showrav

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgment

"In the name of Allah, the most merciful and beneficent"

I would like to thank Almighty Allah who made me able to complete this internship report by utilizing my skills and knowledge. I am also thankful for giving me spirit of patience, consistency and courage during my internship.

I would like to express my gratitude and thank to my respectable supervisor Dr. Dewan Golam Yazdani Showrav, for assigning me to prepare an internship report on "Analyzing Financial Performance of Artistic Design Ltd". His assistance, advice, guidance and inspiration. In simple words, it would have never been possible for me to prepare this report without the support and instruction of my honorable teacher.

I would like to express my special gratitude to Rashal Hossain under whom I have completed my three-month internship program. I also thank all employees of Artistic Design Ltd for their corporation and necessary support. They have been very helpful in showing me the work process and providing relevant information for my report whenever I approached. Although being in the extreme business of workloads in the office they tried to provide me with necessary information when I question.

Last but not the least, I am also thankful to all employees of Artistic Design Ltd and Audit Department. whose management experience and tips regarding internship are always helpful for me.

I am responsible for errors and mistakes presented in the report and a positive and constructive criticism will always be greeted warmth.

Thanks all for your great direction and support.

………………....

Shanta Parvin

ID: 213-11-1380

Program: BBA (Major in Finance)

Department of Business Administration

Faculty of Business &Entrepreneurship

Daffodil International University

DEDICATION

As I become close to finishing my degree, I want to thank Allah the Almighty for helping me get to this point. I cannot picture myself without HIM's assistance. I dedicate this internship report to my dear family, whose continuous support, encouragement, and believe in me has been my biggest source of motivation throughout this journey. Their unwavering support and sacrifices have helped shape my academic and professional goals.

Allah bless them a long life.

……………..

Shanta Pavin

ID: 213-11-1380

Program: BBA (Major in Finance)

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EXECUTIVE SUMMARY

The goal of the internship programme is to help students connect what they learn in school with what they do in the real world. It is meant to provide you a real-world experience while also helping you learn the theory. The report is based on an internship with Artistic Design Ltd.

Artistic Design Ltd is a 100% export-oriented company in the Readymade Garments Industry in Bangladesh. Also, Artistic Design Ltd is a sibling company of Ha-Meem Group. This company makes, exports, imports, and supplies 100% Export Oriented Garments Industries. Artistic Design Ltd has been in operation since 2006. Now they are grown up because they have worked for 15 years. They are very lucky to have a qualified crew that can meet the needs of its important customers. They are constantly honest about the advanced technology they use to make their goods and wish to play an important part in supplying our customers. It is the biggest corporation in Bangladesh that makes and sells clothes. The yearly reports of Artistic Design Ltd. were used to get the information needed to write the report on "Financial Performance Analysis of Artistic Design Ltd." Other information has been gathered from both original and secondary sources.

The purpose of this study is to look into how well Artistic Design Ltd. does financially. In addition to these, the report also talks about the company's overall structure, how it controls and manages its financial resources, how it trains and develops its employees, how it uses its resources, how it holds people accountable, how it improves existing processes, and how it systematically manages and measures performance. The main goal of this report is to figure out the financial health and progress of Artistic Design Ltd and explain the results from the point of view of investors and creditors. To do this, I looked at the company's audited financial statement for the years 2016–2017 to 2020–2021. After looking at the numerous ratios of Artistic Design Ltd, it is clear that the liquidity, activity, debt, and profitability ratios have all been going up since the first fiscal years. It is also obvious from the research that Artistic Design Ltd has not used its assets in a smart way. This position makes investors and creditors look at things in a poor way. There was no financial information about other companies or the industry average in the sources of information, so I can't compare such ratios. I can't really determine if those ratios were good or bad for this. I just wanted to share what I've seen and learned from the ratios I've worked out. You should raise the cash asset to an acceptable level and effectively manage the average collection period and average payment period. The organization needs to be more

professional when it comes to employing all of its assets to make sales. It should be checked if the company's resources are being used well. To make more money, the company should work on ideas that will make it money. To keep making money, the best capital structure should be followed. To handle resources in a way that is both effective and efficient, new rules need be put in place. To reach the company's goals, all of the departments need to work together. The business is not meeting its sales goals. They need to set realistic sales goals and do what it takes to reach them.

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CHAPTER-01-INTRODUCTION

1.1 Background of the Study:

Experience is just as important to academic education as it is to becoming a great corporate executive in the cutthroat business world. After successfully completing their business degree, business students must participate in an internship to gain exposure to and knowledge of workplace culture and behavior. In business education today, theoretical understanding is far more focused on application. It is offering the chance to learn through hands-on experience. We can directly get practical knowledge in the applied field of business thanks to it.

Internship is a specific program offered by Daffodil International University that bridges the gap between theory and experience for students seeking to become employees. DIU, as a professional education institution, must make its courses more practical by exposing students to real-world situations. Since 9 April 2025 to 9 July 2025, I have been working as an Intern- Auditor for Artistic Design Ltd, a subsidiary of the Ha-Meem Group, with headquarters at 387 (South), Tejgaon Industrial Area, Dhaka-1208, Bangladesh. This study focused on Artistic Design Ltd's profit-planning operations. It was an incredible opportunity for me to work at this organization, full of experience and thrilling occasions.

I hope that my efforts will benefit the organization and strengthen readers' perspectives on effective and efficient budgeting management, as well as improved performance. Only classroom activity is insufficient for any business school student to deal with real-world business situations, so Daffodil International University provides an opportunity for students to learn about the field of business. This program is an excellent combination of theoretical and practical 2 knowledge. This report was created to meet the requirements of the assigned report, "Financial Performance Analysis of Artistic Design Ltd".
It was produced with the supervision and guidance of Dewan Golam Yazdani Showrav, Associate Professor of Daffodil International University.

