

Internship report on Business Development Process of WAFL Bangladesh

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Letter of Transmittal

28th December, 2024

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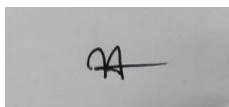
Subject: Submission of internship report on Business Development Process of WAFL Bangladesh

Dear Sir,

With due respect, I would like to submit my internship report titled “Business Development Process of WAFL Bangladesh”. I have prepared this report as a partial requirement for the successful completion of my internship program.

In the period of internship, I had the opportunity to learn about the business development activities of WAFL Bangladesh and its different operations. I also learned about the role of Business Development and its importance in the sustainable advancement of a company. My experience has given me insight into the activities of a multinational organization.

The whole period of internship time has been a great learning experience for me. I have tried my best to make this report resourceful. I hope you will find this report objective, precise, and useful. Also, I appreciate any criticism or suggestions you may have for the report.



Signature:

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Acknowledgment

Alhamdulillah! I would like to express my sincere gratitude to all those who contributed to the successful completion of my internship and the preparation of this report. First and foremost, I extend my heartfelt thanks to Rob Steven and Rosan M. Anisuzzaman, my internship supervisors, for their invaluable guidance, support, and mentorship throughout the internship. Their insights, constructive feedback, and encouragement have been instrumental in shaping my learning experience and enhancing my professional development. My appreciation extends to the WAFL team for their cooperation and collaboration. Their shared knowledge and experiences have significantly enriched my understanding of the industry.

I also acknowledge the support of my academic institution, Daffodil International University, for facilitating this internship opportunity and providing the theoretical foundation that prepared me for real-world challenges. This internship has been a transformative and enriching experience, and I am truly grateful to everyone who played a role in making it a success.

Certificate of Approval

This is certifying that the report titled “Business Development Process of WAFL Bangladesh” by Abdul Hannan Patwary, ID: 173-43-300 has been completed under my supervision and assistance as a partial fulfillment of the requirement of "Bachelor of Tourism and Hospitality Management" degree from Daffodil International University.



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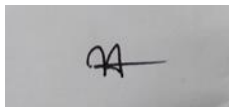
Declaration of Student

I, Abdul Hannan Patwary, a student of Daffodil International University, hereby declare that the internship report entitled “Business Development Process of WAFL Bangladesh” submitted by me to fulfill the requirements for the completion of my “Bachelor of Tourism and Hospitality Management” degree is a record of authentic work carried out by me under the guidance and supervision of Md. Mishkatul Kabir sir at Daffodil International University.

I further declare that the content of this internship report is original and has not been submitted for any other degree or diploma, either in part or in full, at any other institution. Any external sources used in the report have been duly acknowledged in the references section.

I understand the consequences of submitting false information or plagiarized work, and I am aware that such actions may result in disciplinary action by the university, including the rejection of my internship report.

I take full responsibility for the accuracy and authenticity of the information presented in this report.



Signature:

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Executive Summary

This report provides an overview of the business development initiatives undertaken during the internship at WAFL Bangladesh. The internship focused on contributing to growth and expansion strategies within the hospitality sector, emphasizing market analysis, strategic partnerships, and revenue generation.

Key findings from the initiatives include increased customer engagement, enhanced brand perception, and a rise in overall sales performance. These outcomes highlight the effectiveness of data-driven approaches and the potential for long-term impact.

To sustain this progress, the report recommends ongoing market analysis, strategic partnership cultivation, and the integration of data-driven decision-making processes. This internship offered valuable practical insights into developing and executing growth-oriented strategies, aiming to support WAFL Bangladesh in achieving sustained success and competitive advantage in the dynamic hospitality industry.

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Chapter-1

Introduction

1.1 Introduction

WAFL Bangladesh is a renowned international chain of quick-service restaurants specializing in waffles, beverages, and dessert offerings. Originating from a passion for crafting unique and high-quality culinary experiences. The brand quickly gained recognition for its innovative menu, blending classic waffle recipes with diverse flavors and regional twists to cater to various palates.

Over the years, WAFL Bangladesh has expanded its operations across multiple regions, becoming synonymous with quality, creativity, and exceptional service (Smith, 2023). Its journey has been marked by a commitment to maintaining high standards in product development, customer engagement, and operational excellence.

1.2 Background of the study

Business development is essential for the growth of any organization, as it helps identify opportunities, expand market presence, and strengthen customer relationships. It drives innovation, enhances operational efficiency, and ensures long-term sustainability, particularly in competitive industries like hospitality. This study focuses on the business development of WAFL Bangladesh to explore how its strategies contribute to achieving growth. Understanding WAFL's approach provides insights into the importance of business development in navigating industry challenges and creating a competitive edge.

