

Internship Report
on
“Operating Activities of Akij Biax Film Limited”



A landmark to create the Future
Date of Submission: 24th December, 2019

Internship Report
on
“Operating Activities of Akij Biax Film Limited”

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Major in Marketing
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Daffodil International University



A landmark to create the Future
Date of Submission: 24th December, 2019

Letter of Transmittal

Date: 24th December, 2019

Dr. Ahmed Fakhurul Alam

Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Internship report on “Operating Activities of Akij Biax Film Limited”.

Dear Sir,

I would like to you for assigning me this subject to prepare the internship report. This task has been given me the opportunity to explore one of the most important aspects of the “Operating Activities of Akij Biax Film Limited”. The report contains a comprehensive study on “Operating Activities of Akij Biax Film Limited”. With your kind supervision I tried my level best to make this report valuable.

I would be very happy to provide you with any clarification regarding the report. Please let me know if you have any inquires. Would you kindly accept the report and oblige me thereby.

Sincerely yours,



.....
Md. Mahedi Hasan

ID: 181-14-827

Program: MBA

Major in Marketing

Department of Business Administration

Daffodil International University

Student's Declaration

I, Md. Mahedi Hasan, ID: 181-14-827 is announcing that the presented internship report on Operating Activities of Akij Biax Film Limited is prepared by me and it fulfills the requirement of the MBA Program of Daffodil International University.

This report, which is currently in front of you, does not break any copyright law and does not a copy of any other report. It is one of a kind and I believe it would be helpful for others those who are seeking study related to this report.

It is also confidently declared by me that this report or any other part of the study of the report has been carried out by me and never been used in any University or College for relative degree.

Md. Mahedi Hasan

.....
Md. Mahedi Hasan

ID: 181-14-827

Program: MBA

Major in Marketing

Department of Business Administration

Daffodil International University

Certificate of the Supervisor

This is to certify that Md. Mahedi Hasan is a student of MBA (Major in Marketing) under the Department of Business Administration, ID NO: 181-14-827 has successfully completed internship report on Operating Activities of Akij Biax Film Limited. On the basis of his successful completion of the internship program, he has prepared this report under my guidance. The final copy of the report is being submitted to the Daffodil International University, as a partial fulfillment of the requirements for the award of MBA degree.



.....

(Dr. Ahmed Fakhrul Alam)

Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgment

At first I would like to express my heart-felt thanks to almighty Allah for his kind blessing for completion of the Internship program successfully. I would like to thank the people, who have made a significant contribution to make this report. Their guide lines, suggestions & inspiration helped me a lot. I would like to express my deepest appreciation, sincerest gratuity to my respected teacher and honorable internship supervisor to Dr. Ahmed Fakhurul Alam, Preofessor, Faculty of Business & Entrepreneurship, and Daffodil International University for his whole hearted supervision during reports period. His suggestions were really a great source of spirit to make the report good one.

I am really thanks to Md. Azad Rahman, Director, Akij Biax Film Limited. For allowing me to complete my Three Months Internship course in his factory.

Executive Summery

In Bangladesh, the future of films industries is brighter in the era of globalization. Ultra-modern technology being used in the garments industries in the outside world other than Bangladesh. To survive in the free market of the organizations had to use world standard latest technology in our readymade garments sector. Bangladesh is an under developing country. The development and progress of the country largely depends on export performance.

This report is based on “Operating Activities of Akij Biax Film Limited.” The main objective of this study is to analyze the Operating Activities of Akij Biax Film Limited.

The report is divided into five chapters. First chapter contains the introductory part of the report which implies introduction, background, objectives, methodology and limitations of the study.

Second chapters includes company overview, about About Akij Group, Board of Director, Sister Concerns, products, machines, company mission and vision, company values and policy, quality policy, environmental policy global compact endorsement, department, and process flowchart of Akij Biax Film Limited.

Third chapter consists my internship experience, job dexcription, the daily routine and learning from internship.

Four chapters consists operations activities of Akij Biax Film Limited.

Five chapters consists findings, recommendations and conclusion.