1.2) Objectives of the Study:

As the term reporting or internship program is an office orientation for interns, the primary goal of this program is to represent practical organizational practice and various official duties. This study has two aims, the following ones:

a. Broad Objective:

To assess the financial performance of Artistic Design Ltd.

b. Specific Objective:

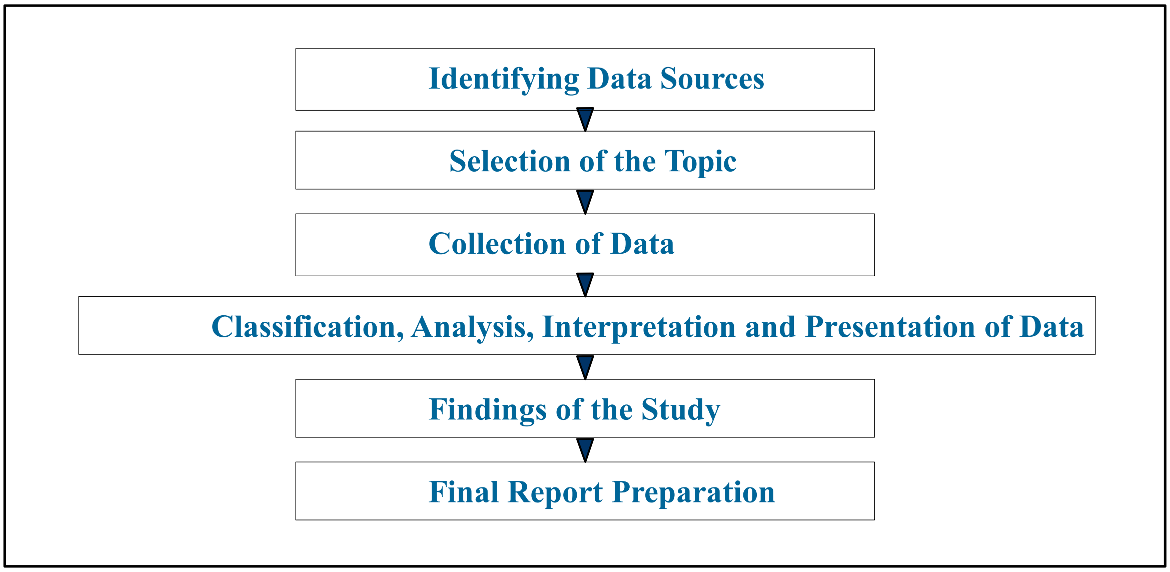
Understanding the organizational culture of Artistic Design Ltd.

- To conduct a time series analysis to evaluate the financial performance of Artistic Design Ltd.
- Financial Ratios of Artistic Design Ltd.
- Make recommendations for improving the company's financial efficiency and effectiveness.

1.3) Methodology:

This study is applied, not fundamental, because applied research is done when a choice needs to be made about a real-world situation. This study is being done to find out what the exact problem is that Artistic Design Ltd needs to solve in order to grow its market share. It means that someone is looking into an issue, a proposed course of action, a hypothesis, or a theory in a critical way. The report's data and material will come from primary and secondary sources, as well as personal interviews. To make the report's theoretical and qualitative framework, we employ things that are already there, like textbooks, PowerPoint slides, class lecture sheets, journals, annual reports, and any other things that are needed. The flowchart on the next page shows the general procedure of methodology that was used in the investigation

Figure 01: Flow Chart of Methodology



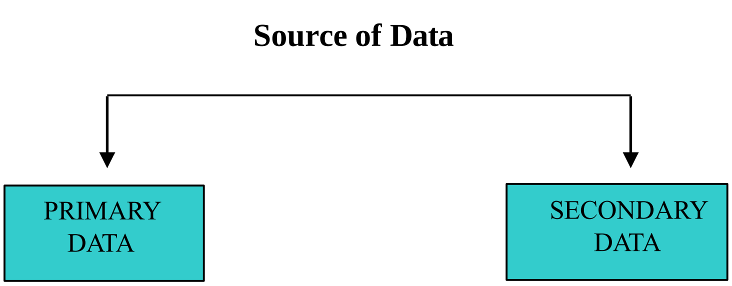
Research Design:

This is an exploratory study that briefly shows and talks about the "Financial Performance Analysis of Artistic Design Ltd."

Sources of Data Collection:

In general, there are two sorts of data that are employed in the study. This research is based on information gathered from both primary and secondary sources.

Figure 02: Sources of data



1. The Primary Sources are:

- Desk work that is useful
- Talking to the officers in person
- Talking to the clients in person
- Studying the files that the officer gives you that are relevant

2. The Secondary Sources are:

- Different official papers and company memos from Artistic Design Ltd
- Annual Reports from A. G. Dresses Limited and Fashion Asia Limited.
- Annual Reports (2016–17, 2017–18, 2018–19, 2019–20, and 2020–21) from Artistic Design Ltd.
- Publications from different libraries and the internet

Data Collection Procedure:

i. Primary data:

I got primary data by talking to the Directors, Manager, staff, and clients of Artistic Design Ltd. The information was gathered by talking to and interviewing people in charge of different departments and by visiting those departments on a regular basis. Different authorities from Artistic Design Ltd. clearing up concerns. This is how I got my primary data:

- Observation.
- Talking to the officers in person.
- Desk work that is useful.
- Study of the relevant files as given by the officers in charge.

ii. Secondary data:

In order to collect the secondary data different related printed materials like Artistic Design Ltd Annual Report, Artistic Design Ltd website, A. G. Dresses limited & Fashion Asia Limited Annual Reports and company website, different daily newspaper has been used. Also, library books and other books have been used as secondary sources to get the data and information that was described earlier. You can get secondary facts by browsing the Internet or borrowing books from the library. I need to look at a lot of books and other sources to make my report better.

Data Analysis and Reporting:

We utilize both qualitative and quantitative tools to look at the data we collected. We used different tables and graphs to make the data easier to understand and compare. There are many kinds of computer programs that can be used to write up the results of the analysis, including Microsoft Word, Microsoft Excel, and Paint. We figured out the necessary percentages and averages and then went through the analyses data step by step.

