



Daffodil
International
University

Internship Report

On

An Evaluation of the Operations of M/S Rabby Traders

Submitted To

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Letter of Transmittal

11th December, 2019

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Subject: Submission of Internship Report on ‘An Ovaluation of the Operations of M/S Rabby Traders’

Dear Sir,

I might want to inform you that, I have finished my report on 'An Evaluation of the Operations of M/S Rabby Traders'. A Few months before by the beauty of Almighty, I got the chance to work at M/S Rabby Traders.

Presently I'm presenting my report dependent on my working experience for the internship program which is an integral part of my academic program. I have outfitted every one of the things that I have gained from my work field. I have tried my best to make the report great and assemble significant data for setting up a total report. Without the correct direction of you, it was unrealistic for me to set up the report precisely.

I hope you will accept my report considering the limitations and mistakes of the study, and sincerely believe you will find the study very interesting and informative.

Expressing gratitude toward you for your benevolent supervision.

Sincerely yours,



MD Moududay Rabby Fahad
ID: 173-14-2537
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Declaration

I am **MD Moududay Rabby Fahad, ID: 173-14-2537**, Form Masters of Business Administration (MBA) program, Major in Marketing, understudy of Daffodil International University, hereby declare that, the Internship Report titled on 'An Evaluation of the Operations of M/S Rabby Traders' is set up without anyone else's input. under the supervision and direction of Mohammad Shibli Shahriar, Associate Professor and Head, Department of Innovation and Entrepreneurship, Faculty of Business and Entrepreneurship, of Daffodil International University.

I further confirm that the report is totally unique and arranged for educational reason as it were. No piece of this report is replicated from others and not submitted to some other University or Institution for any degree or some other reason.



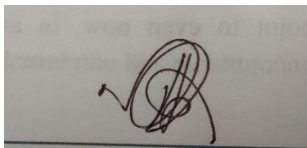
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Supervisor's Certificate

This is to affirm that, the Internship Report on 'An Evaluation of the Operations of M/S Rabby Traders' is a real record and the report is finished by MD Moududay Rabby Fahad, ID: 173-14-2537, under study of Masters of Business Administration (MBA) program, Major in Marketing of Daffodil International University. He has completed this report under my supervision in partial fulfillment for awarding the Masters of Business Administration (MBA) degree.

I know MD Moududay Rabby Fahad has arranged this report without anyone else's input and it isn't duplicated or acquired from anyplace.

I wish his very success in life.



Mohammad Shibli Shahriar
Associate Professor and Head
Department of Innovation and Entrepreneurship
Faculty of Business and Entrepreneurship
Daffodil International University

Acknowledgement

Above all else, I might want to say thanks to Almighty Allah, who has sent me in this lovely world and gave me a sound and cheerful life. I'm likewise thankful that, my Almighty Allah gave me the quality and capacity of effective finishing of my report.

It was a pleasure to prepare a report on the different parts of organization exercises concentrating on "An Evaluation of the Operations of M/S Rabby Traders". I might want to thank to my Honorable Supervisor, Mohammed Shibli Shahriar, Associate Professor and Head, Department of Innovation and Entrepreneurship, Faculty of Business and Entrepreneurship, of Daffodil International University. For his careful suggestion at each time during the planning of report. And it is worth mentioning to utter the name of my all-honorable teacher of my department from whom I have learned over the academic years.

I might want to give gratitude to my dad MD Fazul Haque, Manager MD Jamal Khan, for their kind exertion, which helped me to gather appropriate data and information. Their valuable co-operation is the un-dividable part of this report.

At long last, one thing I should make reference to over all that, I am generally thankful to my dear Parents for their charitable help to my life and study until now. From the earliest starting point to even now, in as long as I can remember, their commitment and penance is uncountable and unreturnable to set up me independent and successful person.

Executive Summary

I have arranged this report dependent on my internship program as it is required for the MBA program. M/S Rabby Traders plays a vital role in the construction industry. Consumer satisfaction is one of the most essential impressions of the movement toward progression and improvement for this organization. The consumer satisfaction to improve administration quality. The report has composed in four sections.

First chapter including introductory part of the report. There I mention main objective of the report. The main objective of the report is to Evaluation of the Operations of M/S Rabby Traders.

The second chapter where I discuss about the organization.

The third section where I talk about products and the operational activities of M/S Rabby Traders.

Fourth chapter here manages with findings and recommendations which are drawn by analysis of whole report.