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Chapter: 1

Introduction

1.1 Introduction

From the childhood till now, we have only learned from the book. It is our education system which does not allow any student to gather practical knowledge. So, it is the only chance for us to gather practical experience by getting involved ourselves as an internee with an organization. Since I am a Student with major in Marketing, I think it is necessary to know how the Marketing works, how the department operates and how the organization works to control their markets with the combination of internal and external employees. So, the opportunity was provided by the marketing department of Akij Biax Film Limited. The whole internship has been done under the supervision of Akij Biax Film Limited Marketing department. Practical knowledge of networking has been gathered in this period. I have known about how they make it possible to maintain their distribution channels all over the country. It was immensely beneficiary for an intern to gather this kind of practical experience.

1.2 Background of the Study

Master of Business Administration (MBA) is the global professional degree, which is designed by the Commercial & Business Administration that offers the gathering of information of the functional activities of the industry in the real life. It helps to gather extensive information and see what it is done to the organization in certain situation arises.

This course is designed with an extraordinary combination of practical and subjective knowledge of the learning process. After completing MBA certain time is preserved for internship program. As a student of the MBA as per requirements for successful completion of my course I was assigned in Akij Biax Film Limited at situated at 198, Akij House, Bir Uttam Mir Showkat Sarak, Tejgaon, Dhaka -1208 for performing internship. However, I was very much interested to be familiarizing with how an overall business of a commercial organization can continue its business smoothly & develop its growth over the year. So I am very much appreciating to appoint me the internship subject of “Operating Activities of Akij Biax Film Limited”.

1.3 Objectives of Study

The objective of the case study is to develop the concept about the various aspects of the organizational structure, success & marketing process of the packaging industry. This case study will help me to analyze the various concept of marketing, formal hierarchy, standardized export policies & rules, organizational network, various types of approaches to make profit, decision making in stable & unstable situation, how to improve the quality of products & the production process which will enrich my experience for my future career.

Main Objective:

The main objective of the study was to analyze and understand operating activities of Akij Biax Film Limited

Specific Objectives

The more specifically the objectives of the study were:

1. To know the market conditions of the products
2. To monitor whether the supply chain is working properly or not.
3. To know the strategies of the competitors.
4. To find out the competitive edge.
5. To find problems in various activities and give some recommendations to overcome those.

1.4 Methodology of the Study

In order to perform study on “Operating Activities of Akij Biax Film Limited “several methodology concurrently required informative raw & selective data were collected from different sources, whether it is primary or secondary, information must have the depth of necessity in this report.

1.4.1 Sources of Data

All the data relevant to this report have collected thoroughly from primary and secondary sources. The information or data has been testifying its originality for the confidants of the report.

1.4.2 Primary Sources

- Personal Interview of the official individuals of the Akij Bix Film Limited
- Collected of official records and observation of Practical works
- Developed from personal desk of observation and maintaining regular office timing
- Face to face interview with the different executive officers in the different departments
- Interviewing with the corporate clients

1.4.3 Secondary Sources

- Fiscal year report of the Bangladesh along with its other international offices
- Data from website, <https://www.akijbix.com/>
- Data from valued clients about the services

There are some data, which is strictly confidential and cannot be published under any circumstances. That is why it is crucial for some analysis to some point.

1.5 Limitations of the Study

During the time period of the internship, there are several limitations been identify. All the limitations are briefly discuss below.

1.5.1 Time Limitations

As it is fast growing Packaging industry, all the employees had to work hard for the industry and its growth. As a result it became so much difficult to collect information from them. Sometimes it seems difficult to understand some concepts in different areas which only can describe by the individual officers of that position. Eventually there are tremendous subject can't possible to discuss here in this report.

1.5.2 Lacking Of Availability of Required Data

It is quit impossible to collect information about valued clients within the office or even from outside the office or even from market visit. Clients are well aware of the industry and their services. That is the core reason to face trouble to gather valuable information about the report. Due to these difficulties, employee had to choose other options to collect data.

1.5.3 Official Confidentiality Policy

Though the data of this report collected from both primary and secondary data sources, sometimes the data itself is shattered and bias. Like every industry, this industry also has confidentiality issue and online secrecy system. This reason it seems that some information are shown in a complicated manner for the third party and other Medias.

1.5.4 Scattered Information

Keeping the data constructed as far as possible. Though most of the data collect from primary sources, new product development is the vast area where keep track of the data is very tough. Loyal client and changing the solutions design and demand make the difficulties to keep trace of the structured data.