1.4) Significance and Scope of the Study:

The thesis or reporting programme is an extra portion of the BBA programme that gives students real-world experience that will help them manage diverse organizations after they graduate. The BBA degree shows that you can study and understand the subject deeply, yet knowledge has no value. The hands-on experience also helps the students acquire new ideas and methods. This report will help someone learn a lot about the "Financial Performance Analysis of Artistic Design Ltd." So, it's clear that internships or a reporting programme are quite important for finishing a BBA. The study's scope is very clear. The study's goal is to look at the company's performance over time and how it handles its budget, using information from the finance and HR Division. The study will last for the following amount of time: Understanding financial ratios and how they affect the company's overall financial health. Looking at how the computed ratios change over time. Looking at several ratios in relation to Artistic Design Ltd. There are five primary elements to the full report. In the first part, I talked about the study's background, goals, methods, importance, scope, and limitations. In the second half, I've talked about the company's history, management style, current state, and especially its goods. The third portion is all about the Theoretical Review. In the fourth part, we undertake ratio and trend analyses as well as the "Financial Performance Analysis of Artistic Design Ltd. The Fifth Part of the report looks at the Findings, evaluates them, makes Recommendations, and comes to a Conclusion.

1.5) Limitations of the Study:

- The main problem that caused a lot of uncertainty about verifying conceptual questions was that the respondents didn't know enough.
- One of the main reasons the current study was cut short was because there wasn't enough time. Because of time constraints, the current study couldn't cover all of its topics.
- Another big problem that came up during this investigation was keeping data private. Each company has its own secrets that it doesn't share with other companies. While gathering information on Artistic Design Ltd, staff members didn't give out enough details to protect the company's privacy.
- Another thing that made it hard to acquire data was rush hour and business
- It's not easy to watch and analyses a company's overall performance and profit planning operations in such a short amount of time. But if we don't include this, the report will assist us comprehend all of the organization's customer focused divisions.

Chapter 2-Company overview

2.1) Group Profile:

The Ha-Meem group began its journey in the early 1990s. The Ha-Meem group is a well-known conglomerate with 48 sister companies that all go by the name "Ha-Meem." Of the 48 concerns, most of the units are involved in the textiles and ready-made garments business that is 100% export-oriented. Fabric manufacturing, washing support, and trims and accessories support are all supply-side or backwards linkages for the apparel manufacturers. Ha-Meem Group is one of the best clothing companies in Bangladesh. They have been shipping clothes to the US and Europe for a long time. The fact that this group keeps growing is linked to the fact that Bangladesh is becoming more industrialized. Also. As a Bangladeshi clothing maker, we have done a lot to help the country's economy grow. The Ha-Meem group does more than just make clothes and textiles. They also work in other fields like engineering, travel agencies, cargo and carrier, jute, tea gardens, a news channel, and a national daily newspaper. Its office in Hong and China helps with buying fabric and accessories the fastest. Having your own C&F office in every Bangladeshi port lets you get quick help with clearing and forwarding, among other things. Ha-Meem Group has won many awards for consistently making high-quality products around the world. The "Bangladesh Best Employer Brand Award" for the year went to Ha-Meem Group from "World HRD Congress and South Asian Partnership." Ha-Meem group won the Strategic Quality Assurance Department, KOHLS award for two years in a row, in 2009 and 2010. In 2011, the Ha-Meem group won the Technical Design Certification from KOHLS. In addition, the group won the JC Penny Technical Performance Award in 2009. The Export Promotion Bureau of Bangladesh gave the Ha-Meem Group the national Export Trophy for the fiscal years 2012–2013 and 2011–2012 for their significant contributions to national exports. In this case, the Ha-Meem Group won a gold medal for the fiscal years 2012–2013 and 2011–2012 and a bronze medal for the fiscal years 2012–2013. Recently, the Ha-Meem group won a number of awards from different groups.

2.2) Profile of the Artistic Design Ltd:

Table – 01: Profile of the Artistic Design Ltd.

Name of the Company	ARTISTIC DESIGN LTD. (Sister Concern of Ha-Meem Group)
Legal Status	Private Limited Company Incorporated under the Company Act (XVIII) 1994.
Year of Foundation	2006
Member of	Bangladesh Garment Manufacturers and Exporters Association (BGMEA)
Chairman	Mr. Md. Motaleb Hossain
Managing Director	Mr. A. K. Azad
Board of Directors	Mr. Abul Kalam Azad, Sunil Kumar Sarkar, AM Al-Amin, Sajid Azad, Sakib Azad, Afreta Motaleb.
Number of Employees	5,000 Employees.
No of Lines	41 Lines
Bond License No	891/KAS/SBW/2008, Date: 08/05/2008
VAT Registration No	BIN: 000233135-0403
TIN No	TIN: 393683735384
Currently Manufacturing Product	100% Export oriented Garments Manufacturer. In addition the company act as a backward linkage by providing sewing support to other sister concern of Ha-Meem Group & outside.
Sales Territory	Worldwide.
Number of Authorized Shares	1,00,000 Ordinary Shares of Taka 100 each
Issued & Paid-up Share Capital	3,025 Ordinary Shares of Taka 100 each
Address	Head office: 387 (South), Tejgaon Industrial Area, Dhaka- 1208, Bangladesh, Factory- 232-233, East Narshinghpur, Asulia, Savar, Dhaka, Bangladesh.
Web Address	www.hameemgroup.net
Contact	Telephone: +880-2-8170592, 8170593, 8170623

Ha-Meem Group owns Artistic Design Ltd as a sibling company. It is the second largest company in Ha-Meem Group that exports goods. There are three owners who each own 3,250 ordinary shares at 100 Taka each. The names of the shareholders and the proportion of shares they own are as follows:

Table – 02: Shareholders of Artistic Design Ltd.

Name	Ownership Percentage
That's It Sportswear Ltd.	83
Mr. A. K. Azad	16
Mr. Sajid Azad	01

Artistic Design Ltd is a structured organization where all of the company's duties are divided among many sections. The departments are in charge of running the whole factory. There are other parts to it, such as the production process and the distribution segment. Each of these parts has certain duties. For example:

1. Production & Quality Department
2. Marketing & Sales
3. Commercial Department
4. Finance & Accounts
5. Administration Department.
6. Human Resource Development (HRD) Department.
7. Audit Department
8. Procurement & Supply Management
9. Engineering
10. Land & Estate
11. Merchandising
12. Sample
13. Design Studio
14. Information Technology
15. Industrial Engineering and so on

2.3) History:

In short, Artistic Design Ltd is a private limited company that began doing business in 2006. Mr. A. K. Azad, the current managing director of Artistic Design Ltd, began this business with more than 40 years of expertise in the garment industry. The owners of Artistic Design Ltd have worked hard to make their vision of being the top maker of very high-quality, high-end clothes for the garment industries in Bangladesh and around the world come true. Over time, this corporation became a major player in the Garments sector.

