

Activities of Tiles City





Daffodil
International
University

Internship Report
On
“Activities of Tiles City”

Supervised By:

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Letter of Transmittal

15th February 2022

To

Professor Dr. Mostafa Kamal

Professor

Department of Business Administration

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Daffodil International University

Subject: Submission of Internship Report.

Dear Sir,

This is a great pleasure for me to submit the Internship Report, which is a part of the BBA program's requirements. "**Activities of Tiles City**" is the title of my Internship Report. I believe that the knowledge I obtained from this study will be extremely beneficial to me in the future. I am confident that the Internship Program has greatly improved my practical and theoretical understanding.

It should also be mentioned that I would not have been able to complete this report without your expertise and assistance. If you have any further questions about any of the additional information, I would be happy to answer them. So, I respectfully beg and hope that you would accept and comply with my report.

Sincerely yours,



.....
Md. Sahadat Hossan Miraz

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Disclaimer

I am Md. Sahadat Hossan Miraz, a student of the BBA program, Daffodil International University, hereby declare that the internship report titled “**Activities of Tiles City**” is prepared after the completion of my internship at Tiles city at Savar under the intensive supervision and guidance of Professor Dr. Mostafa Kamal, Professor, Department of Business Administration, Daffodil International University and Mr. Yousuf Chowdhury Arafat, Manager, Tiles City.

I also declare that the internship report is prepared only for academic purposes, and this report is not submitted by others.



.....
Md. Sahadat Hossan Miraz

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টাইলস্ সিটি

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টাইলস্, মার্বেল গ্র্যানাইট
এবং স্যানিটারী
সামগ্রী সরবরাহকারী

08/01/2022

তারিখঃ.....

সূত্র: TILES CITY/SAVAR/2022/01

To whom it may concern

This is to certify that Md. Sahadat Hossan Miraz, a BBA student (ID#181-11-548), of Daffodil International University, Datta para, Chou Baria, Ashulia Model Town, Savar, Dhaka has successfully completed his internship program for three months from Tiles City, Savar Branch. During his internship period, he is found punctual and dedicated to his assigned job.

We wish him every success in life.

For Tiles City

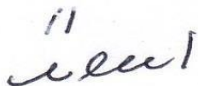
Mr. Yousuf Chowdhury Arafat
Manager, Tiles City

Certificate of Approval

This is to certify that Md. Sahadat Hossan Miraz bearing ID: 181-11-548 has done the Internship Program under my guidance and supervision. He has prepared a report on “**Activities of Tiles City**” and submitted it to me by fulfilling the rules and regulations.

Md. Sahadat Hossan Miraz has submitted this report in partial fulfillment of the requirement for the degree of the BBA program. I further declare that the study was made specifically for academic purposes and that this paper may not be used in an actual market context. The report accepted for presentation.

I wish him every success in life.



.....
Professor Dr. Mostafa Kamal

Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Acknowledgment

In the beginning, I would like to express sincere gratitude to Almighty, the most merciful and beneficial, for empowering me to complete the report on time. I worked in finance and accounts department and gained office experience. In this research, I did my best to give both hands-on experience and research.

I would like to express my gratefulness and thanks to my honorable academic supervisor, Professor Dr. Mostafa Kamal, Professor, Faculty of Business & Entrepreneurship of Daffodil International University, for providing me with helpful guidance on how to work on the real-life activity. His active coaching at all stages of work motivated me to complete my task effectively.

I am also grateful to the course coordinator, Mr. Yousuf Chowdhury Arafat, Manager, Tiles City, for providing me with information about Tiles City as well as help and guidance in completing my report.

Whenever I approached Tiles city's employees, they were really helpful in demonstrating the job process and giving important material for my report. Even though they were under a lot of pressure at the office, they tried to answer my inquiries and provide me with the information I needed. It was a wonderful chance to intern at an organization like Tiles City. The experiences that I have gathered from this internship will be highly beneficial to my future profession.

Executive Summary

This report is about “Activities of Tiles City”. Tiles City is a business established on 2006. They begin with a single showroom. They have always offered their consumers high-quality products and services. They now own three showrooms. It wasn't simple for them to pass. Tiles City is always more concerned with building client confidence and dependability than with maximizing profits.

The total report is divided into six major chapters. Chapters are again divided into subchapters according to the content of the chapters.

Chapter one is the introductory section of this report which is the description of the internship project, origin of the study, objective of the study, and so on.

In chapter two, a brief discussion about the overview of Tiles city, the vision, mission, strategies of Tiles City, organization structure, corporate information, and the departments of Tiles City are provided.

In chapter three, a brief discussion about the Procession of Tiles city like the journey of Tiles City, Achievements of Tiles City, and Tiles City in Savar have been included.

Chapter four is the Process, Analysis part of the report where done SWOT analysis, PESTEL analysis, Functional structure of Tiles City, forecast, and so on.

Chapter five is a brief discussion about the financial and social activities of Tiles City.