1.3 Scope of the Study

This internship report provides a detailed examination of WAFL Bangladesh, its operations, the challenges faced within the hospitality industry.

1.4 Objectives of the Study

1.4.1 Broad Objectives

The primary objective of this research is to understand the business development initiatives at WAFL Bangladesh.

1.4.2 Specific Objectives

To achieve the primary objective, the following specific objectives have been outlined:

- To analyze the Market Expansion Strategies of WAFL Bangladesh
- To identify Brand Building Initiatives of WAFL Bangladesh
- To understand Menu Innovation and Product Development of WAFL Bangladesh

1.5 Methodology

The study adopted a combination of exploratory and descriptive methodologies. Active engagement during the internship facilitated direct involvement in various departments and activities at WAFL Bangladesh, enabling detailed observation of operations, strategies, and business processes.

1.5.1 Data Collection Methods

Data for this study were gathered through secondary sources. Secondary data sources, such as internal documents, industry reports, financial statements, market research studies, and publicly available databases, were analyzed to supplement the observations. This ensured a comprehensive understanding of WAFL Bangladesh business development processes and the broader industry context.

1.6 Limitations of the Study

This study faced several limitations. Firstly, as a newcomer to the business development team, there was a lack of prior practical knowledge, which hindered the ability to fully understand complex strategies and processes. Additionally, the limited duration of the internship restricted the depth of analysis and exploration of various aspects of business development. Lastly, access to detailed and sensitive data was restricted due to confidentiality policies, which limited the scope of certain analyses.

Chapter-2

Company Overview

2.1 Introduction of WAFL

WAFL is an international quick-service restaurant (QSR) chain renowned for its innovative waffle-based dishes and beverages. Founded with the mission of redefining traditional waffles, WAFL has become a global brand that delights customers with its unique fusion of sweet and savory menu options. With a strong focus on quality, creativity, and customer satisfaction, WAFL has carved a niche for itself in the competitive food service industry.

2.1.1 Origin and History

WAFL was established in 2008 to revolutionize the way people experience waffles. From its humble beginnings, the brand quickly gained popularity due to its ability to combine classic recipes with innovative flavors and modern presentation. With its tagline emphasizing freshness and flavor, WAFL appealed to customers seeking something beyond the ordinary.

Over time, WAFL expanded its reach internationally, opening outlets in major cities around the world. Its success can be attributed to its commitment to offering high-quality products, maintaining consistency, and continuously evolving its menu to cater to diverse tastes and preferences.

2.2 WAFL in Bangladesh

WAFL started its journey in Bangladesh in 2020 with BANGLAMARK Group. It's a franchise & distribution division business of BANGLAMARK. WAFL Bangladesh operates two outlets in Bangladesh in Dhaka city one at Gulshan and another one at Uttara.

2.3 Mission & Vision Statement

Mission: The mission is a quick-service restaurant with the widest range of waffle products.

Vision: The vision of the brand is a concept of a restaurant with a great variety of meals made of waffles: sweet and savory lines.