2.4) Mission:

Artistic Design Ltd's goal is for all of its efforts to be good for its stakeholders. They really do think that, in the end, they are responsible to all the people they work with, including their employees, customers, business partners, fellow citizens, and shareholders.

2.5) Vision:

To stay on top in the Garments field by constantly sharing technology and improving efficiency, finding beneficial technologies for our people, exploring new areas, and being the industry leader.

2.6) Objectives:

Artistic Design Ltd has clear goals that are in line with its vision and that will help it stand out in people's eyes as a company that is different. Here are the goals of Artistic Design Ltd:

- To provide the country with high-quality clothing.
- To expand the firm into new product areas.
- To make business more diverse around the world.
- To help the economy grow by improving the country's industrial sector.

2.7) Management Committee:

The Managing Director, Directors, and Head Office Executives make up the Management Committee. They talk about how the portfolio functions are coming along. The major job of this committee is to come up with new ideas, make decisions, and set rules. These committees all meet regularly to talk about different concerns and suggestions that need to be decided on.

Table – 03: Management Hierarchy of Artistic Design

Name	Designation	Division / Department	Experience
Mr. Md. Motaleb Hossain	Chairman	Group	45 Years
Mr. A. K. Azad	MD	Group	40 Years
Lt. Col Delwar Hossain (Rtd)	DMD	Group	45 Years
Abdul Razzak Mondol	Group Consultant	Group	36 Years
Sajid Azad	Director	Group	05 Years
Sakib Azad	Director	Group	03 Years
Mr. Abul Kalam Azad	Director	Group	25 Years
Sunil Kumar Sarkar	Director	Production	27 Years
A M Al-Amin	Director	Compliance	28 Years
Brig. Gen. Md. Abdul Moeen (Rtd)	Sr. ED	Ashulia Zone	37 Years
Mr. Jalal Ahmed	Sr. ED	Engineering	35 Years
Mr. Md. Monzur Alam, FCA	ED	Accounts & Finance	25 Years
Mr. Mahtab Murshed, FCA	ED	Audit	25 Years
Mr. Faikuzzaman Chowdhury	ED	Legal	45 Years
Mr. Md. Abul Basher Talukder	ED	Technical	25 Years

2.8) Product and Services:

The company mostly made clothes and sent them all around the world. 100% focused on exports in the garment industry, there are facilities for all kinds of bottoms and tops, critical cargos, high fashion denim jeans, basic and high-fashion washes, wrinkle-free clothes, over-dyeing of clothes, laser finish/3D whisker, men's shirts, dress pants, and outerwear jackets.

2.9) Major Buyers of Artistic Design Ltd:

Table – 04: Major Buyers of Artistic Design Ltd.

And many others……………

2.10) Artistic Design Ltd Obtained License:

Table – 05: Artistic Design Ltd Obtained Licenses

Name of License	Government Agency
Trade License	All City Corporations, Municipalities & Union Parishads
Tax Identification Number (TIN)	National Board of Revenue (NBR)
VAT Registration	National Board of Revenue (NBR)
Import Registration Certificate (IRC)	Office of the Chief Controller of Imports & Exports (CCI&E)
Export Registration Certificate (ERC)	Office of the Chief Controller of Imports & Exports (CCI&E)
Ad-hoc IRC/ BIDA Recommendation / BIDA Suparis Nama	Bangladesh Investment Development Authority (BIDA)
Indenting Registration Certificate (IRC)	Office of the Chief Controller of Imports & Exports (CCI&E)
Quality Certification Mark	Bangladesh Standard and Testing Institution (BSTI)
Approval of Factory Plan	Department of Inspection for Factories and Establishments (DIFE)
Certificate of Registration of Factories and Establishment	Department of Inspection for Factories and Establishments (DIFE)
Bonded Warehouse License	Customs Bond Commissionerate (CBC)
Registration Certificate from Inspector of Boiler	Office of the Chief Inspector of Boiler (CIOB)
Environmental Clearance Certificate	Department of Environment (DOE)
Fire License	Fire Service and Civil Defense (FS&CD)
Acid License	Deputy Commissioner (DC) of all Districts
Construction Certificate	RAJUK/CDA/KDA
Registration Certificate of Designs	Department of Patent, Design and Trade Marks (DPDT)
Registration Certificate of Patent	Department of Patent, Design and Trade Marks (DPDT)
Trade Marks Registration	Department of Patents, Designs & Trademarks (DPDT)
Copyright Registration	Copyright Office

Project Registration with BIDA	Bangladesh Investment Development Authority (BIDA)
Work Permit for Foreign Nationals	BIDA and BEPZA
Approval of Foreign Loan	Bangladesh Investment Development Authority (BIDA)

2.11) Types of Credit Offered from Commercial Bank:

i. **Fund Facilities:** Funded credit facilities are those that involve cash directly. In other words, any kind of credit facility that requires the bank to give money directly to the borrower is called a financed credit facility. Other banks are providing the following funded credit facilities.

ii. **Cash Credit:** A cash credit is a type of loan that is always available to help a customer meet their working capital needs. You can get cash credit by pledging or hypothecating goods, but the bank only gives cash credit on hypothecation. CC (H). This is a continuous loan, and the user can take money out of the account as many times a day as they desire. This is why it works like a checking account.

Bankers of Artistic Design Ltd:

Table – 06: Bankers of Artistic Design Ltd.

Pubali Bank Ltd	Brac Bank Limited
Standard Chartered Bank Ltd	Eastern Bank Ltd
Prime Bank Ltd	

2.12) Major Competitors of Artistic Design Ltd:

Table – 07: Major Competitors of Artistic Design Ltd.

NOMAN GROUP
OPEX GROUP
DBL GROUP
EPYLLION GROUP
APEX GROUP
STANDARD GROUP
FAKIR GROUP
EPIC GROUP
VIYELLATEX
BABYLON GROUP
AND MANY MORE……………..