Findings, recommendations, and a conclusion are drawn in chapter six of the report.

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CHAPTER-01

INTRODUCTORY PART

1.1 Introduction

In Bangladesh, the ceramics industry is a rapidly expanding manufacturing sector. The industry began in the 1950s with the establishment of the first ceramic manufacturing units. The industry has grown rapidly throughout the years. While it meets 85% of local needs, it also exports high-quality ceramic items to other markets. Tiles, sanitary ware, and dinnerware are the primary products of this business. The upward trend indicates that the industry has the potential to become one of the country's top foreign exchange-earners.

Tiles City is a business organization that started its journey on December 14, 2006. They start their journey with one showroom. From the beginning of the business, they provided quality products and services to their customers. We know that there are ups and downs in a business. Tiles City also faces so many problems, but they beat all the obstacles. Now they are owners of three showrooms. The way they pass was not very easy. Tiles City always focuses to gain customer trust and reliability, rather than only gaining profit.

The business main activities include selling and distributing various types of tiles and sanitary products. Tiles City presently offers a total of 6 different company tiles. Tiles city presently employs over 25 individuals, all of whom are held to the same high moral and social standards as the company.

They are providing the best quality at a minimum price than other competitors and fulfilling customers' demands. When they realized customers are satisfied with their product, then they add some new product items to their business according to customer needs. In 2012, they add new products like sanitary, marble granite, etc. Tiles City plays an important role in the tiles and ceramic industry.

1.2 Brief Company Profile

- It was established on 14th December 2006.
- Wholesale and retail showroom.
- Dealership with 6 companies.
- Vehicles on the road: 4
- 28 people work in this business organization.

1.3 Origin of the Study:

The internship is part of the BBA program and is required for graduation. I finished my internship at Tiles City in Savar. I worked in the finance and accounts department. I completed my internship under the close supervision and direction of Professor Dr. Mostafa Kamal, Professor Faculty of Business & Entrepreneurship of Daffodil International University and she suggested to me that the topic of my report would be "Activities of Tiles City" which is relevant to my working experience.

1.4 Objective of the Study:

General Objectives:

- The primary purpose of the study is to explain the "activities of Tiles City".

Specific Objectives:

- To acquire practical skills and knowledge.
- To apply knowledge into practice.
- To get a firm understanding of Tiles City's business activities.
- To identify the problems faced by Tiles City.
- To provide a few recommendations to improve the overall performance of Tiles City.

1.5 Significance of the study:

As I have worked in the finance and accounts section of Tiles City at the Savar branch, the topic of my internship report is "Activities of Tiles City" a study at the Savar branch which is related to my working experience. It helps to understand how they deal with the customers alongside how to deal with customer transaction and various financial problem-solving. It will also improve interaction with the real-world business environment and provide them with a practical understanding of Tiles City's entire operations, which is necessary for students to confront the ever-increasing job market barriers. The study's findings will aid management in their attempts to enhance all financial flows and promote the company's offerings to customers. As a result, senior management will benefit greatly from the research in terms of enhancing customer satisfaction. So, this study is significant to me and the company.

1.6 Scope of the study

In this report, the scope of the organizational part covers the organizational structure, background, products and services, and the overall performance of Tiles City as a whole. This report helps me to understand the clear real-time experience about the business operations of Tiles City. It also helps me learn how they deal with their clients and how they manage their consumers. This report is simply intended to gather information regarding Tiles City's general activities.

1.7 Methodology of the Study:

This study is based on information gathered from many sources using a specified approach. To meet the objectives of this report's comprehensive approach, I depend on information from a multitude of sources.

1.7.1 Sources of Data:

The following two methods were used to collect the information:

1.7.1.1 Primary sources:

I spoke with the authorities and executives of the Tiles City Savar Branch and obtained the relevant data used and given in this report.

- Three months of hands-on experience in an internship
- Face-to-face meetings with appropriate executives and staff
- Relevant file research supplied by the officers in question

1.7.1.2 Secondary Sources:

The data secondary was acquired using the company's brochures and leaflet; additional relevant information was gathered directly from various divisions of the business through interviews; and books, journals, publications, buyers, and workers have also been used.

1.7.2 Time and location

This study was carried out between Octobers to December of 2021. Several activities were carried out over the course of three months. The location was in the head office of Tiles City at Savar.

1.8 Limitations of the study:

Although I have received sincere support from the employees of Tiles City, Savar branch in the way of my study. But, I face the following issues, which may be referred to as the limitations of the study. The following are some limitations:

- Time limitation has become a major issue as the duration of the internship term was just three months. Three months is insufficient time to learn quite much everything there.
- Certain information cannot be provided by the employee due to security and other organizational obligations.
- Another limitation of this study is lacking publications, books, and other related information.
- It is quite difficult to get all of the accurate data from various staff on their activity limitations.

These limitations have been encountered in the report, which may obstruct the study's progress, but I am working hard to minimize the negative effects of these limitations.