2.4 Organizational Chart

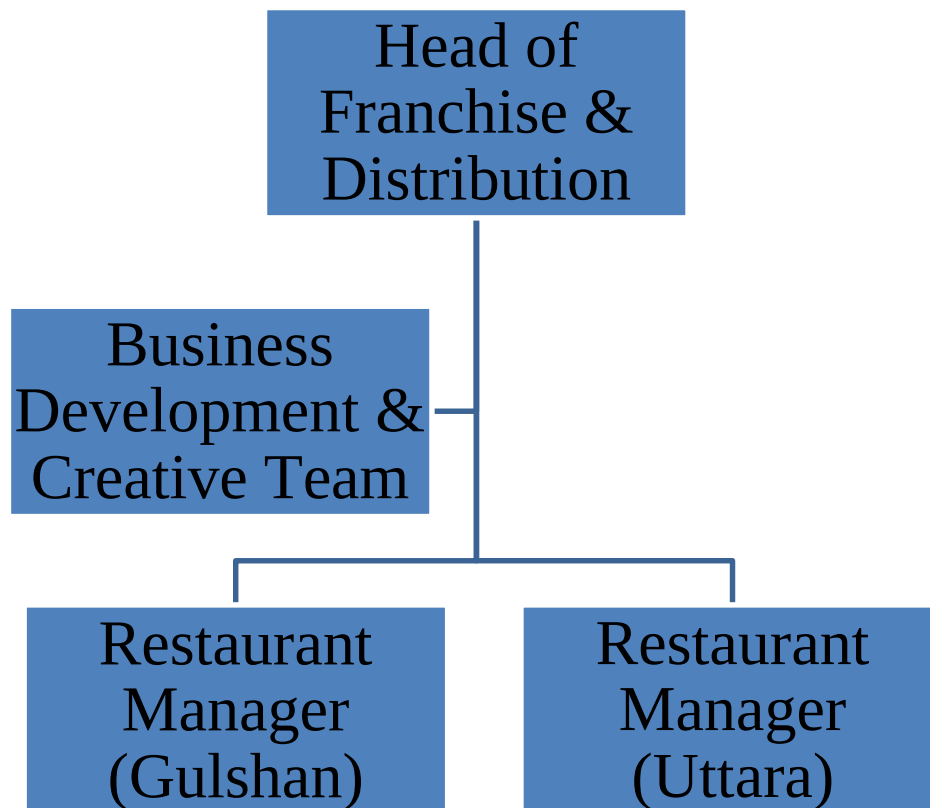


Figure 1: Lead team (WAFL Bangladesh, 2021)

2.5 Background of the Department

WAFL Bangladesh Business Development Department typically emerges as a central hub responsible for identifying and capitalizing on avenues for expansion. This includes market research, feasibility studies for potential locations, and the development of strategies to attract new customers. The department collaborates with various stakeholders, including marketing, operations, and culinary teams, to ensure a cohesive approach to business development.

Moreover, in the competitive restaurant industry, staying ahead requires innovation. WAFL Bangladesh Business Development Department often plays a crucial role in introducing new menu items, exploring partnerships, and adapting to changing consumer preferences. It catalyzes for the restaurant's evolution, driving initiatives to enhance brand visibility, customer engagement, and revenue streams.

2.6 Product Provided by WAFL

WAFL Bangladesh specializes in a diverse range of food and beverage offerings that combine innovation, quality, and global appeal. The brand focuses on creating unique and customizable culinary experiences, catering to customers of all age groups. Below are the primary product categories offered by WAFL Bangladesh:

Signature Waffles

WAFL Bangladesh is best known for its extensive variety of waffles, which serve as the cornerstone of its brand identity. These include:

- Classic Waffles: Traditional waffles served with butter, syrup, or powdered sugar.
- Stuffed Waffles: Waffles filled with sweet or savory ingredients like chocolate, caramel, or cheese.
- Customized Waffles: Customers can create their own waffles by choosing from a variety of batters, toppings, and fillings, including fruits, nuts, whipped cream, and sauces.

Desserts

WAFL Bangladesh offers a wide selection of desserts to satisfy sweet cravings:

- Ice Cream Sundaes: Waffles paired with premium ice cream, sauces, and toppings.
- Brownie Waffles: A fusion of brownies and waffles, served with chocolate drizzle and whipped cream.
- Seasonal Desserts: Limited-time offerings inspired by seasonal flavors or cultural festivities.

Savory Options

In addition to sweet offerings, WAFL Bangladesh also provides savory items to cater to a broader customer base:

- Waffle Sandwiches: Waffles used as bread for sandwiches, stuffed with ingredients like chicken, vegetables, or eggs.
- Pizza Waffles: A creative twist on traditional pizza, made with waffle bases and a variety of toppings.
- Savory Crepes: Light and crispy crepes filled with cheese, meats, or vegetables.

Beverages

WAFL Bangladesh complements its food menu with a curated range of beverages:

- Hot Beverages: Freshly brewed coffee, tea, and hot chocolate.
- Cold Beverages: Milkshakes, smoothies, and iced coffees in various flavors.
- Signature Drinks: Unique blends created by WAFL Bangladesh, such as flavored lemonades and mojitos.

Combo Meals and Value Packs

WAFL Bangladesh offers meal combinations that provide value for customers seeking a complete dining experience:

- Waffle Combos: Includes a waffle, a side dish, and a beverage.

- Family Packs: Designed for groups, offering multiple waffles and sides at a discounted price.
- Kids' Meals: Smaller portions with child-friendly options, accompanied by toys or surprises.