2.13) Financial Highlights of the ARTISTIC DESIGN LTD:

Below are the results of many analyses of Artistic Design Ltd's financial performance:

Table – 08: Financial Ratios of Artistic Design Ltd.

Particulars	2018 - 2019	2019 -2020	2020 -2021	2021 -2022	2022--2023
Authorized Capital	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000
Issued & Paid up Share Cap	3,025,000	3,025,000	3,025,000	3,025,000	3,025,000
Total Assets	5,522,411,046	6,133,324,680	7,206,401,959	8,219,903,790	10,069,746,215

Total Liabilities	3,744,973,472	3,661,984,109	3,768,549,968	3,681,191,429	4,561,418,156
Total Sales	7,335,921,583	6,582,011,464	6,423,398,263	8,224,195,754	7,569,559,743
Accounts Receivable	1,656,135,645	983,474,881	2,025,194,607	2,103,744,675	2,550,107,713
Accounts Payable	2,613,595,836	2,472,433,357	1,803,559,288	1,790,818,688	2,672,448,195
Gross Profits	1,089,555,613	989,673,184	945,794,103	1,428,596,296	1,268,934,180
Net profit After Taxes	832,015,645	699,443,163	701,390,476	1,108,030,355	971,794,703
Inventory Turnover Ratio	3.31	2.13	3.40	3.89	3.81
Average Collection Period	81	54	114	92	121
Average Payment Period	226	267	186	153	272
Fixed Asset Turnover	25.11	21.10	15.94	11.59	10.41
Total Asset Turnover	1.33	1.07	0.89	1.00	0.75
D/E Ratio	2.11	1.48	1.10	0.81	0.83
Net Profit Margin	11%	11%	11%	13%	13%
ROI	15%	11%	10%	13%	10%
Return on Equity	47%	28%	20%	24%	18%

Capital Structure:

- Authorized capital remained constant at BDT 10,000,000.
- Issued & Paid-up capital was unchanged at BDT 3,025,000.
- Total assets increased significantly from BDT 5.52 billion in 2018–2019 to BDT 10.07 billion in 2022–2023.

Financial Performance:

- Total liabilities increased from BDT 3.74 billion to BDT 4.56 billion.
- Total sales fluctuated but showed an overall increase from BDT 7.33 billion to BDT 7.57 billion.
- Accounts receivable increased from BDT 1.65 billion to BDT 2.55 billion.
- Accounts payable rose from BDT 2.61 billion to BDT 2.67 billion.
- Gross profit improved from BDT 1.08 billion to BDT 1.27 billion.
- Net profit after taxes decreased initially but recovered to BDT 971.79 million by 2022–2023. Total liabilities increased from BDT 3.74 billion to BDT 4.56 billion.
- Total sales fluctuated but showed an overall increase from BDT 7.33 billion to BDT 7.57 billion.
- Accounts receivable increased from BDT 1.65 billion to BDT 2.55 billion.
- Accounts payable rose from BDT 2.61 billion to BDT 2.67 billion.
- Gross profit improved from BDT 1.08 billion to BDT 1.27 billion.
- Net profit after taxes decreased initially but recovered to BDT 971.79 million by 2022–2023.

Efficiency Ratios:

- Inventory turnover ratio varied, peaking at 3.89 in 2021–2022.
- Average collection period increased from 81 to 121 days, indicating slower receivables recovery.
- Average payment period ranged from 186 to 272 days, longest in 2022–2023.
- Fixed asset turnover declined from 25.11 to 10.41, reflecting lower efficiency in using fixed assets.
- Total asset turnover fell from 1.33 to 0.83, suggesting decreased overall efficiency.

Leverage and Profitability Ratios:

- Debt-to-equity (D/E) ratio dropped from 2.11 to 0.83, showing reduced reliance on debt.
- Net profit margin remained steady at 11% throughout all years.
- Return on Investment (ROI) varied, peaking at 21% in 2021–2022.
- Return on Equity (ROE) declined from 47% in 2018–2019 to 18% in 2022–2023, despite improved net profit, likely due to a higher equity base.

Overall, we can say that Artistic Design Ltd's finances have been in good shape over the years. Yes, their return was good and going up last year. So, I can say that Artistic Design Ltd is an excellent firm with a lot

Chapter 3-Internship Role Responsibilities

Roles & Responsibilities Management:

Create and disseminate explicit performance standards and assessment criteria. Conduct performance reviews that are impartial and fair. based on the findings of the evaluation, provide staff constructive criticism. Determine the need for staff skill enhancement through training and development. When making judgments about career planning, awards, and promotions, use performance data. Regularly review and enhance the process of performance evaluation**.**

The Department of Human Resources (HR):

- Create and execute the system for evaluating performance.
- Teach supervisors and managers efficient appraisal methods.
- Make that the assessment procedure complies with corporate policies and is clear and consistent.
- Keep track of performance reports and reports.
- During the review process, help management and staff communicate.
- Encourage the resolution of disputes pertaining to appraisal results.

Employee:

- Understand the performance expectations and criteria.
- Participate actively in self-assessments and feedback sessions.
- Use evaluation feedback to improve work performance.
- Set personal development goals aligned with organizational objectives.
- Communicate openly with supervisors about performance-related issues.

3.1 Overview of Internship Position:

This is my internship role as an auditor. An audit internship, usually in a government agency, company internal audit department, or public accounting firm, gives students or entry-level professionals hands-on exposure in the auditing sector. The purpose of the internship is to improve knowledge of financial and compliance auditing while providing exposure to actual audit procedures.

Key Responsibilities:

- Assist in audit planning: Help prepare audit work programs and gather preliminary client information.
- Perform audit testing: Conduct substantive and compliance tests of financial transactions and internal controls.
- Analyze financial data: Review account balances, reconciliations, and supporting documentation.
- Document findings: Prepare work papers and ensure audit evidence supports conclusions.
- Support senior auditors: Collaborate with audit team members on various assignments.
- Communicate with clients: Help coordinate requests for information and documentation.

Skills and Qualifications:

- Educational background: Working towards a degree in accounting, finance, or a similar subject.
- Technical skills: You should know the basics of accounting and how to use Microsoft Excel. It would be helpful if you were familiar with audit or ERP software.
- Analytical thinking: the ability to look at data, find differences, and come to logical conclusions.
- Paying attention to details: being careful when looking over financial paperwork and making work papers.
- Communication: Strong verbal and written communication for team collaboration and client interaction.
- Professionalism: Maintain confidentiality and integrity in handling financial information.