CHAPTER-02

ORGANIZATIONAL

PART

2.1 Overview of Tiles City

Tiles City is a company that was founded on December 14, 2006. They begin with a single showroom. They have always offered their consumers high-quality products and services. We all know that businesses have ups and downs. Tiles City too has a lot of issues, yet they manage to overcome them all. They now own three showrooms. It wasn't simple for them to overcome. Tiles City is always more concerned with building client confidence and dependability than with maximizing profits. The primary activities of the company involve the sales and distribution of various types of tiles and sanitary items. Tiles City currently has 6 different brand tiles available. Moreover, Tiles City employs over 28 people, all of whom are held to the same high cultural and ethical standards as the organization. They provide the best quality at the lowest price compared to their competitors, while also meeting the needs of their customers. When they realize their clients are pleased with their product, they add some new product items to their business to accommodate their requirements. In 2012, they added new items such as sanitary, marble granite, and so on. Tiles City is a major player in the tiles and ceramic industries.

The three main objectives of Tiles City are as follows: These are:

- i. To make the best use of all available resources.
- ii. To play a critical role in human development and job creation.
- iii. To contribute to poverty reduction and employment creation.

2.1.1 Vision

Tiles City's vision is to become Bangladesh's best dealer in terms of selling ceramics products.

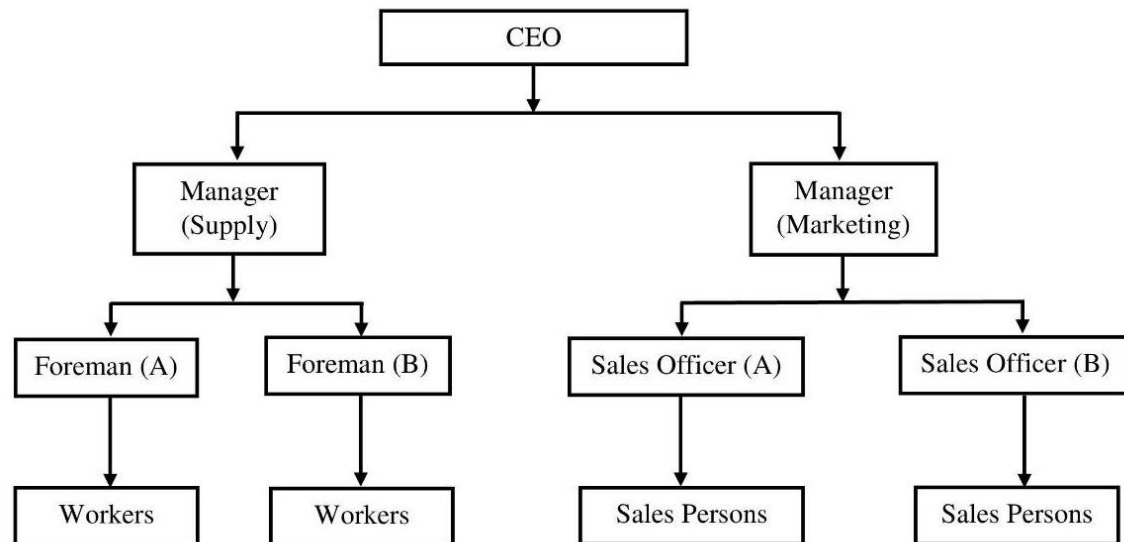
2.1.2 Mission:

- To provide high-quality products to customers.
- To develop high integrity standards; and
- To make quality investments.
- Ensuring long-term business growth.

2.1.3 Strategies of Tiles City

- Intending to give the best possible product to clients in order to acquire their trust.
- Identifying consumer demands and assessing how effectively those criteria are met.
- All employees must be trained and developed, and adequate resources must be provided to ensure that the needs of the customers are met reasonably.

2.1.4 Organization Structure



2.1.5 Corporate Information

Name of the company	Tiles City
Commencement of Business	14th December 2006
Head Office	28/B, Provat Market, Aricha Road, Savar, Dhaka
Mobile Number	01972-883750
Chairman	Mr. Md. Kabir Ahamad
E-mail	tilescityofficial2007@gmail.com
Facebook page	facebook.com/tilescity2006
No. of branches	03
No. of employees	28

2.2 Departments of the Tiles City

Tiles City is divided into three Department:

- Sales and Distributions
- Finance and Accounts
- Marketing

2.2.1 Sales and Distributions

One of the most important departments of Tiles City is Sales and Distribution. Essentially, this is the major area of their business. After taking the dealership they buy the ceramic products from the company in accordance with market demand. Then customers choose the product from their outlet. Accordance to the customer choice product is provided from the warehouse. Before delivering the product customer has to pay full payment. To deliver the product to their customer Tiles City use their own transport or customer can use their own transport. They distribute their product through wholesale and retail sales to their customers.

2.2.2 Finance and Accounts

The finance and accounts section generates and maintains corporate transaction records for both customers, as well as forecasting the best source of funds. Through a variety of dominating and observing actions, this section ensures that financial operations are used as efficiently and effectively as possible. It consists of Audit, Internal Audit, Credit, Accounts, and is supervised by the Controller and Finance Director.