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CHAPTAR ONE

Introduction

1.1 Introduction

M/S Rabby Traders was established with the driving goal to grow, succeed and become a leader in every business that it engages in while adhering to its values of integrity, respect and commitment to excellence. It has continued its journey with visionary goal, meticulous planning best use of its resources, products with guaranteed standard and quality service. The firm has future plans to go for join in Government projects.

1.2 Origin of the Report

There are many sources of the information used all over this report. Due to the commitment and secrecy clause attached with the appointment letter from *M/S Rabby Traders*., I'm not allowed to define all the sources and also all the experiences too. The following list contains only the sources that can be used without conflicting with the company terms and conditions. But, most of the information are taken from my practical working experience of the company.

1.3 Scope of the Study

The study gives a lot of knowledge about *M/S Rabby Traders*. As I working in operation of this organization, I got the opportunity to learn different sales and marketing activity. It consists of my observations and on the work experiences during the period.

1.4 Objectives of the Study

The first objective of writing the report is fulfilling the partial requirements of the MBA program. The main purpose of this study is to have a practical knowledge on operations of the company. Following are the main objectives:

- To identify operational activities of M/S Rabby Traders.
- To analyze the operations of the company.
- To evaluate those activities of the company.
- To recommend some suggestions based on findings.

1.5 Significance of the Study

The study plays a significant role not only to me but also to those persons who conduct further study on the related fields. Here I gathered knowledge's about operational activities and other can use this knowledge in forthcoming career. For the first time the Company got the report as their summery which may help others as a guideline or reference as well as for making right policies in the similar cases.

1.6 Methodology

The methods of completing the report have included some steps, which followed by one by one. First selected the topic of the report then collected information relating to the topic by primary sources and through personal learning and knowledge. As an employee of M/S Rabby Traders., it was easy for me to collect data. After gathering all the information required, come up with an expected result of the report.

1.7 Sources of Information and Content

I have collected the whole data from primary sources. And the details are given below:

Primary Sources:

- Discussion with the supplies and commission agents
- Discussion with others Employees
- Observation, Practical learning & experience of M/S Rabby Traders

1.8 Report Type

The whole report is a descriptive report which certainly analyses operational activities of the Company.

1.9 Limitations of the Study

- The major limitation faced in preparing this report was the sensitivity of the data. As it is a highly competitive market, if the margin information released to other competitors, it may have a negative impact on their business.
- Confidentiality of data was another important barrier that confronted during the conduct of this study. Every organization has their own secrecy that not revealed to others.
- Time limitation was also a big factor, which hinders the data collection process. Due to time limitation many aspect is could not discussed in the present study.

Chapter Two

Organizational Overview

2.1 History of M/S Rabby Traders

M/S Rabby Traders was founded in 2019.

We have grown and changed with the fish and construction industries in kalapara, Patuakhali. We have succeeded in establishing ourselves as one of the most prominent firms in kalapara and have utilized our resources to become one of the premiere Supplier in my area. We are also growing our company by expanding into the base building construction market and fish market. We believe that the attention to detail established over the years in our market will enable us to bring a higher level of service and craftsmanship to the supply market.

2.2 Trade license

৬নং মহিপুর ইউনিয়ন পরিষদ কার্যালয়

ডাকঘর-মহিপুর, উপজেলা-কলাপাড়া,
জেলা-পটুয়াখালী।

ক্রমিক নং- 1104
লাইসেন্স নং - ১৯৬
বই নং ৬
তারিখ : ২৫/০৩/২০২১

ব্যবসা প্রতিষ্ঠানের নাম : হোসেন বারিক ট্রেডার্স
ব্যবসার স্থান : মহিপুর
ব্যবসার ধরণ : পুষ্টি সামগ্রী সরবরাহ ব্যবসা

লাইসেন্স প্রাপকের নাম : হোসেন বারিক ট্রেডার্স
পিতা / স্বামীর নাম : মোঃ হোসেন হুদা