Chapter: 2

Organizational Overview

2.1 Company Overview

Akij group has installed a state of the art BOPP film line from Bruckner, Germany and Slitters from ATLAS, UK, a Metalizer from BOBST, UK and modern packaging system from Bonfanti, Italy. Capability of the equipment compares with the most modern such facilities available in any part of the world including West Europe, USA, Japan, China, India and Korea. Bruckner is the leading manufacturer of film stretching equipment with a market share of nearly 50% of the global film production. BOPP is the main component of the barrier, wide range of sealing and low coefficient of friction film in the ever growing flexible packaging industry.

ATLAS CW1040 Primary slitter operates as high speed as 1000 mpm producing good quality rolls with accuracy +/-1 mm and mirror finish edge, consistent roll hardness and meets the required rewind rolls quality specifications. Films can be supplied in any lengths or any predefined width (300mm-2800mm) and diameters 1200 mm (Max).

ATLAS CW 800 Secondary slitter is a versatile machine can slit and rewind various types of films from Primary slitter and is optimized to slit and is optimized to slit metalized film while maintaining its surface characteristics and can run at a speed of 1000 mpm.

ATLAS CW 500 is a customized slitter exclusively for tobacco film which can run at 400 mpm and can produce high quality rewind rools width ranging from 90mm-425mm.

BOBST Metalize is one of the leading manufacturers and can offer metalized films of any specification required by most demanding customers anywhere in the world .We have K5 EXPERT which can deliver products of optical density more than 3.0 Five times more metal adhesion value by AluBond process.

This world class equipment is supported by component and technically quality engineers to deliver world class product to satisfy any needs of customers anywhere in the world.

AKIJ BIAX offers all varieties of BOPP films in the range 0f 12 to 60 micron (TDS-Technical Data sheet)

In our state of the art, twenty four hours, manufacturing facility, we produce a wide variety of Bopp Films suitable for a wide range of applications. Our plant is imported from Europe. Our machines not only have great capacity, they can run at very high speeds and can accommodate winder widths of up to 8.7 meters, producing plain, wide range heat sealable , matt , high shrink , pigmented ,corona treated or chemically coated films.

Akij BIAX's objective is to produce high quality films through:

- Highly professional personnel
- State of the art technology
- Raw materials from best companies in the world
- Automatic packing system

2.2 About Akij Group

Akij Group stretches back to later part of the forties. In its infancy, the Group started in a humble way with jute trading which was known as the golden fiber of the country, earning highest amount of foreign exchange.

Akij Group's ceaseless efforts with dynamic management and support from our numerous clients have led our Group in diversifying its business activities. In the second phase, the Group went into manufacturing handmade cigarettes popularly known as bidis. This sector gave a real boost to the revenue earning of the Group as well as making a substantial contribution to government exchequer.

2.3 Board of Directors

Name	Designation
S.K. Nasir Uddin	Chairman
S.K. Bashir Uddin	Managing Director
S. K. Jamil Uddin	Corporate Director
S. K. Jashim Uddin	Corporate Director
S. K. Shamim Uddin	Corporate Director

2.4 Sisters Concerns

1. Akij Jute Mills Limited
2. Akij Food and Beverage Limited
3. Akij Ceramics Limited
4. Akij Cement Limited
5. Akij Textile Mills Limited
6. Akij Plastics Limited
7. Akij Shaping Line Limited
8. Akij Particle Board Mills Limited
9. Akij Printing and Packaging's Limited
10. Akij Flour Mills Limited
11. Akij Poly Fiber Industries Limited
12. Akij Agro Processing Factory
13. Bahadurpur Tea Estate Limited
14. Akij Central Workshop
15. Akij Steel Mills Limited
16. Akij City Center
17. Robin MDF
18. Akij Bakers Limited
19. S K Akijuddin Limited
20. Akij Match Factory Limited

2.5 Products of Akij Biax Film Limited

BOPP Products:

- Metalized grade heat sealable film
- Heat sealable high slip film,
- Heat sealable low SIT film (900c)
- Heat sealable high slip film (straw packing application)
- Heat sealable consistent slip property