2.2.3 Marketing Department:

Tiles City is currently the owner and operator of a unique retail network. Ceramic products were offered by Tiles City through a network of three showrooms strategically situated across the Savar area. Tiles City is a retail and wholesale business with a large distribution network. The main task of this department is to let know people about tiles city.

2.3 List of Tiles City Dealer

Akij Ceramics

Akij Ceramics is a 25,000 square meter ceramic and porcelain business owned by the Akij Group. It has been designated as the country's largest facility, with different production lines to assure the year-round availability of world standard designs. Akij Ceramics uses cutting-edge technology and machinery from some of the greatest firms in Germany and Denmark to create its tiles. The tiles are produced to standard international standards. Akij Ceramics follows worldwide standards to provide the highest quality tiles and competitive designs, as well as lifetime durability on its floor and wall tiles.

DBL Ceramics

DBL Ceramics Limited began its journey with an unrivaled commitment to bringing beautiful and high-quality ceramic tiles to meet the demands of all types of construction and various architectural needs. They can assure the stated quality because we use cutting-edge technology and machines from world-renowned Italian manufacturers. DBL Ceramics, which started operation at the end of 2016, is noted for its inventiveness and one-of-a-kind creations. DBL Ceramics leads to innovation and uniqueness. DBL Ceramics' completely automated facility and manufacturing facilities guarantee that every step is carried out with the utmost precision, allowing for 32,000 SQM output each day. DBL Ceramics offers a wide variety of tiles including Polish, Porcelain, Wall Tiles, Technical Porcelain, and Decor Tiles.

Fresh Ceramics

The Meghna Group of Industries (MGI) has recently launched its own ceramics brand, Fresh Ceramics, in the local market. It spent almost Tk 500 crore in Ashariar Char, Narayanganj, to build a ceramic manufacturing factory, which will directly employ around 1,000 people.

Seucil Ceramics

To satisfy local demand, Southeast Union Ceramic Industries Limited (SEUCIL), a coal-based ceramics company, has started manufacturing with a capacity of 2.69 lakh square feet tiles per day. The China-Bangladesh joint venture has spent Tk950 crore to manufacture high-quality and colorful tiles on an 11.20-acre plot of land in Bagerhat district's Katakhal. Currently, the firm employs over 1,050 technical professionals and laborers, with women accounting for 30% of the workforce. In addition, there are 50 Chinese individuals. The Bangladesh employees will be trained on a daily basis by Chinese supervisors.

X Ceramics

The X Ceramics Group has established itself as the ceramic industry's leading light in Bangladesh. All of their proficiency, productivity, and strength is based on our surfacing research and consequent solutions, which distinguishes X Ceramics Group as the surfaces and solutions Authority. Their enthusiasm for creating items that affect everyone's daily lives drives us to create exceptional surfaces and solutions. When employed, X Ceramics Group believes that its goods should serve as a reliable answer for the user's everyday needs, not just visually.

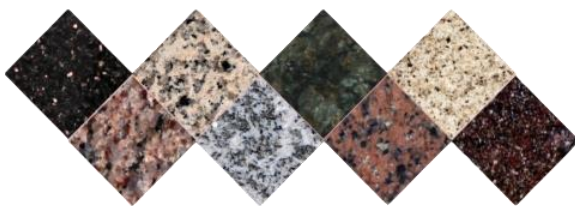
Great Wall Ceramics

Great Wall is Bangladesh's largest tile manufacturer. They have been manufacturing tiles for 11 years and are known in Bangladesh as a valued manufacturer of world-class tile excellence. Great Wall Ceramic now is known as the industry's Tiles Expert. Great Wall Ceramic is loaded with fashionable design and cutting-edge technology inherited from the origin of ceramic tile makers: Italy and Spain. They have grown our experience and design skills at such a rapid rate over the period that they feel we can give the Bangladesh market more than any other world-class tile maker.

2.4 Types of products:

List of Products Sold by Tiles City

Different types of ceramic products are sold by Tiles City such as tiles, sanitary, marble granite, etc. Each type of product has a different company, size, and color. In terms of use tiles product has also different variants. The list of products sold by Tiles City are given below:



1. Wall-8 × 12-All Company
2. Wall-10 × 16-All Company
3. Wall-12 × 18-X Ceramics
4. Wall-12 × 20-All Company
5. Glossy wall-12× 24-All Company
6. Matt wall-12 × 24-Akij, DBL, Fresh Ceramics.
7. Floor-12 × 12-Homogeneous-All Company

