Thesis Paper

on

The Supply Chain Process of Unilever Bangladesh Ltd.

Submitted by

A.K.M. Rokonuzzaman

ID: EMBA2401031010

Program: Executive Master of Business Administration (EMBA)

Major: Supply Chain Management (SCM)

Spring-2025

Submitted to

Department of Business Administration

Sonargaon University (SU)

Dhaka 1215

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Supervised by:

Shahnaz Sharmin

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Letter of Transmittal

22 February 2025

To,

Shahnaz Sharmin

Lecturer

Department of Business Administration

Sonargaon University, Dhaka.

Subject: Submission of thesis paper on "The Supply Chain process of Unilever Bangladesh Ltd.".

Dear Sir,

With great pleasure I hereby submit my thesis paper on "The Supply Chain process of Unilever Bangladesh Ltd.". The report has been completed by the information that I gathered from the major courses on Supply Chain Management which I have completed during my EMBA as well as from my thesis.

As a requirement of preparing thesis report based on the practical knowledge in an organization, I have tried my level best to complete this report meaningfully and correctly, as much as possible. I hope this report will reflect on the contemporary issues on the Supply Chain Management that are being Practiced by this organization in our country.

Thank you again for your support and patience.

Sincerely yours,

_____

A.K.M. Rokonuzzaman

ID: EMBA2401031010

Department of Business Administration

Sonargaon University (SU)

Certificate of Supervisor

This is certified that A.K.M. Rokonuzzaman ID Number: EMBA2401031010 , Department of Business Administration, Sonargaon University (SU) hereby the Report work entitled as "The Supply Chain process of Unilever Bangladesh Ltd" has been prepared by him and submitted as a requirement for the partial fulfillment for the degree of the Executive Master of Business Administration (EMBA) with major in SCM. To the best of my knowledge, the above-mentioned work has been conducted by the student himself. Any option and/or suggestion made in this study are entirely that of the author of this thesis paper. The report is an original work and prepared as a partial requirement of the degree the Executive Master of Business Administration (EMBA). He has done his job according to my supervision and guidance. He has tried his best to do this successfully. I think his study will help him in the future to build up his career.

_____

Shahnaz Sharmin

Lecturer

Department of Business Administration

Sonargaon University (SU)

Student's Declaration

This is A.K.M. Rokonuzzaman, a student of Business Administration ID Number: EMBA2401031010 from Sonargaon University (SU) would like to solemnly declaration here that this paper on "The Supply Chain process of Unilever Bangladesh Ltd" has been authentically prepared by me under supervisor of Shahnaz Sharmin, Lecturer, Department of Business Administration, Sonargaon University.

I didn't breach any copyright act internationally. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

Sincerely Yours,

_____

A.K.M. Rokonuzzaman

ID: EMBA2401031010

Major: Supply Chain Management

Spring-2025

Department of Business Administration

Sonargaon University (SU)

Letter of Authorization

I, Shahnaz Sharmin, Lecturer, Department of Business Administration, Sonargaon University (SU) hereby certify that the Report work entitled as "The Supply Chain process of Unilever Bangladesh Ltd" has been prepared by A.K.M. Rokonuzzaman ID Number: EMBA2401031010. Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfillment for the degree of the Executive Master of Business Administration (EMBA) with major in SCM. To the best of my knowledge, the above-mentioned work has been conducted by the student himself. Any option and/or suggestion made in this study are entirely that of the author of this thesis paper. The report is an original work and prepared as a partial requirement of the degree the Executive Master of Business Administration (EMBA).

_____

Shahnaz Sharmin

Lecturer

Department of Business Administration

Sonargaon University (SU)

ACKNOWLEDGEMENT

This report on "The Supply Chain process of Unilever Bangladesh Ltd" is an initiative to find out the satisfaction level of employees of all departments of various positions in a FMCG industry, especially in viewing the SCM in context with the assign duties, responsibilities and work environment of the employees and the consequences has been prepared for the fulfillment of the EMBA degree.

I would like to begin my acknowledgement by thanking my thesis supervisor Md. Mahabubur Rahman, Manager (HOD), Supply Chain Management (SCM), Unilever Bangladesh Ltd. and my academic supervisor, Shahnaz Sharmin, Lecturer, EMBA Program, Sonargaon University, Dhaka in spite of their extreme busy schedule who always had time to spare for me and for inspiring and for offering creative suggestion to prepare this report.

I also thank the contributions whose articles and publications helped me to enhance my knowledge and contributed significantly in preparing my report.

In preparing this report, I have taken help from many books that is mentioned in the references. I acknowledge my indebtedness to all those authors and teachers for their work, which had great use to me.

Executive Summary

The world of business is evolving rapidly with Industry 4.0, which integrates IoT, smart manufacturing, machine learning, block chain, augmented and virtual reality, autonomous vehicles, digital twins, and big data. These technological advancements create a more interconnected and efficient ecosystem, particularly for companies engaged in manufacturing and supply chain management. While every organization has its unique operations, they all share a common challenge: the need for accuracy and real-time insights across processes, partners, products, and people. To survive and thrive in this competitive landscape, an agile and efficient supply chain is crucial.

Supply chain management is a broad concept, and everyone experiences it in some form, whether they recognize it or not. Misalignment of production, consumption, and capacity leads to inefficiencies and waste, making supply chain integration essential for operational excellence. Today, sustainability has emerged as a strategic imperative in supply chain management due to its long-term business benefits.

Unilever Bangladesh Ltd. is a leading multinational company that plays a significant role in the Bangladeshi economy. With a diverse portfolio of products, including personal care, home care, and food & beverages, Unilever Bangladesh Ltd. has a highly structured and efficient supply chain system. The company's supply chain processes have evolved significantly with advancements in technology and the adoption of industry-best practices.