- Heat sealable low SIT film (850 c)
- BOPP heat sealable film, Heat sealable high slip film (1150 c)
- Transparent wrap around label film (super clear)
- Transparent wrap around label film, Non-heat sealable transparent film (1 side treated),
- Transparent non heat sealable (slip modified film)
- Transparent non heat sealable (slip modified film)
- Transparent non heat sealable (slip modified film)
- Non-heat sealable tape base film Two side heat sealable 1 side matte, other glossy
- Both sides heat sealable matte surfaced film
- 1 side non-heat sealable matte surface, 1 side treated
- 1 side non heat sealable matte surface, both sides treated
- Solid white opaque heat sealable film
- White voided heat sealable film (density=0.67)
- White voided label film
- White voided high density (0.73) for pressure sensitive label film
- White voided high density (0.73) label film.

2.6 Machines of Akij Biax Film Limited



BOPP FILM LINE



METALLIZER



PRIMARY SLITTER

2.7 Company Mission

Akij Biax Film Limited mission is to enrich the quality of life of people through responsible application of knowledge, skills and technology. Akij Biax Film Limited is committed to the pursuit of excellence through world- class products, innovative processes and empowered employees to provide the highest level of satisfaction to its customers.

2.8 Company Vision

To realize the mission Akij Biax Film Limited will:

- a) Endeavor to attain a position of leadership in each category of its businesses.
- b) Attain a high level of productivity in all its operations through effective and efficient use of resources, adoption of appropriate technology and alignment with our core competencies.
- c) Develop its employees by encouraging empowerment and rewarding innovation.
- d) Promote an environment for learning and personal growth of its employees.
- e) Provide products and services of high and consistent quality, ensuring value for money to its customers.
- f) Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.
- g) Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence.

2.9 Company Values:

- a) Quality
- b) Customer Focus
- c) Fairness
- d) Transparency

2.10 Company Policy

Akij Biax Film Limited has strong Quality Policy, Environmental Policy and Global Compact endorsement.

2.11 Quality Policy

Akij Biax Film Limited mission is to achieve business excellence through quality by understanding, accepting, meeting and exceeding customer expectations. Akij Biax Film Limited follows International Standards on Quality Management System to ensure consistent quality of products and services to achieve customer satisfaction. Akij Biax Film Limited also meets all national regulatory requirements relating to its current businesses and ensures that current Good Manufacturing Practices as recommended by World Health Organization is followed for its pharmaceutical operations. The management of Akij Biax Film Limited commits itself to quality as the prime consideration in all its business decisions. All employees of Akij Biax Film Limited must follow documented procedures to ensure compliance with quality standards. The pool of human resources of the company will be developed to their full potential and harnessed through regular training and their participation in seeking continuous improvement of work methods.

2.12 Environmental Policy

Akij Biax Film Limited is committed to maintain the harmonious balance of our ecosystem and therefore constantly seeks ways to manufacture and produce products in an eco-friendly manner so that the balance of nature remains undisturbed and the environment remains sustainable. In pursuit of this goal, Akij Biax Film Limited will

- a) Comply fully with all local and national environmental regulations.
- b) Conserve natural resources like water and energy for sustainable development, and adopt environmentally safe processes.
- c) Ensure appropriate treatment of all effluents prior to discharge, to prevent pollution or degradation of environment
- d) Ensure appropriate communication and cooperate with internal and external interested parties on environmental issues.
- e) Create awareness on environmental issues among our employees and suppliers.