8. Floor-12 × 12-Porcelain Print-All Company
9. Floor-12 × 12-ceramic-Akij and X Ceramics
10. Floor-16 × 16-Homogeneous-All Company
11. Floor-16 × 16- Porcelain Print -All Company
12. Floor-16 × 16- Polish -All Company
13. Floor-24 × 24-Homogeneous-All Company
14. Floor-24 × 24- Porcelain Print -All Company
15. Floor-24 × 24- Polish -All Company
16. Floor-16 × 16-Homogeneous-All Company
17. Floor-16 × 16- Porcelain Print -All Company
18. Floor-24 × 48- Polish -All Company
19. Stair-10 × 12-Off White-All Company
20. Stair-10 × 12-Pink-DBL and X Ceramics
21. Stair-12 × 12-Off White/Pink-All Company
22. Rup top tiles-4 × 4-GTC Ceramic
23. Rup top tiles-2.5 × 8-GTC Ceramic
24. Rup top tiles-3 × 4-GTC Ceramic
25. Rup top tiles-3 × 10-GTC Ceramic
26. Water Closet- Rosa/Akij ceramic
27. Wash Basin- Rosa/Akij ceramic
28. Top Wash Basin- Rosa/Akij ceramic
29. Asian Pan- Rosa/Akij ceramic

CHAPTER-03

PROCESSION OF TILES CITY



3.1 Journey of Tiles City

Tiles City started its journey on December 14, 2006, with one showroom. The primary activities of the company involve the sale and distribution of various types of tiles and sanitary items. Tiles City currently has 6 different company tiles available. Moreover, Tiles City employs over 28 people, all of whom are held to the same high cultural and ethical standards as the organization.

They provide the greatest quality at the lowest price compared to their competition, while also meeting the needs of their clients. When they notice their clients are happy with their goods, they add some more product items to their firm to meet their wants. In 2012, they added new items such as sanitary, marble granite, and so on.

They expand their business by opening two new locations at Shimultola and Dogormora. They also have a good working relationship with their supplier and contractor. Outside of Savar, Tiles City also delivers products. That can only be accomplished by providing high-quality products and after-sales services. Tiles City plays a significant role in the tiles and ceramic industries.

They have always offered their consumers high-quality products and after-sales services. We all know that business has ups and downs. Tiles City also encounters several challenges, but they overcome them all. They are now the proprietors of three showrooms. It was not simple for them to pass. Tiles City is always more concerned with building customer trust and confidence rather than only gaining profit.

3.2 Achievements of Tiles City

Tiles City has its own various awards for its outstanding skills and competencies in conducting business, which sets Tiles City apart from others. Tiles City likes to take on various challenges. They know that if they want to be successful in business, they must face challenges. Several companies give them so many challenges and criteria to fulfill. If the business organization fulfills the criteria then the company rewards them. Tiles City has received various awards at different times, three of them are given below:

1. Top 7th position in terms of sales in 2018-2019-Akij Ceramics.
2. Outstanding Performer-Akij Ceramics in 2019.
3. Top 9th position in DBL ceramics in terms of sales-2019.

3.3 Tiles City in Savar

Tiles City started its journey in Savar 16 years ago. From the beginning of the business, they have been providing good products to the customers. They have created a distinctive competency in the market which makes Tiles City different from others. In Savar, there are so many customers of Tiles City. They know how to treat customers properly. Tiles City not only focuses on business profit but also provide more focus on providing the best quality product to their customer and gaining customer trust, and they did it. They expand their business more two locations in different places like Shimultola and Dogormora in Savar. To fulfill the customer demand they expand their product item. They add more new products such as sanitary, marble granite to fulfill customer demand. They also maintain a good relationship with their supplier and the contractor. Tiles City also delivers products outside of Savar. That is only possible by providing the best quality product and after-sales services.

CHAPTER-04

PROCESS, ANALYSIS & STRATEGY

4.1 Tiles City whole business procedure

At the start of the business process at first Tiles City got a dealership from the company. After that, they buy the product by invoice price against the specific deposit. Then they order running products as market demand. Tiles City pays full payment in advance through the bank in the company account.

After that, the company delivered the product by their own transport or sometimes tiles city received the product by their own transport. The next step is to unload the product in Tiles City's warehouse.

Then they decorate product items in their showroom. Customers choose the product from their outlet. Accordance to the customer choice product is provided from the warehouse. Before delivering the product customer has to pay full payment. To deliver the product to their customer Tiles City use their own transport or customer can use their own transport. That's the whole business of Tiles City.

4.2 SWOT Analysis of Tiles City

SWOT is an acronym that stands for Strength, Weakness, Opportunities, and Threats. Internal company factors include strengths and weaknesses, while external elements include opportunities and threats. SWOT analysis assists the organization in determining where it needs to improve. In which areas do they need to put in more effort. Also, provide adequate information about the company's strong points, threats, and possibilities. The stronger the company's ability to do a SWOT analysis, the higher the company's chances of succeeding.