Limited Time Offers

WAFL Bangladesh regularly introduces limited-time products to keep its menu fresh and exciting:

- Festive Specials: Items inspired by local and international festivities.
- Collaborative Menus: Partnering with brands or influencers to create exclusive recipes.
- Health Conscious Options: Low-sugar, gluten-free, and vegan waffles catering to health-conscious consumers.

Chapter-3

Discussion & Analysis

This chapter provides a detailed analysis of WAFL Bangladesh's business strategies and its development processes within the broader context of WAFL, the international restaurant chain. WAFL Bangladesh, as a franchise of WAFL, adopts the brand's core strategies while tailoring them to the local market in Bangladesh. This analysis explores how the franchise has expanded its market reach, established a strong local presence, and maintained brand consistency in a competitive foodservice industry. Insights from industry reports, and direct observations made during the internship form the basis of this discussion.

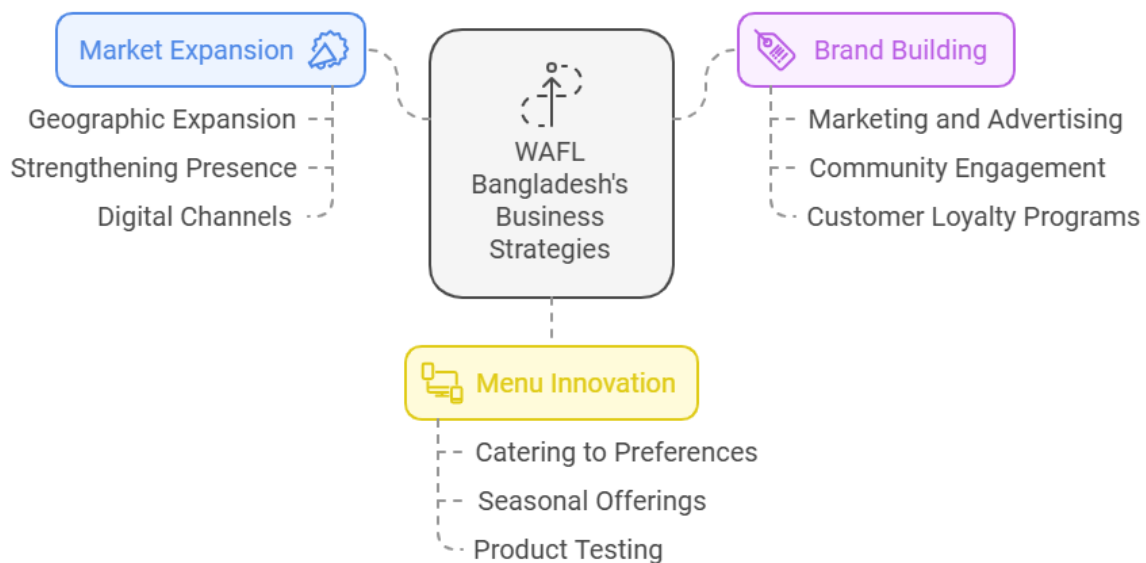


Figure 2: Business Development Process of WAFL (WAFL Bangladesh, 2021)

3.1 Market Expansion Strategies

Market expansion is a key focus for WAFL Bangladesh as it seeks to replicate the success of WAFL's international presence while adapting to the dynamics of the Bangladeshi market. The expansion strategies of WAFL Bangladesh include targeting new geographic regions, reinforcing its footprint in existing markets, and utilizing digital platforms to reach a wider customer base.

3.1.1 Geographic Expansion

WAFL Bangladesh focuses on expanding within the country, leveraging the global success of the WAFL brand to open new outlets and grow its market share.

- **Targeting New Markets:** WAFL Bangladesh identifies areas with growing urban populations and a rising demand for affordable yet high quality fast food. By selecting

high potential urban regions in Bangladesh, the franchise aims to tap into a broad demographic, including young professionals, families, and students.

- **Site Selection:** The company carefully selects strategic locations for its outlets. These are typically high traffic areas such as shopping malls, commercial districts, and near educational institutions, which ensure maximum visibility and foot traffic.
- **Challenges in Expansion:** Expanding into new areas often comes with challenges, such as navigating local regulations, establishing partnerships with local suppliers, and adjusting to the tastes and preferences of the local consumer base. WAFL Bangladesh addresses these challenges through a combination of local expertise and support from the international WAFL network.

3.1.2 Strengthening Presence in Existing Markets

While geographical expansion is critical, ensuring a solid and growing presence in markets where WAFL Bangladesh already operates is equally important.