গ্রাম : মতিপুর ডাকঘর : মহিপুর উপজেলা : কলাপাড়া জেলা : পটুয়াখালী

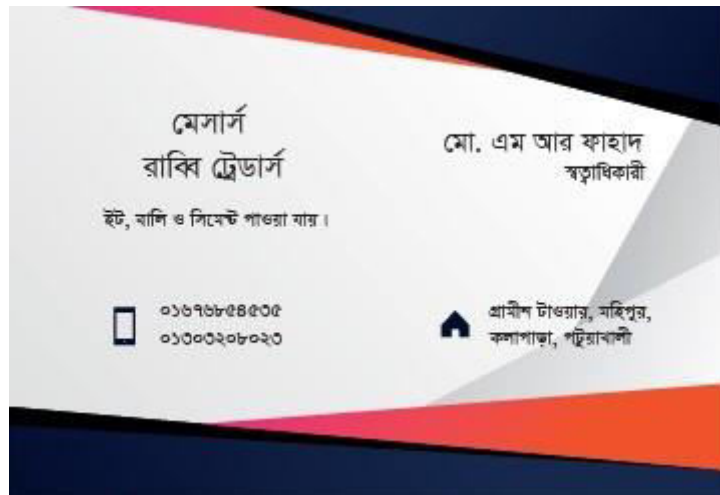
টাকা : ৬০০/- কথায় : ছয়শত প্রদান করায়
২০২১... ইং সনের ১লা জুলাই হইতে ২০২২... ইং সনের ৩০শে জুন তারিখ পর্যন্ত বলবৎ থাকিবে।

৩১/৪৫১-

মোঃ আবদুল হাকিম
সচিব
৬নং মহিপুর ইউনিয়ন পরিষদ

আঃ হাশাম আকন্দ
চেয়ারম্যান
৬নং মহিপুর ইউনিয়ন পরিষদ
কলাপাড়া, পটুয়াখালী।

2.3 Visiting card



2.4 Objective of M/S Rabby Traders

- To contribute on the construction related potential area.
- To utilize the private and public unused land
- To provide Consultation, suggestions and designing structure
- To involve in government project
- To use maximum use of human resource.
- To contribute in economic growth.
- To contribute towards economic development of the organization and the Government.
- To ensure equitable distribution of income.

2.5 Corporate Profile

Name of the Company	M/S Rabby Traders
Legal Status	Private Company
Contact Number	01676854535 01303208023
Formal Inauguration	November, 2019
Registered Office	House :145, word :03, Road:Rahamatpur, kalapara pourashava, patuakhali

Chapter Three

Products and Operational Activities

3.1 Products

- Bricks
- Sand
- Fish farm

3.2 Bricks

I have contract with 3 brick fields. Which is MMB, KBL and Tiger. Purchase from them and then sell to others.

Brickfields accommodate 3 qualities bricks such as 1st class, 2nd class, 3rd class. I made maximum use of 1st class bricks. I purchase bricks in off season (rainy season). At the time of off season, there was no production in brickfields. At the beginning of on season, brickfield owners need huge amount of money. They sell bricks at lower rate for setting out to achieve this amount of money. During the peak time of season they offer 6-8 taka per brick piece. As a consequence of deficiencies in money, they vend same quality brick at 4-5 taka per piece.





My business zone (kalapara, Patuakhali) belongs to oceanic area, its soil type is salty. So the longevity of brick is short. There will be scarcity of salty type brick demand. Because of lacking of demand, salty type brick's price rate is 5.5-6 tk. I acquire bricks from KBL. Among coastal zone, KBL endow with sweet type soil. KBL demands higher rate for sweet type soil.



3.3 Sand

I are doing business with sand for the last 2 months. I use river side land for stock the sand. I use our own property for this business.



There are 2 categories of sand.

1. One for filling up land
2. Another for construction work

A massive pile-up of sand are collected from river by ship. I mainly collect sand that being used for construction and put them for sale. I carry around 10 taka per square feet including all costs like commission, carrying cost, labor cost etc. I sell the sand in 15tk per square feet. I collect the sand from different agents by mini tracks. We can allocate 150 square feet sand in one mini track.



3.4 Fish Firm

I made use of 5 ponds to implement fish production. Among those ponds, 3 ponds are of mine and rest 2 ponds are leased. 3 ponds are being used for small fish. Rest 2 ponds are being used for big fish. I collect the baby fish size of 1 inch from fish hatchery of Khulna and Barisal. Baby fishes are being nourished under our proper superintendence and grown up to 4-5 inches. After growing up to this size, we put up some of those fishes for sale. We extract some of the grown fish and put into the ponds used for big fishes.





The size of the ponds around 6000sft that I used for small fishes and every ponds have 1500-200 fishes.

For the large fish I use big ponds, the size of it's around 10,000sft. Every pond have 700-800 fishes.



We have different types of fish in our ponds such as:

- Rui
- Katla
- Silver carp
- Grass carp
- Chinese puti
- Foli etc.



3.5 Manufacturing

Manufacturing is a big process. It requires lots of resources. At this moment we are not involved in manufacturing, because of insufficient resources.

For bricks, we collect bricks from 3 different brickfields. I managed to acquire 10 lakh bricks from those brickfields for these seasons. In the previous year, I had dispatched 8 lakh bricks to payra port. This year I hope for dispatching bricks to payra port.

