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The Value Chain Analysis of Benson & Hedges of British American Tobacco Bangladesh (BATB).

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Internship Report

Spring 2012

The Value Chain Analysis of Benson & Hedges of British American Tobacco Bangladesh (BATB).

Submitted by,

IFTAKHER HOSSAIN

ID: 0720016



Submitted to,

Md. Rajib Rahman

School of Business

Independent University, Bangladesh

April 29th, 2012.

The Value Chain Analysis of Benson & Hedges of British American Tobacco Bangladesh (BATB).

By

IFTAKHER HOSSAIN

ID:0720016

has been approved

April 2012

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Md. Rajib Rahman
Lecturer
School of Business
Independent University, Bangladesh

Dated: April 29th, 2012

Internship Adviser

School of Business,

Independent University, Bangladesh.

Bashundhara, Dhaka.

Subject: **Submission of internship report**

Dear Mr. Rahman,

I, being advised to prepare the internship report *on "*The Value Chain Analysis of Benson *&* Hedges of British American Tobacco Bangladesh (BATB)" for the successful completion of my Internship. As was advised, I have successfully completed my report on "The Value Chain Analysis of Benson & Hedges of British American Tobacco Bangladesh (BATB)"

It gives me immense pleasure to tell you that working on this internship report has given me a wide range of exposure. To prepare this report, I have faced extensive one to one interviews with employees of British America tobacco. It has taught me the value of patience, and has given me a higher insight on the level of communication in the practical world.

This report basically gives a value chain overview of the factors that are most important to BATB. I also had to make recommendation as to how the existing condition could be improved. As this was an actual company project, research was done on an extensive basis.

It will be a great honour for me if you require me to explain any sort of queries.

Yours Sincerely

IFTAKHER HOSSAIN

ID # 0720016

ACKNOWLEDGEMENT

Preparing this report was both exciting and hard work at the same time; it is for the first time that I had a real life experience working on an actual company project. In the preparation and finishing of this internship report, I acknowledge the encouragement and assistance given by a number of people and institution. I am most grateful to BATB for giving me the opportunity to complete my internship in their organization.

I would also like to thank Md.Zahirul Haq Torun, Training Manager, Manufacturing Supply Chain, BATB for giving me time in his busy schedule, and providing me information that was needed to complete the report, and also to properly guide me throughout my internship period.

I would like to express my gratitude to my Supervisor at IUB Mr. Rajib Rahman for providing me detailed feedback and advice on this report. He always gave me his suggestions in making this study as flawless as possible.

Special thanks go to the respondents, who spared their time generously, and took the trouble of answering a detail Questionnaire and helped me to complete my study.

I would also like to thank my family and friends for giving me continuous support and suggestions. And never the less, above all, my heartiest thanks go to all mighty Allah, without his help I would not be here.

Executive Summery

To gain market share and keep customers loyal in today's competitive world, it is important to find out and understand the factors affecting value chain strategy. The balancing act between what value want and what the company can added value must be optimized in order to maximize company's long-term profits.

The research is conducted for finding out how Value Chain Analysis of Benson & Hedges of BATB is maintained, what things are considered and the tools used for this purpose. As BATB is an International Company and it has passed its 100 years of glorious journey, it has already had a structured Value Chain in action. My task is to Fining out the value and presents it in this report in a structured way

The nature of this study was explorative research, and information was gathered through extensive one-to-one interviews with respondents. The researcher covered the geographical base of Dhaka city, and samples were selected on simple random sampling method.

When analysis value chain strategy B&H then need to know inbound logistics, operation, outbound logistics, sales& marketing . And also analysis supportive activities like human resource management, technology, farm infrastructure, Procurement.

Least but not the last, based on the analysis, recommendations are suggested for the BATB. These recommendations will definitely improve the overall company image if implemented efficiently.

Finally, this research will encourage further study and useful guidelines for these types of researches.

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