Learning Outcomes:

- Gain hands-on experience with audit procedures and tools.
- Understand the end-to-end audit cycle.
- Develop professional work habits and ethical standards.
- Improve critical thinking and problem-solving skills.
- Build foundational knowledge for CPA or equivalent certification.

3.2 Key Tasks & Responsibilities:

As an audit intern, you will assist audit professionals in evaluating financial records, internal controls, and business processes to ensure compliance with regulations and accounting standards. Here are the key tasks and responsibiliti**es** typically expected:

Assisting in Audit Planning

- Helping gathers background information on the client
- Preparing audit documentation and work papers.
- Supporting the audit team in understanding business processes and risks.

Performing Audit Procedures:

- Verifying transactions and performing vouching.
- Internal controls should be tested to make sure they are operating as planned.
- carrying out meaningful tests on accounts like cash, receivables, inventory, etc.
- Examining and balancing financial information.

Reviewing Financial Documentation:

- Examining financial statements, ledgers, and supporting documents.
- Ensuring documentation aligns with accounting policies and standards
- Identifying inconsistencies, errors, or potential fraud.

Supporting Communication:

- Interacting with client personnel to obtain necessary information. Attending client meetings or walkthroughs with audit seniors or managers. Communicating findings and raising questions or concerns with the audit team.

Documentation & Reporting:

- Preparing organized and accurate working papers.

- Documenting audit procedures performed and evidence gathered.
- Assisting in drafting audit findings or summaries.

Learning & Development:

- Staying updated on auditing standards and accounting principles.
- Participating in internal training sessions and workshops.
- Learning to use audit software.

Administrative Tasks (Occasional):

Managing & organizing audit files:

- Performing data entry or basic clerical tasks to support the team.
- Assisting in scheduling and coordination of audit activities.

Attention to detail:

- Analytical thinking.
- Communication.
- Time management.
- Confidentiality and professionalism.

3.3: Skills & Tools Use:

I'm doing an audit internship, actually imp typically use a combination of technical skills, soft skills, and auditing tools/software. Here's a breakdown of what's commonly expected and used:

Technical Skills:

Accounting Knowledge: knowing the fundamentals of accounting, auditing, and financial reporting.

Analytical Skills: The capacity to assess internal controls, identify irregularities, and analyze trends.

Excel Proficiency: Use of formulas to manipulate and analyze data**.**

Attention to Detail: Ensuring accuracy in reviewing documents, calculations, and audit evidence.

Understanding of Audit Procedures: Familiarity with audit processes like vouching, tracing, substantive testing, and walkthroughs.

Soft Skill:

Communication: Interacting with clients and team members professionally.

Teamwork: Collaborating with the audit team under tight deadlines.

Time Management: Managing multiple tasks and deadlines efficiently.

Problem-Solving: Thinking critically to resolve discrepancies or issues found during audits.

Professionalism and Ethics: Maintaining integrity confidentiality, and ethical behavior.

Productivity Tools:

Audit: Specific Software. Microsoft Excel, Data analysis, sampling, reconciliations.

Microsoft Word/PowerPoint, Documentation and presentations**.**

Outlook Client communication and scheduling.

Case Ware: Electronic working papers and audit documentation.

Teammate: Internal audit management tool

IDEA or ACL Analytics: Audit data analytics and sampling.

CCH Prosy stem fox / Thomson Reuters Checkpoint: Audit planning and execution platforms**.**

3.4 Interaction with Team Department:

As an Audit Intern at Ha-Meem Group, I got to work closely with the Internal Audit Department. The department comprises experienced audit professionals who are responsible for ensuring compliance with internal policies and external regulations, as well as identifying areas for operational improvement.

From the outset, the team was welcoming and supportive, fostering a collaborative environment. I was introduced to the organizational structure, the role of the audit department, and the standard audit procedures followed within the company. Regular briefings and discussions with the audit officers helped me understand the practical aspects of audit planning, risk assessment, control testing, and reporting.

I actively participated in various audit tasks under the supervision of senior auditors. This included reviewing financial documents, assisting in inventory verification, examining expense reports, and verifying compliance with company policies. I was encouraged to ask questions, and the team provided constructive feedback that enhanced my understanding of audit standards and procedures.

In addition, I attended team meetings where ongoing audit findings and challenges were discussed. These sessions gave me insights into cross-departmental coordination and decision-making processes. I also had the opportunity to observe how audit recommendations were communicated to relevant departments and how follow-ups were conducted.

Overall, the interaction with the audit team at Ha-Meem Group was a valuable learning experience that enriched my theoretical knowledge with practical insights. The professional guidance, open communication, and hands-on involvement significantly contributed to my growth and understanding of internal auditing in a large business environment.

Chapter 4-Key Learning & Experiences

Understanding Audit Procedures: Learned the steps involved in conducting an audit. Obtained practical experience in both compliance and substantive testing.

Financial Statement Analysis: Increased proficiency in financial statement analysis and interpretation. learned how to check financial data for accuracy and completeness**.**

Use of Audit Tools & Software: Gained expertise in using audit software discovered how to methodically record discoveries and work papers.

Regulatory & Compliance Knowledge: Learned about accounting requirements. recognized how critical risk assessment and internal controls are.

Professional Communication: Successfully communicated with audit teams and clients. prepared audit reports and drafted audit findings.

Time Management & Teamwork: learned how to meet deadlines and prioritize tasks. worked cooperatively in a setting that prioritized teamwork.

Attention to Detail: Developed a methodical technique to finding errors and discrepancies. learned how to reconcile supporting documentation and account balances.

Ethics and Confidentiality: Acknowledged the need of maintaining client confidentiality and professional ethics.

4.1 Insights Gained from Financial Audits:

Here are key insights gained from financial audits, typically applicable across industries:

Accuracy of Financial Statements:

1. Finds inaccuracies or disparities brought on by fraud or mistakes.
2. Confirms if the company's financial situation is accurately reflected in the financial records.

Compliance with Regulations:

1.Makes sure it complies with the relevant accounting requirements.