Tiles City's SWOT analysis is given below:

4.2.1 Strength:

- **Provide high-quality products:** Tiles City always provides high-quality products at minimal cost than the competitors.
- **Satisfactory business growth:** Tiles City has run its business successfully since its inception in 2006, and its business growth has been very satisfactory.
- **Skilled top management:** Tiles City's management is extremely efficient, and they always make the best decisions for their consumers.
- **Obtain customer trust:** Tiles City has already established a high level of customer trust.
- **Multiple retail sales:** Tiles City contains three showrooms. They can catch a wide range of customers in different locations.
- **A wider range of products:** They provide a different range of products to the customers as their demand. Every customer budget is not the same. Tiles city can provide the best product according to the customer's budget.
- **Local Business Loyalty:** Tiles city has so many loyal customers as they business long time in this particular area.
- **Strong knowledge about the market:** Tiles City employs highly skilled individuals. They have been in business for a long time. As a result, they have significant market expertise.

4.2.2 Weakness:

- **Lack of strong promotional activities:** To reach more customers any business has to do strong promotional activities. Tiles City spends little money on promotional activities.
- **Proper monitoring problem:** Sometimes, monitoring the three showrooms by CCTV camera is really problematic due to poor internet connections.
- **Lack of proper warehouse:** This area has a scarcity of secure and proper warehouses to store the tiles and sanitary products.
- **Lack of skilled manpower:** Tiles City has some entry-level employees. They are not very skilled in this area.
- Running their business in a highly competitive ceramic retail industry is hard.

4.2.3 Opportunities:

- **Endless demand:** Demand for ceramic increases day by day. In this modern-day people, lifestyles are being changed rapidly. Making large buildings is a competition today. So for this reason demand for ceramic products increased and endless.
- **Wide variety of products:** Tiles City has the opportunities to provide a wide variety of products. Because they have dealerships with 6 different ceramic companies.

- **Achievement of sales growth:** Tiles City can achieve high sales growth. Because they have so many loyal customers, they are able to provide a variety of products.
- **Introduction of the new item:** The world modernized rapidly. So many new products come in the market. Tiles city can easily introduce any new product to their customer because they have a good relationship with the dealers.
- **Quick Delivery:** Tiles City can deliver the product very quickly because they have their own transformations.
- **Social media marketing:** Today we live in an age of social media. Tiles City has an opportunity to promote its business on social media.

4.2.4 Threats:

- **Intense competition:** There is intense competition in the ceramic business in the Savar area.
- **Political instability:** For many years Bangladesh has been a political unrest country. Political unrest hampers sales and transformations.
- **Covid-19 pandemic:** Due to covid-19 pandemic and lockdown has done a lot of damage in the business. This is the biggest threat for business.
- **Entry of more competitors:** In the ceramics retail market the competition intensifies gradually by entering more competitors.

4.3 PESTEL analysis

PESTEL stands for Political, Economic, Social, Technological, Environmental, and Legal factors. This analysis is used to evaluate the external environment of a business by focusing on business opportunities and risk.

Political factors:

For many days Bangladesh has suffered a Political instability situation. Anything can happen at any time. Sometimes political instability has led to strikes, blockades, etc. That hampers any business. Tiles City imports tiles from China. The rules and regulations regarding import and export can change by any political issue. And when the government changes, the rules for import and export may change.

Economic factors:

This factor includes economic growth, interest rates, exchange rates, inflation, and so on. A strong economy indicates the customer has enough money and allows the customer to buy the product that they want, rather than buying the product they only need. If a country's economic condition declines, the opposite things will happen. People will don't have enough money to buy products.

The sales of tiles city will be decreased, and the unpaid bills also will increase. So, it is a very big factor that needs to be considered.

Social factors:

Customer preferences are the most important social elements influencing the retail business. Tiles city always has to focus on customer preferences. What the customer actually wants, they have to do research on that. Then they should act as customer demand like what types of product consumers actually like, what types of products ignore. Then Tiles city would capture more new customers.

Technological factors:

Every day, retail businesses employ a wide range of technologies. As an example, consider point-of-sale technology. In addition, cash registers are used to handle money after-sales. The Internet greatly impacts retail and wholesale business. Tiles City has to monitor the three showrooms by CCTV camera. They need a strong internet connection, otherwise, it's really problematic due to poor internet connections.

Environmental factors:

Environmental factors involve ecological and environmental aspects such as weather and climate, which may have a significant impact on businesses such as tourism and agriculture. However, because Tiles City is a retail and wholesale enterprise, the environment has little impact on it.

Legal factors:

A business needs to fulfill and maintain all legal rules and regulations. Legal considerations include discrimination law, taxation law, labor law, consumer law, employment law, and health and safety legislation. Tiles City should always protect consumer rights as well as their employee's rights. Tiles have to pay taxes to the government on time and obey the other regulations.

4.4 Number of employees

Category	Number
Management other than the sales department	03
Sales & Distribution	06
Finance & Accounts	03
Daily Labor Worker	07
Driver & Helper	09
Total	= 28

4.5 Functional Structure of Tiles City

4.5.1 Marketing

Tiles City is the owner and operator of a unique retail network. Ceramic products were offered by Tiles City through a network of three showrooms strategically situated across the Savar area. Tiles City is a retail and wholesale business with a large distribution network. Their efforts have been concentrated on supplying long-lasting items to customers at a lower cost than competitors. They must be effective in all or any of their marketing areas while remembering what defines an honest buying process.