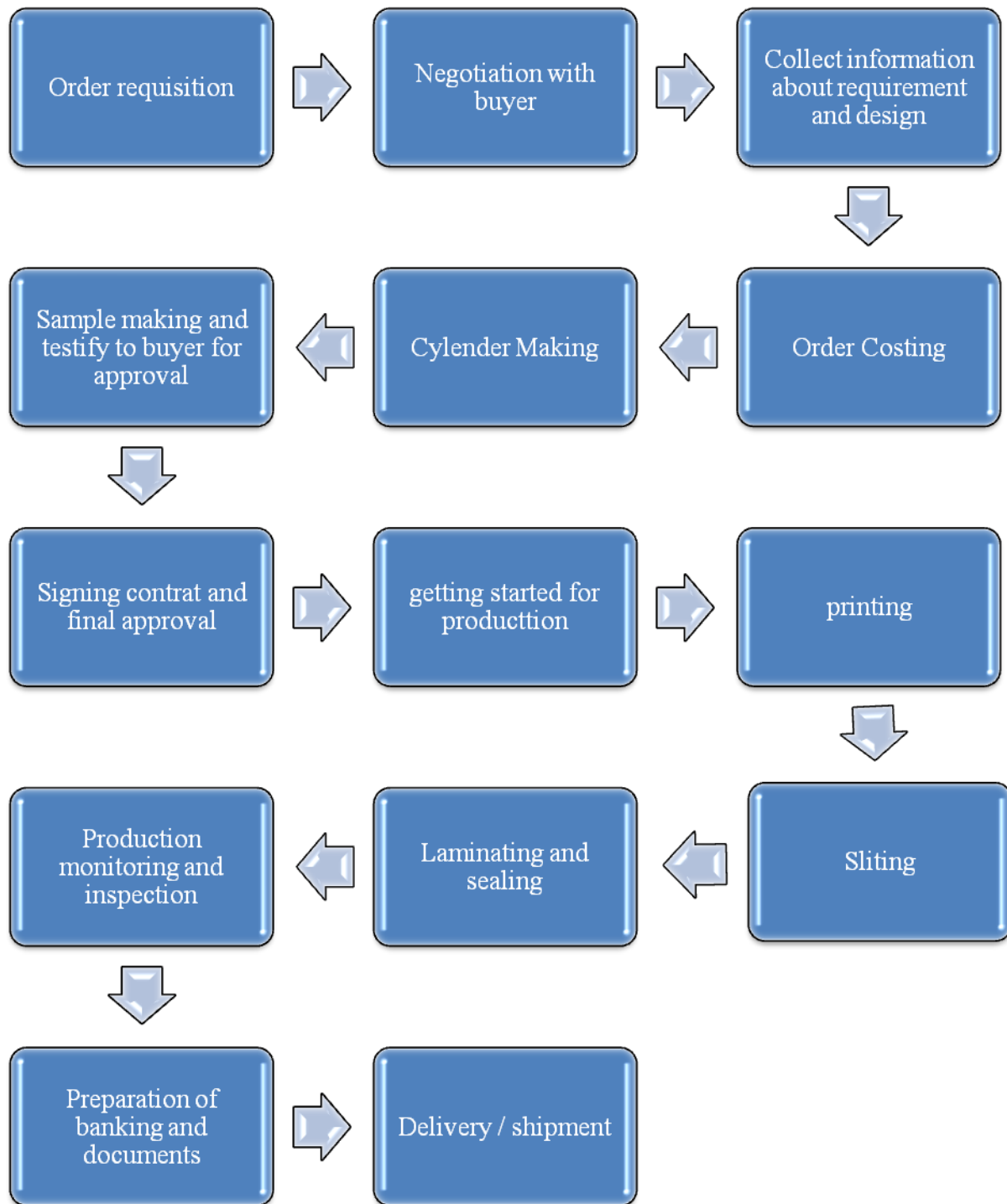
2.13 Global Compact Endorsement

The Akij Biax Film Limited has consistently demonstrated its commitment towards its employees and the environment over the years. It has been recognized as the practitioner and promoter of socially responsible business behavior. To take this commitment even further, Akij Biax Film Limited has endorsed the Principles of Global Compact on August 18, 2003. The Global Compact is a remarkable initiative sponsored by the United Nations Secretary General Koffi Annan. It is based on a very simple notion: whether or not required by law, corporations should enforce basic human rights and accepted labor and environmental standards in all their business activities, to counterbalance possible negative effects of globalization. The compact calls on companies to embrace the ten universal principles in the key areas of human rights, labor standards and the environment.

2.14 Fundamental Department of Akij Biax Film Limited

1. Administration department
2. Finance and planning
3. Commercial department
4. MIS department
5. Distribution department
6. Training department
7. HR department

2.15 Process Flowchart of Akij Biax Film Limited



Chapter: 3

Job Description

3.1 The Internship Program

I am continuing my internship at Akij Biax Film Limited. I have been working here from 1st September, 2019 and I will have to continue to 30th November 2019. I got the opportunity to work in the Marketing Department of Akij Biax Film Limited.