- **Outlet Renovation and Rebranding:** To maintain customer interest and satisfaction, WAFL Bangladesh regularly renovates its outlets, aligning them with the brand's global standards while integrating elements that appeal to the local customer. This ensures that the dining experience remains fresh and inviting.
- **Localized Marketing:** WAFL Bangladesh employs localized marketing campaigns to resonate with the specific cultural preferences of its customer base in Bangladesh. The franchise runs promotions tied to local holidays, festivals, and significant events, which helps reinforce the brand's connection with the community.

3.1.3 Digital Channels for Market Penetration

In line with the global trends of the foodservice industry, WAFL Bangladesh has embraced the digital shift to expand its reach and offer greater convenience to its customers.

- **Food Delivery Platforms:** To cater to the growing demand for online food delivery, WAFL Bangladesh partners with popular platforms like Uber Eats, Food Panda, and Pathao Foods. These partnerships enable the franchise to serve customers who prefer ordering food from the comfort of their homes.
- **Proprietary Digital Solutions:** WAFL Bangladesh has developed its own app and website, which allows customers to place orders, track deliveries, and access promotions. This direct digital channel enables the company to offer personalized services and deepen customer engagement.

3.2 Brand Building Initiatives

As a franchise of the international WAFL chain, WAFL Bangladesh maintains a strong focus on brand building to differentiate itself in the local market. The company uses several strategies to strengthen its brand identity, build customer loyalty, and maintain a consistent brand image across all touchpoints.

3.2.1 Marketing and Advertising Strategies

WAFL Bangladesh employs a mix of global and local marketing strategies to strengthen its position in the competitive Bangladeshi foodservice market.

- **Social Media Engagement:** WAFL Bangladesh has an active presence on social media platforms like Facebook, Instagram, and TikTok. The franchise uses these platforms to engage with customers through interactive content, special promotions, and announcements about new menu items. Social media provides an immediate and cost-effective way to connect with the target audience.
- **Influencer Partnerships:** Collaborating with food influencers and bloggers helps WAFL Bangladesh reach a wider audience. Influencers who are trusted by local consumers promote the brand and create authentic connections with potential customers.

3.2.2 Community Engagement

Building a strong relationship with the local community is crucial for WAFL Bangladesh. The company goes beyond selling food to actively contribute to society through various engagement initiatives.

- **Corporate Social Responsibility (CSR):** WAFL Bangladesh participates in CSR activities, such as food donations to underprivileged communities and supporting charitable causes. These actions help build goodwill and establish WAFL Bangladesh as a socially responsible brand.
- **Engaging Youth:** WAFL Bangladesh also focuses on connecting with younger customers, particularly students, by sponsoring food-related events and offering student discounts. These efforts help build brand loyalty among the youth demographic.

3.2.3 Customer Loyalty Programs

WAFL Bangladesh has implemented several initiatives to reward loyal customers and encourage repeat business.

- **Digital Loyalty Program:** WAFL Bangladesh's loyalty program, available through its mobile app, allows customers to accumulate points with every purchase. These points can be redeemed for discounts, exclusive offers, and special rewards, fostering long term customer relationships.
- **Personalized Offers:** Using data from the app and customer interactions, WAFL Bangladesh sends tailored promotions to individuals based on their preferences and purchase history. This personalized approach helps improve the customer experience and drive sales.

3.2.4 Brand Consistency across Markets

Maintaining a consistent brand experience is vital for WAFL Bangladesh to ensure that customers receive the same high quality service, whether they visit a local outlet or interact with the brand online.

- **Employee Training:** WAFL Bangladesh invests in training its staff to ensure that the brand's standards are upheld at every customer touchpoint. Employees are trained to deliver excellent customer service, aligned with WAFL's global guidelines.
- **Uniform Visual Identity:** The brand's logo, color scheme, and overall visual identity are consistently maintained across all marketing materials, restaurant decor, and packaging. This uniformity helps build brand recognition and reinforces WAFL Bangladesh's association with the global WAFL brand.

3.3 Menu Innovation and Product Development

Menu innovation is essential for WAFL Bangladesh to remain competitive and meet changing customer preferences. By focusing on local tastes, health-conscious options, and seasonal offerings, WAFL Bangladesh consistently updates its menu to keep it fresh and appealing.

3.3.1 Catering to Customer Preferences

WAFL Bangladesh prioritizes customer feedback to ensure its menu aligns with local tastes and preferences.