4.5.2 Market segment

The market area of each organization is crucial. The capacity to segment and target a market is crucial to the success of a firm. It displays how effectively a business understands its customers.

Market segmentation is the process of dividing a target market into smaller and more precise groups based on certain common factors such as demographics, interests, needs, or areas.

- The segment's common needs must be homogeneous.
- Measurability, the characteristics of the customer's properties are measurable and observable.
- Accessibility is a situation in which a corporation efficiently directs its marketing to a certain market segment.
- To be sustainable, the market segment should be large and profitable.

More broadly, Criteria for Effective Market Segmentation

- **Measurable:** Market size and customer purchasing power must be quantifiable.
- **Accessible:** How easily the company reaches the customers. That means the company should reach the customers at a low cost.
- **Substantial:** A Company's target market should be large. A consumer's profile should be precisely defined by obtaining information on their gender, age, employment, socioeconomic condition, and buying power.
- **Differentiable:** When segmenting the market, various marketing tactics should be used to guarantee that different target markets respond differently to different marketing methods.
- **Actionable:** Finally, market segments must be actionable, which implies profitability.

Market segmentation types. Market segmentation can be classified into numerous types:

- **Behavioral Segmentation:** Segmentation based on patterns of consumer behavior, such as customer loyalty and engagement level, which demonstrates the customers' interactions with the organization.
- **Psychographic Segmentation:** Individuals are segmented based on their inner or qualitative qualities.
- **Demographic segmentation:** Separates the market into segments based on age, income, family size, education, or gender.
- **Geographic segmentation:** Separates the market into geographical areas such as nations, regions, cities, and villages. Profitable geographic locations will be identified as the company's operational emphasis.

4.6 Forecast

4.6.1 Demand forecasting:

Because it gives information about future demand, demand forecasting is a vital input in business managerial decisions. The primary goal of forecasting is to maintain a balance between supply and demand. Tiles City estimates the amount of capacity or supply needed to fulfill demand based on a few basic facts.

Trend analysis: Using trend analysis to analyze data flow might be beneficial and help in the understanding of data movement.

Seasonality analysis: Seasonality analysis aids in understanding short-term, relatively consistent variations caused by a variety of events.

Time-series forecasts anticipated quantity demand based on past data.

Tiles City forecasts time series using both trend analysis and seasonality analysis for several appealing reasons. Seasonality analysis identifies modest fluctuations that happened within a certain era, whereas trend analysis identifies data variances for a specified time period.

4.6.2 Warehouses

Savar

Shimultola

Amin Market

CHAPTER-05

FINANCIAL & SOCIAL ACTIVITIES

5.1 Finance and Accounts

They are in charge of controlling cash flows in the finance and accounting department. They are in charge of making sure everything operates well.

The following are their general activities:

- The Finance section generates and keeps records of corporate transactions for both internal and external audiences, and also forecasts the best source of funds. This section is responsible for ensuring that the financial operations are used as efficiently and effectively as possible through a number of dominating and observing actions. It is overseen by the Controller & Finance Director and comprises Audit, Internal Audit, Credit, Commerce, MIS, and Accounts.
- The Accounting unit, which contains the functional units Sales Accounts, Cost Accounting & Stock, Accounts payable, and Cash Flow management, might be regarded as a unit in its own right.

5.1.1 Financial Activities

Tiles City is a business organization having a capital of 2.5 crores.

Tiles City provides the following forms of funding:

- Earnings from the business.
- Make use of the long-term loan proceeds
- The deposit's earnings.
- Make use of the proceeds from the quick loan

Tiles City's operational operations include the following:

- The inflow of cash from sales revenues and commissions. Expenses include things like fees, taxes, and dividends.
- Cash outflows include inventory, payroll, operations expenditures, interest, and taxes.
Tiles City's investment activities include:
 - Cash inflow from product sales as well as account receivables collection.
 - Purchases of real estate, goods, and machinery, as well as loans to the others, result in cash outflows.

A balance sheet is a financial statement that indicates the worth of a property, its creditors, equity funding, total debt, and other financial data at a certain point in time. On one side of the balance sheet, there are assets and on the other, liabilities. For the balance sheet to accurately depict the situation, both heads must be equal.

The income statement represents the process of generating and receiving revenue. Total income is the sum of operational and non-operating earnings, whereas total costs are the expenses incurred by primary and secondary operations.

Net Income = (Total Revenue) – (Total Expenses)

The cash flow statement, also known as the statement of cash flows, is a financial statement that describes the amount of cash and cash alternatives that go in and out of a business. One of three fundamental financial statements that show how much money was generated and spent during a specific time period is the cash flow statement. By demonstrating how money enters and departs the organization, the cash flow report connects the balance sheet and income statement.

The income statement shows the company's income and expenditure. The statement also shows whether business organizations are making a profit or loss for a given period.