3.2 Job Description

It was clearly included in my joining letter that I have to work weekly 5 Days from 8:30 am to 6pm. I am supposed to perform the following works:

- a) Preparing various types of assignment given by my supervisor
- b) Sorting PO files and Delivery Challan.
- c) Checking the serial of Invoice
- d) Following up different types of accessories
- e) Helping other employee surrounding me with different activities.

3.3 The Daily Routine

I am working in the Marketing Department of Akij Biax Film Limited. Here I work 5 days in a week. My office hour is 8:30 am to 6:00 pm. At the beginning they introduced me with different business people inform me about my activities and responsibility. My job is to analyze the whole system of Marketing Department as an employee of the organization

3.4 Learning from Internship

The total sales volume of any product depends on marketing department of any organization.

Marketing department has to perform some specific tasks these are:

- a) Monitoring the production progress
- b) Communicate with buyer and receive order
- c) Meet the buyer and approve the sample
- d) Collecting raw materials and all accessories
- e) Help the buyer to inspect product
- f) Making pool between customer and company

Chapter: 4

Operating Activities of Akij Biax Film Limited

4.1 Food Packaging

- Candy, Chutney, Chanachur, Biscuits, Saline & Salt Wrapper & Packets.
- Tea, Milk Powder, Spices Wrapper Packets.
- Ice-cream.
- Export quality zipper Bag (frozen foods, Shrimps, fish, vegetable).

4.2 Shrink/Pearl Label

- PVC Shrink for mineral water, Drinks, Juice etc.
- PVC Shrink for mineral water, Drinks, Juice etc.

4.3 Cosmetics /Toiletries

- Soap, Detergent & Shampoo Wrapper /Sachet

4.4 Pharmaceuticals

- Blister Foil for Pharmaceuticals.

4.5 Oil Pack

- Soya & Mustard oil Pouch Pack.
- PVC Shrink for mineral water/Oil Pack

4.6 Packaging Order management

Negotiation with the Buyers

The most critical work is the procurement of packaging order. Anybody wants to collect packaging order, should be able to convince the buyer. When the buyer is convinced about package production, packaging quality, packaging costing and shipment ability of a packet producer, he or she can think about issuing an order. Without clear confidence among buyer & manufacturer from both sides, may be a risky business deal. If a company can continuously deal with only three or four buyer with buyer's satisfaction, it will be sufficient enough to run packaging business smoothly round the year. A successful negotiation outcome does not generally occur through luck, but by following a clear process. The process reflects the different levels of knowledge of the subject of negotiation, various parties and the way they communicate at various stages in the negotiation. The following is an outline of steps essential to effective negotiation:

Researching the Needs of the Parties

The greater the knowledge a buyer has of their own and the supplier's requirements, the better able they are to construct an acceptable solution. The buyer must be clear about both the department mark-up to be placed on the product cost and the intended retail selling price so that she or he can judge the viability of the suppliers' products.

Preparation

Effective preparation is also vital to successful communication. It is essential that the buyer also has identified the maximum and minimum positions that she will accept for a range of factors including:

- a. Product Price
- b. Order Size
- c. Lead- time
- d. GSM and Thickness

Offer

The buyer and manufacturer can make specific proposals to set the boundaries of the negotiation.

Discussion

There will be areas on which one side can move than more than the other and vice versa. It is important for the buyer to make a note of which ones provide the greatest and least opportunities for flexibility.

Counter and Revised Offers

This is the real bargaining where elements of the order, such as number of units, product details, and lead-time and so on are being decided in the context of an overall cost price the buyer should make firm proposals.

Processing Of order

After receiving the order, without wasting any time, it is essential to prepare a schedule for the jobs to be done for safe execution of the order. The main jobs for the execution of an order are as follows:

- a) Details Analysis of order.
- b) Preparation of a Time Schedule for the order.
- c) Collection of plastic & Accessories for the company to be used [Source, Quantity of the Items, Cost of the Items, Receiving Data of the items, Quality & Quantity, Inspection of the Items, etc]
- d) Distribution of Responsibilities for the Jobs & Duties
- e) Production Plan
- f) Inspection of the Produced packages for Quality, Quantity & other Requirements of the Buyer.
- g) Preparation of Banking & Transportation Formalities
- h) Continuous Follow-up Progress