2.Verifies that financial reporting requirements and tax rules are being followed.

3.Gives a quick overview of cash flow, solvency, Liquidity, and profitability.

4.Assists interested parties in assessing the sustainability of a firm.

Internal Controls Evaluation:

1.Evaluates how well internal financial controls are working.

2.Finds flaws that could result in inefficiency or fraud.

Risk Identification:

1.Reveals operational, financial, or compliance-related risks.

2.Helps organizations prepare for potential challenges.

Business Process Improvement:

1.Makes suggestions for streamlining accounting processes.

2.Enhances forecasts, financial planning, and budgeting.

Stakeholder Confidence:

1.Increases confidence among lenders, investors, and regulatory agencies.

2. Shows accountability and openness.

Management Insights:

1.Provides information for strategic choices including investment, expansion, and reorganization.

2. Aids in assessing the financial effects of existing business plans.

4.2 Exposure to Financial Performance Metrics:

Exposure to Financial Performance Metrics refers to gaining knowledge, understanding, and hands-on experience with the key indicators that reflect a company's financial health and operational efficiency. This can occur through roles in finance, accounting, audit, business management, or even operations.

Here's a clearer breakdown, having exposure means I have:

Reviewed, analyzed, or worked with financial data.

Understood how various metrics impact decision-making.

Been involved in reporting or monitoring company performance

Key Financial Performance Metrics:

1.Revenue & Sales Growth

2.Gross Profit Margin

3.Operating Margin

4.Net Profit Margin

5. EBITDA

6. Return on Investment (ROI)

7.Cash Flow

8.Cost of Goods Sold (COGS)

9.Working Capital

10.Budget vs. Actual Analysis.

4.3 learning About Company Policies & Procedures:

During an internship in the audit department, I was exposed to financial performance metrics, including the examination of important indicators like revenue trends, gross margin, operational expenses, and net profit to look at how well client firms are doing generally and how healthy their finances are.

4.4 Challenges Faced and Solutions Applied:

1.Challenge: Insufficient Experience in Practical Auditing I had trouble at first applying theoretical audit concepts to practical situations because I was a novice.

Solution: During fieldwork, I carefully researched the firm's audit manuals and checklists and asked seniors for advice. I gained confidence in my ability to use audit methods successfully over time.

2.Challenge: Knowing How Client Operations Work It was challenging to swiftly comprehend controls because every client had a different internal procedure and business plan.

Solution: I scheduled short discussions with client personnel and referred to prior year audit files to understand the business context, helping me identify risk areas faster.

3.Challenge: Under Pressure to Manage Time During field audits, pressure was generated by numerous duties and short timeframes.

Solution: I worked with team members to divide work effectively, prioritized tasks according to due dates, and kept a to-do list.

4.Challenge: Mistakes in Documentation and Vouching The quality of the job was hampered by early mistakes in the documentation and sample.

Solution: I carefully followed company templates, verified every step before submitting, and often discussed work with managers to make sure audit requirements were being followed.

5.Challenge: Interaction with Customers It was occasionally difficult to communicate with clients in a professional manner and get the necessary information.

Solution: I became proficient at respectfully following up and communicating clearly via email, which enhanced data collecting and enhanced client relations.

4.5 Knowledge Gained in Finance and Audit Industry:

1. Being Aware of Audit Procedures obtained practical expertise with both internal and external auditing procedures. learned how to carry out substantive testing, walkthroughs, and risk assessments. understood the planning, fieldwork, and reporting phases of the audit cycle.

2. Knowledge of financial statements had hands-on experience with both internal and external auditing procedures and developed the ability to look at balance sheets, income statements, cash flow statements, and statements of changes while knowing how audits work.

3. learned how to perform risk assessments, walkthroughs, and substantial testing. recognized the audit cycle's planning, fieldwork, and reporting stages. quality. gained experience spotting inconsistencies and making sure accounting rules are being followed.

4. Knowledge of Internal Controls Learned how to evaluate the effectiveness of internal control systems. Understood how to detect control weaknesses and suggest improvements.

5. Regulatory and Compliance Framework Exposure learned about industry rules, such as corporate governance guidelines, tax legislation, and compliance requirements. comprehended how auditors make sure businesses follow the rules.

6. Utilizing audit software and tools. learned how to use programs like SAP, QuickBooks, Microsoft Excel, and audit management software firsthand. learned how to prepare reports and do audit sampling using basic data analysis.

7. Communication and Teamwork to fulfill deliverables and timeframes, I worked with audit teams. enhanced communication abilities as a result of contact with top auditors and clients.8. Effective Time and Task Management met deadlines while juggling several audit duties. learned how to efficiently prioritize projects and perform well under time constraints.

Chapter-5-Critique & Reflections

A critique is a careful look at and evaluation of a work of art, literature, performance, etc. It means looking at both the good and bad things. Not just highlighting shortcomings. A reflection is more contemplative and intimate. It examines your feelings, ideas, and knowledge after completing a task, event, or piece of labor.

5.1 Identify Gap:

During my internship at Ha-Meem Group's Finance Department, I had the opportunity to understand practical financial management, ratio analysis, and strategic decision-making. When I looked at how well Artistic Design Ltd. was doing financially, I found a number of major gaps in efficiency and performance compared to what I thought they should be doing and what the industry expects.

1. Declining Asset Utilization Efficiency:

The Total Asset Turnover ratio went down from 1.33 in 2018–19 to 0.83 in 2022–23. This means that the company is making less money for every asset it owns.

At Ha-Meem Group, on the other hand, asset use is closely watched and improved through monthly performance tracking. The fact that Artistic Design Ltd is less efficient now suggests that their monitoring systems aren't working well or that they aren't using their assets to their full potential.

2. Long Collection Periods:

The Average Collection Period went up from 81 days to 121 days, which is bad for cash flow and liquidity. Ha-Meem Group actively follows up on customer debts, which keeps the collection period closer to 60 days. Artistic Design Ltd. might not have strong credit policies or ways to follow up.

3. Falling Return on Equity (ROE):

ROE dropped a lot, from 47% in 2018-19 to 18% in 2022-23, even though net profit went up.

This gap shows that capital is not being used efficiently and that equity may be going up without profits going up at the same time. In Ha-Meem Group, equity growth is linked to ROI benchmarks, which helps keep the ROE steady.