5.1.2 Social Responsibilities

Corporate social responsibility suggests that businesses must operate in ways that help society while also maximizing shareholder value. Businesses that are socially conscious must implement policies that enhance society and the environment's well-being while mitigating negative consequences. Companies may be held responsible in a number of ways, such as encouraging volunteers, making environmental improvements, and making charitable contributions.

Customers are actively searching out socially conscious businesses from which to buy products and services, which has an influence on their profitability. According to opponents, being socially responsible is the absolute antithesis of why organizations function.

Tiles City is dedicated to corporate social and has engaged in several community projects as well as offered assistance to a wide range of organizations and individuals. They work hard to include educational, cultural events, sports, community engagement, and so on.

Tiles City has made major changes in people's lives and has had a great influence on the community in which it operates. For instance,

- During the pandemic, they distribute food to the underprivileged.
- In the winter season, they distribute blankets to the homeless and destitute.
- They contribute to the building of mosques and other charity constructions.
- They provide financial assistance to their employees if they fall sick.

CHAPTER-06
FINDINGS,
RECOMMENDATIONS
AND CONCLUSIONS

6.1 Findings:

- **Lack of proper storage:** Tiles City has a lack of secure storehouses to store its products. Before being displayed in the showroom the product has to be stored in the storehouse. If Tiles City cannot manage a secure and well-placed warehouse, it could face any big problem at any time.
- **Lack of adequate transport:** Tiles City does not have an effective transportation system to distribute items to customers. They frequently lose a large number of clients as a result of transportation issues. People today are distrustful of one another and want security. Customers do not trust third-party transportation systems. If Tiles City provides the product via its own transportation system. People will trust them, and they will be able to attract more customers.
- **Insufficient skilled employees:** Tiles City employees need to be more efficient. Otherwise, they can't treat the customers in a good manner. If they don't treat the customers in a good manner, they may lose a large number of customers. They have to know how to treat the customers.
- **Intense Competition:** There is intense competition in the tiles wholesale and retail market. And it gradually intensifies. If it happens continuously, they may lose so many existing customers as well as new customers.
- **Facing fitting issue:** Many times they suffer from fitting issues. It happens when two tiles are joined smoothly to each other. If make big problem when a customer chooses the tiles and then they face a problem, that hampers their business reputation.
- **Unpaid bill collection:** There are a lot of unpaid bills in the field. If it increases day by day, they may face big solvency problems. If more money is stuck in the business field, then they may fall into a capital crisis.

6.2 Recommendations:

- **Manage proper storehouses:** Tiles City should put more emphasis on managing proper and secure storehouses. They can storehouses with their own investment or rent a storehouse from a trustworthy individual. They should also safeguard important and valuable products against theft, loss, and damage.
- **Maintain a proper transportation system:** They should also expand the number of vehicles in their business to efficiently distribute their products and satisfy their customers.
- **Trained the employees:** Tiles City should arrange some training programs to train their employees and staff so that they can provide better service and satisfy the customers.
- **Introducing unique ideas:** They have to come up with some new ideas and unique techniques. So that, they can be one step ahead of the competitors. Aside from the usual benefits, they should give some unique and extra benefits to the customers. These can assist their business to increase customer loyalty and get more customers in this competitive market.
- **Take steps to solve the fitting issue:** They should talk efficiently with the company to solve the fitting issue.
- **Collect unpaid bills:** They can collect unpaid bills by communicating efficiently with the customers. They can arrange a program to collect the unpaid bills. In this program, they should call all debtors and ask them to pay their unpaid bills.

6.3 Conclusions

It's been a pleasure working with Tiles City. They are both friendly and knowledgeable. Nonetheless, there are a few areas where they are unable to meet customer expectations owing to a lack of effective transportation and enough storage. They consistently satisfy their consumers' expectations by supplying high-quality products. They make every effort to maintain it in accordance with their consumers' demands. As a consequence, consumers are delighted about the product and the after-sales services.

They have always offered their consumers high-quality products and services. Tiles City encounters several challenges, but they overcome them all. They are now the proprietors of three showrooms. It was not simple for them to pass. Tiles City is always more concerned with building client confidence and dependability than with making a profit. All legal norms and regulations must be followed and maintained by a business. Discrimination law, taxes law, labor law, consumer law, employment law, and health and safety regulations are all legal factors. Tiles City should constantly defend both its customer's and its employees' rights.

Tiles City striving for market leadership and quality in business selection will continue in the coming years, even as competition intensifies with the opening of more ceramic wholesale and retail shops. Tiles City is always concerned with the needs of its customers. They do research on what the client really wants. Then they function as customer demand, such as what sorts of things consumers want and which types of products they avoid.

Tiles City follows and upholds all legal norms and regulations. Discrimination law, taxes law, labor law, consumer law, and employment law are all legal matters. Tiles City constantly protects both their customers' and their employees' rights. Tiles City pays its taxes promptly and follows all other regulations.

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