4.7 Technology using in Akij Biax Film limited

- 1) Printing machine (maximum 10 colours)-5nos
- 2) Dry lamination machine – 3 nos
- 3) Solvent less lamination machine – 1 nos
- 4) Film making machine – 3 nos
- 5) 5 layer film making machine – 1 nos
- 6) Cone ice cream pouch making machine – nos
- 7) Extrusion lamination machine – 1 nos
- 8) Slitting machine – 6 nos
- 9) HMA soap wrwpping machine – 1 nos
- 10) Pouch making machine (centre sealing and bottom cutting) – 4 nos
- 11) Glue machine for shrink sleeves – 2 nos
- 12) Cutting machine for shrink sleeves – 2 nos

4.8 Packaging Lab Equipment

1. Universal tension Compression test machine
2. Co-efficient of friction test machine
3. Vacuum leakage test machine
4. Weighing scale
5. 5 color pantone marching tool

4.9 Promotional Activities:

Label Expo Brussels

Labelexpo Europe is the world's largest event for the label and package printing industry - the best opportunity to launch or promote your products.

Labelexpo Europe is our flagship show and the largest label event in the world. Launched in London in 1980, it moved to Brussels in 1985, where it has remained since.

Pack Expo Chicago

PACK EXPO International—The Main Event for Processing and Packaging Innovations The show floor buzzes with machinery in action, interactive learning hubs and networking lounges. More than any other event in North America, PACK EXPO International offers attendees the chance to see technologies in motion, meet with packaging suppliers, explore technology for their industry and get ideas from other markets

Pack 1st Istanbul

PACK-IST is the Europe's first and unique Flexible Packaging Fair PACK-IST Flexible Packaging Fair will be held third time on 02-05 April 2015, at İstanbul Expo Center by YağmurFuarçılık and FASD (Flexible Packaging Manufacturers Association). PACK-IST Fair was held first time in 2012 at Istanbul Expo Center by YağmurFuarçılık and FASD (Flexible Packaging Manufacturers Association). PACK-IST is the second in the world and first and unique flexible packaging fair in Europe.

Pro Pack Johannesburg

If you want your business or product to stay ahead of the pack, then exhibiting at Propak Johannesburg is a must. Looking for new prospects and customers? Want to launch new products or demo new equipment? Need to keep track of what competitors are doing? Interested in a medium to increase sales leads that is more time and cost-effective than sales calls or visits? Then look no further! Propak Johannesburg is the place to be.

4.10 Selling and Distribution

B2B: Akij Biax Film Limited sells directly to other business organization. They have no dealer to sell their products. Their marketing executive directly contact with the organization authorized person to sell their products. Their main customers are Mokka Multilayer, Premiaflex Plastics Limited, Consort Flexipack Limited.

B2C: On the other hand Akij Biax Film Limited sells directly to traders. Some of the traders are Allah er Dan Traders, A J International, Ahian Traders, Bursha Lamination, Mayer Doua Traders etc. They are selling it to the retail customers.

4.11 Pricing Method

Landed Cost								
RM : BOPP			HS Code					
Origin : AJ Plast (Thai)			:					
Quantity (Kg)	U/Price	Invoice value	Currency	Rate	BDT	Insurance	Landing Charge	Assessable value
1	2.00	2.00	US\$	84.00	168.00	0.84	1.69	171
Structure	on value	%	Amount (BDT)					
CD	171	10	17					
RD	188	0	-					
SD	205	0	-					
VAT	188	15	28					
AIT	171	5	9					
ATV	225	0	-					
PSI	171	0	-					
DF CV TIC	171	0.05	0					
Others	171	5	9					
Total Tax			62					
Landed Cost			230					
NET Landed cost :			193.66					

4.12 SWOT Analysis



Strengths

- i. Cheap labour and availability of skilled manpower for general operations.
- ii. Availability of bonded facilities and other benefits/ incentives for exports.
- iii. Already vibrant export sectors like RMG, frozen fish and shrimps that can be extended to other sectors like value added agro products, fresh fruit
- iv. Growth in consumerism due to foreign remittance by Bangladeshi and vegetables etc.
- v. Abundant and cheap gas energy options to run the manufacturing operations.