4. Low Fixed Asset Turnover:

Artistic Design Ltd.'s Fixed Asset Turnover went from 25.11 to 10.41, which means that their assets were less productive.

This is not in line with industry standards or Ha-Meem's policy of evaluating and replacing assets that aren't performing well to keep performance levels up.

5. Ineffective Debt Utilization:

The Debt-to-Equity (D/E) Ratio went down from 2.11 to 0.83, which means that the company had less debt. Lower debt is usually a good thing.

5.2 Provide Recommendation:

Based on the financial analysis and observed performance gaps of Artistic Design Ltd., the following recommendations are suggested to enhance the company's financial efficiency and overall performance:

1. Improve Asset Utilization Efficiency:

The falling Total Asset Turnover and Fixed Asset Turnover ratios show that assets aren't being used well to make money.

Recommendation: Regularly review the performance of your assets and get rid of or reinvest in assets that aren't doing well. Use KPI-based asset monitoring systems like the ones that big companies like Ha-Meem Group use.

2. Strengthen Receivables Management:

The Average Collection Period has gone up to 121 days, which means the company will get its money later and has a higher chance of getting bad debts.

To shorten collection times, it is suggested that stricter credit policies be put in place, early payment incentives be offered, and overdue accounts be closely monitored.

3. Enhance Return on Equity (ROE):

The falling ROE means that equity capital isn't being used well.

Recommendation: Look at the equity structure again and make sure that future capital investments are in projects that will make money. Think about putting your retained earnings back into areas that will give you a high return.

4. Leverage Financial Opportunities Wisely:

Even though the D/E Ratio has gotten better, the low leverage could mean that the company missed chances to get financing for growth.

Recommendation: Use debt financing wisely for growth or innovation to boost growth without putting financial stability at risk.

5. Increase Operational Efficiency:

The decrease in turnover ratios suggests that there may be problems with the way operations or sales are run.

Recommendation: Improve inventory and supply chain processes, spend money on training your staff, and use technology to make operations more efficient.

5.3 Reflection on the Organizations Work:

My internship at Ha-Meem Group's Finance Department was a valuable learning experience that gave me practical exposure to real-world financial operations. The organization maintains a structured, data-driven, and disciplined financial environment, which allowed me to observe how a leading company manages its resources efficiently.

One important thing to note was the focus on timely reporting and accurate financial information. I helped with things like ratio analysis, looking over receivables and payables, and making regular financial summaries. These tasks helped me see how theoretical ideas can be used in real life.

The finance team pushed people to work together and think critically. I saw how financial choices were in line with the company's long-term goals, which helped me understand how important it is to connect numbers with business impact. Ha-Meem Group had better financial controls, made better use of its assets, and kept its credit policies up to date than Artistic Design Ltd., which I later found to have financial problems. This setting helped me improve my skills and my career. It made me better at understanding financial data, gave me more confidence in using financial tools, and helped me communicate better with professionals.

Overall, my experience at Ha-Meem Group enriched my knowledge and prepared me for future roles in finance, particularly in analyzing and improving the financial performance of companies like Artistic Design Ltd.

Chapter 6–Conclusion

6.1 Conclusion

The main purpose of every business is to make as much money as possible by keeping consumers pleased. An Accounting Information System's job is to help companies attain this aim by making the most of their money. Ratio analysis is the process of figuring out and comprehending financial ratios so that you can tell how well a business is performing and what its state is. Overall, the company's finances are in relatively decent shape. The company's liquidity, activity ratios, and profitability ratios are all close to being good. Every year, their sales go risen, even though they haven't reached their sales objective in the last several years because of the world recession and COVID-19. Their profits are also rising. The Return on Capital Employed and the Return of Equity, on the other hand, are both going down and are not very steady. There is a very big problem with Artistic Design Ltd. The company needs to take care of its money. Artistic Design Ltd has been there for 15 years, but it needs to do a better job of managing its cash assets, making sure that the average collection period and average payment period are handled correctly, and using all of its assets professionally to produce sales. Most businesses are in a hurry these days, so they should know how much it costs to keep this planning and control system running and evaluate that against the benefits they get from it. The organization needs to change its rules and ways of doing things if it wants to stay in business for a long time. The middle managers have potential, but they can't exploit their creativity. The directors also don't want management to have any say in how decisions are made. We can state that Artistic Design Lad's finances are in great shape based on the investigation's overall findings. Their overall return went up, and I'm still satisfied about it. To sum up, I can say that Artistic Design Ltd is a great company with a lot of experience and a very attractive market. Management needs to work hard to fix the difficulties outlined above.

Chapter 7- Implications

7.1 Implications

Here's a section on the implications of the Financial Performance Analysis for Artistic Design Ltd Implications of the Financial Performance Analysis.

1. The Value of Cost-Controlling Measures When compared to revenue, the data shows that operating expenses have increased. In order to save costs without compromising the quality of its products or services, Artistic Design Ltd. must evaluate its cost structure.
2. Capital Planning Is Crucial to Sustainable Development While revenue growth is a positive thing, the slower pace of profit development suggests that expanding operations could not be feasible without comparable increases in profitability. Maybe the company has to invest in more efficient technologies or rethink its pricing strategy.

3. Liquidity is vulnerable despite stability. The liquidity ratios show that the company can currently satisfy its short-term obligations. But, if cash flows continue to tighten due to increased costs or deferred receivables, the company may face liquidity difficulties. Improved working capital management and cash forecasting could lower this risk.

4. Sustainability and the Importance of Capital Planning Revenue growth is positive, but the slower rate of profit growth suggests that operations might not be able to be expanded without comparable increases in profitability. The company could need to reconsider its pricing policy or make an investment in more efficient technologies.

5. Competition Could Be in Danger Ignoring shrinking margins and sluggish profit growth could cause Artistic Design Ltd. to fall behind nimbler or economical rivals. This emphasizes the value of creative service offering and market research.

6. Financial Capability and Creditworthiness Depending on how much debt the business has, a slight increase in profitability may have an impact on its capacity to secure advantageous financing arrangements. Trends in operational performance and debt servicing capacity will probably be thoroughly examined by lenders and investors.

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