- **Local Flavor Integration:** The menu features ingredients and spices common in Bangladeshi cuisine, providing a unique twist on traditional waffles. This ensures the offerings resonate with local customers while maintaining WAFL's global brand identity.
- **Healthy Options:** With increasing demand for healthier choices, WAFL Bangladesh offers low calorie, gluten-free, and plant-based options, catering to those with specific dietary needs.
- **Innovative Desserts:** The brand frequently introduces new waffle varieties with creative toppings and fillings, offering seasonal or limited-time desserts that attract customers seeking new experiences.
- **Customer Feedback:** Regular feedback from customers through surveys and social media helps WAFL Bangladesh refine its menu and introduce new items that appeal to the audience.

3.3.2 Seasonal and Limited Time Offerings

To maintain excitement, WAFL Bangladesh introduces seasonal and special menu items tied to holidays or events.

- **Festive Specials:** Special waffles are introduced during major local holidays like Eid, Pohela Boishakh, and Durga Puja, often featuring flavors that reflect the spirit of the celebration.
- **Event Based Promotions:** Limited time menu items linked to events like sports matches or festivals are introduced to create buzz and attract customers.

- **Building Anticipation:** Promotions for seasonal items are announced in advance through social media and newsletters, creating a sense of urgency and excitement around the new offerings.

3.3.3 Product Testing and Innovation

WAFL Bangladesh continuously tests new products to ensure they meet customer expectations and market trends.

- **Pilot Programs:** New menu items are often tested in select locations before a wider rollout, helping the brand gauge customer interest and gather feedback.
- **Collaboration with Chefs:** The brand works with local chefs to develop unique offerings that blend international and local flavors, providing exclusive items that reflect the cultural palate.
- **Quality Ingredients:** WAFL Bangladesh maintains strong relationships with local suppliers to ensure the freshest ingredients. The use of exclusive ingredients developed in collaboration with suppliers adds a distinctive touch to the menu.

3.3.4 Expanding the Menu

As the brand grows, WAFL Bangladesh continues to diversify its menu to cater to a wider audience.

- **Savory Waffles:** In addition to sweet waffles, the brand now offers savory options, such as "Spicy Chicken Waffle" and "Vegetarian Waffle Delight," catering to customers seeking heartier meals.
- **Beverage Pairings:** Complementary beverages like fresh juices, milkshakes, and coffee are offered, enhancing the overall dining experience.
- **Kid's Menu:** A dedicated kid's menu with smaller portions and fun toppings attracts families, while family sized meals encourage group dining.

Chapter-4

Findings &

Recommendation

4.1 Findings

Based on the evaluation of WAFL Bangladesh's business operations, the following process related findings have been identified:

- **Operational Framework:** WAFL Bangladesh employs a structured operational process ensuring consistent product quality and efficient service delivery.
- **Inventory Management Issues:** Inefficiencies in inventory management and order processing lead to waste and increased costs.
- **Supply Chain Gaps:** The supply chain requires optimization to prevent delays and maintain consistent availability of ingredients.
- **Employee Training:** Lack of a structured training program impacts consistency in service quality.
- **Digital Marketing Limitations:** Processes for digital marketing and partnerships with food delivery platforms are underutilized, restricting online growth.

4.2 Recommendations

To address the identified process-related challenges and enhance efficiency, the following recommendations are proposed:

- **Streamline Inventory Management:** WAFL Bangladesh should adopt technology driven solutions, such as inventory tracking software, to minimize waste and improve cost efficiency.
- **Optimize Supply Chain:** WAFL Bangladesh could conduct a comprehensive evaluation of its supply chain processes and collaborate with reliable local suppliers to ensure timely and consistent ingredient availability.
- **Implement Training Programs:** WAFL Bangladesh should design structured training programs for employees to ensure consistent service quality and improve overall customer satisfaction.
- **Enhance Digital Processes:** WAFL Bangladesh could strengthen its online presence by integrating with food delivery platforms and automating digital marketing campaigns to increase visibility and reach.
- **Introduce Feedback Loops:** WAFL Bangladesh should establish regular feedback mechanisms to refine operational processes based on customer and employee inputs.

Chapter- 5

Conclusion

5.1 Conclusion

In conclusion, WAFL Bangladesh demonstrates a strong commitment to growth through strategic business development initiatives, including market expansion, brand-building, and innovative product development. The analysis conducted during this internship highlighted the organization's ability to adapt to market trends, foster cross departmental collaboration, and address industry challenges effectively. The recommendations provided aim to support WAFL Bangladesh in sustaining its growth trajectory, enhancing customer loyalty, and expanding its market presence in the competitive hospitality industry.

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