For sand, we collect this from river. We store sand in river side another. Sand are distributed by mini tack.

For fish, we use 5 ponds for production. 3 for small size fishes and 2 for production of large fishes.

3.6 Sales

We are selling our products in commission basis. We have contract with some agents and retail stores. If they sell our product, they will get commission. For bricks they got 0.10-0.15 taka commission.

For sand, we offer 200 taka commission for 150sft mini truck.

For fish, the party directly come to my place and take the fishes. Presently I'm selling only small fishes, which size is 4-5 inches with the price of 8-12 taka.

3.7 Advertising and Promotion

Recently we are not doing any advertising activities. Because we are doing business in rural area. We are focused on government project and the agents those are sell our bricks, sand and fish.

Doing promotional activities for our agents and suppliers by offering commission.

3.8 Distribution

For delivered the product we use agent's vehicles.

3.9 Competitive Edge

The high standards set by our company and our location is going to make it very difficult for competitors to enter and survive in the market area.

The keys to our competitive edge:

- Produce maximum profits
- Never break the commitment
- Provide the best product (bricks and sand)
- Ensure quality of fishes
- Provide activities for a large range of groups
- Complete the task within the time period

4 SWOT Analysis

'SWOT' analysis - An analysis of an organization's strengths and weaknesses alongside the opportunities and threats in the external environment."



Strengths:

- Local Investor
- Direct help and cooperation of Bangladesh Government
- Local Political support
- High experienced management
- Strong financial stability
- Large number of land

Weaknesses:

- Lack of expertise man power in different position
- English accent and skills low.
- Lack of technological support
- Unestablished labor remuneration
- Lack of educated human resources
- Branding and advertising of the company is not popular

Opportunities:

- Huge government project
- Great opportunity to acquire projects from Government
- Many areas for starting new business

Threats:

- High labor cost
- Unavailability of labor
- Threat of new comers in same business area
- Competitive Business environment
- Threat of local business syndicate

Chapter Four

Findings, Recommendation & Conclusion

4.1 Findings

➤ **Large number of government project:**

Huge mega projects going on at this moment in kalapara, Patuakhali. Those are Payra Sea Port, 1300MW Power Plant, Rehabilitation Project, infrastructure for Army, Coast Guard, Bngladesh Navy and many more.

➤ **Huge problems in transportation:**

Kalapara, Patuakhali is a coastal area, maximum areas are surrounded by river. Inefficient bridge and road are make problem for transportation.

➤ **Lack of expertise man power:**

The number of expert worker is very low in this area Here have huge demand of educated person.

➤ **Only few fish hatchery in there:**

For fish firm, we collect fishes from Barishal or khulna. Only few hatchery are available in there. But their product quality is not satisfactory.

➤ **Unavailability of technology:**

Still maximum areas are udder 2G Network.

➤ **Unavailability of labor:**

The number of govt. mega projects are running in our area. Huge labor need in there. This create the crisis of labor.

➤ **High labor cost:**

Labor cost is very high in this area. We pay 600-1000 taka per day in a labor.

4.2 Recommendations

➤ **Need Political stability:**

Changing the local political authority create impact in business. Need political stability in rural area.

➤ **Need more number of commercial banks for loan fasciitis:**

Only few commercial banks are available in Kalapara. Only 4-5 banks. They charge high rate for loan. Need more commercial banks for financial support.

➤ **Make available of technology:**

Improve the technological infrastructure.

➤ **Improve the road infrastructure:**

Increase the number of roads, bridge to make connect with the rural areas.

➤ **Need government support for electricity problems:**

Improve the electricity infrastructure. Gov. try to improve the situation but this is not good enough.

➤ **Availability of labor:**

If the labors came another city it reduce the labor crisis, as well as minimize the labor cost.

4.3 Conclusions

M/S Rabby Traders has served many people and made them satisfied. Definitely product quality plays vital rule for customer satisfaction. But along with the product quality, Good co-operations and fulfilling buyer's (agents and govt.) requirements appropriately plays a crucial rule for customer satisfaction.

The firm has future plans to go for government project. Last season we delivered 10 lac bricks to payra port, by using this experience, hope we will get the contract again.

The study of the report refers to operations of the M/S Rabby Traders. It is aimed at analysing the products, identifying the present problems faced by us, and management. Attempts were made to find out the factors which need to be changed and improvised.

LIST OF ABBREVIATIONS

Abbreviation	Elaboration
MMB	Momota Bricks
KBL	Kuakata Bricks Ltd
Sft	Square Feet
M/S	Messrs
2G	Second Generation