Weaknesses

- i. Packaging associations do not play their role to bring packaging industry together in discussing their problems, sharing their achievements and working on creation of common facilities like a testing and training centre.
- ii. Packaging converters have a limited understanding of what it takes to compete in demanding markets such as the EU. As a result, they are not able to advise their export customers, leading to a fundamental gap in the ability for Bangladesh to succeed on exports.
- iii. Inadequate efforts and resources to prepare packaging standards provide testing facilities to the industry conduct local R&D, train personnel etc.
- iv. Too much dependency on few export sectors, especially on RMG export.
- v. Lack of harmonies packaging standards with regional and international

Opportunities

- i. Very low per capita consumption of packaging and huge potential for growth in local and export markets.
- ii. Entrepreneurs in SME sector today are taking interest in knowing the key challenges the packaging sector is facing and are looking forward to the new opportunities for growth.
- iii. Newly added huge production capacities for manufacturing of flexible packaging have created an opportunity for exports through QA production.
- iv. Opportunity for global sourcing of best quality of raw materials at best cost.
- v. Possibility of manufacturing packaging raw materials in the country due to abundant gas energy.
- vi. Growth of large super markets and consumers life style change.

Threats:

- i. Packaging converters in general have been performing and responding to the relatively “simple” requirements of the RMG sector and are not geared up to address the complex issues of food preservation: mastering hygiene, preventing oxidation, aroma loss, UV degradation, transport worthiness etc.
- ii. Very few export portfolios; mainly dependent on RMG and frozen fish and shrimps.
- iii. Large numbers of export orders are lost due to delays in meeting deadlines for shipments some contributory factors are customs clearance, port delays, hartals etc.

Chapter: 5

Findings, Recommendations & Conclusion

5.1 Findings

There are many types of packaging industry, such as plastic packaging, paper packaging, metallic packaging etc. Soap wrapper, candy wrapper, product pouch etc are basically plastic packet.

- i. Akij Biax Film Limited has no training center to concern their employees and customers about use of Biaxially Oriented Polypropylene (BOPP).
- ii. Akij Biax Film Limited has no converter machine to re-cycling their Biaxially Oriented Polypropylene (BOPP).
- iii. Akij Biax Film Limited imports their raw materials from foreign country which increase their production cost.
- iv. Lack of employees in marketing department to accomplish their task. Marketing employees also work in commercial department which waste their working hour.
- v. Akij Film Limited has no available transport facilities to distribute their products from factory to all over districts.

5.2 Recommendations

- i. Akij Biax Film Limited should open a training center to concern about use of BOPP to their employees and customers.
- ii. Akij Biax Limited should import Biaxially Oriented Polypropylene (BOPP) machine to re-cycling their products.
- iii. Akij Biax Film limited should produce their raw materials which can reduce their production cost.
- iv. Akij Biax Film Limited should hire more employees to complete their marketing department task more effectively and efficiently.
- v. Akij Biax Film Limited should increase their transport facilities to distribute their products within time and also to satisfy their customers.

5.3 Conclusion

Akij Biax Film Limited (Subsidiary of Akij Group) is a private limited company, incorporated in 2015. The factory is located at Akij Economic Zone, Raymoni, Trishal, Mymensingh, Bangladesh. Akij Biax Film Limited is a growth oriented company, specializing in the manufacture in flexible packaging. We supply quality products of printed flexible packaging material using fully automated gravure printing technologies for various forms of laminates with foil, film & paper. Our operation expanding rapidly to meet the growing needs of local markets. Continuous investment in new machineries and skilled manpower push us in the top position in packaging industries. Akij Biax Film Limited believes in continuous improvement and thus conducts constant upgrading and investment in machineries and manpower. Such endeavors have ensured that Akij Biax Film Limited is a well-known brand in the market. Akij Biax Film Limited strives to provide the best quality packaging materials to its valued customers to gain customer's trust and achieve sustainable business growth. The company serves a multitude of multinational and local customers namely Unilever, GlaxoSmithKline, Nestle, Reckitt Benckiser, Perfetti Van Melle, Bangladesh Edible Oil, Transcom, Marico, Godrej, Pepsico, Pran, Ceylon, City group, HRC, Haque, Partex, Tibet, Olympic, Cocola, UniQlo (Japan), etc. During the course of my practical orientation I have tried to learn the practical company activities to realize it with my theoretical knowledge, which I have greathearted and going to acquire from various course of my MBA program

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