Supply chain management in Unilever Bangladesh Ltd. encompasses various critical functions, including procurement, inventory control, warehousing, transportation, commercial operations, supplier negotiations, logistics support, and distribution. The company ensures seamless coordination between its raw material sourcing and the final distribution of finished goods to retailers and consumers. By leveraging digital solutions, automation, and data-driven decision-making, Unilever Bangladesh Ltd. maintains an agile and responsive supply chain.

This report provides an in-depth analysis of the supply chain practices at Unilever Bangladesh Ltd., covering all key areas from raw material procurement to final product distribution. It explores the strategic approaches adopted by the company to optimize supply chain efficiency, reduce costs, and enhance sustainability. The study aims to offer valuable insights into the real-life applications and challenges of supply chain management in a leading FMCG company operating in Bangladesh.

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Chapter 01

Introduction to the report

- ✓ Background of report
- ✓ Origin of the report
- ✓ Objective of the study
- ✓ Scope of the report

Introduction to the report

1.1 Background of the study

Today very dynamic and competitive business environment efficiency and productivity of a Company play a very important role. Warehouse management and deli vary efficiency is very important. At the same time minimum system loss ended up with higher profitability. In this study I show Unilever experience and work as a part of logic project. My research findings regarding logic efficiency all explain in this report.

1.2 Origin of the report

The report is a requirement of internship period if my BBA program. Topic has been assignment by the Unilever. I try my level best to make it a good one I have been serving this company as an intern of customer development department for three months.

1.3 Objective of the study

General objective

The main objective this report is to have an assessment about overall activities of customer development department how they ensure the availability visibility of their products in the market.

Specific objective

1. Understand the sales of UBL
2. How CD work
3. Find of the logistic inefficiency
4. Find out the reasons of system loss

1.4 Scope of the report

The thesis report covers all how UBL sales operation works and basic overview of other department. The report has prepared through my experience, extensive discussion with the customer, manager, logistic crews, production guys and my critical observation. It was a very good learning experience for me.

Chapter Two
Literature Review

- ✓ **Defining Supply Chain Management**
- ✓ **Components and Objectives of SCM**
- ✓ **The Role of Information Systems in SCM**
- ✓ **SCM Practices in Unilever Bangladesh**
- ✓ **Sustainability in Supply Chain**
- ✓ **Supply Chain Performance and Competitive Advantage**

Literature review

Supply Chain Management (SCM) has emerged as a strategic discipline in today's highly competitive and globalized business environment. The supply chain serves as the vital circulatory system of a company—connecting procurement, production, warehousing, logistics, and customer fulfillment. As the global marketplace evolves with the rise of digital transformation, SCM has transformed from a cost-reduction tool into a key value-creation mechanism.

2.1 Defining Supply Chain Management

The Council of Supply Chain Management Professionals (CSCMP) defines SCM as the **planning and management of all activities involved in sourcing, procurement, conversion, and logistics management**. It also includes coordination and collaboration with channel partners, which can be suppliers, intermediaries, third-party service providers, and customers.

Mentzer et al. (2001) extend the definition by highlighting SCM as a **systemic, strategic coordination** of the traditional business functions within a company and across businesses in the supply chain to improve the long-term performance of individual companies and the supply chain as a whole.

2.2 Components and Objectives of SCM

Effective SCM requires the integration of various core processes including:

- **Procurement and sourcing**
- **Manufacturing and production scheduling**
- **Distribution and warehousing**
- **Customer service and reverse logistics**

The objectives are to:

- **Optimize inventory**
- **Reduce operational costs**
- **Enhance customer satisfaction**
- **Enable agility and responsiveness**
- **Foster transparency and collaboration** among supply chain partners

In the context of Unilever Bangladesh Ltd. (UBL), these elements are critical in managing a large, diverse portfolio of personal care, home care, and food products across a complex and rapidly evolving market.

2.3 The Role of Information Systems in SCM

One of the most notable transformations in SCM in recent years has been the incorporation of advanced **information technology systems**. Unilever Bangladesh has successfully implemented IT-powered systems like **RS Net**, which integrates distributors and provides real-time visibility into inventory and order placement. According to the thesis, sales representatives use **palmtop devices** to enter orders directly into a centralized database, ensuring speed and accuracy in forecasting and replenishment.

This aligns with Christopher (2016), who emphasizes the significance of **data-driven SCM**, where real-time insights from technologies such as ERP systems, IoT devices, and SCM software platforms allow companies to minimize demand variability and inventory costs while improving service levels.

2.4 SCM Practices in Unilever Bangladesh

The literature on SCM best practices finds strong parallels in UBL's operations. The company:

- Conducts **minute-by-minute production scheduling**
- Implements **strategic sourcing** and demand planning

- Maintains close **collaboration with suppliers** for inventory sharing
- Has embraced **warehouse best practices**, including FIFO stocking, layout optimization, and TPM (Total Productive Maintenance)

The integrated nature of UBL's SCM allows for backward and forward linkages that create speed, flexibility, and cost efficiency. These practices support the idea presented by Chopra and Meindl (2018) that integration across supply chain functions enhances overall performance.

2.5 Sustainability in Supply Chain

An increasing body of literature supports the notion of **sustainable supply chain management (SSCM)**—where economic, environmental, and social goals are jointly considered. Seuring and Müller (2008) outline how companies can leverage SSCM to reduce their environmental footprint while maintaining competitiveness.

UBL has aligned its strategy with Unilever's global **Sustainable Living Plan**, which includes:

- Reducing CO_2 emissions by 25%
- Sourcing tea and palm oil from certified sustainable farms
- Improving water efficiency in manufacturing

These efforts show UBL's commitment to **environmental stewardship** and social impact, critical themes in current SCM discourse.

2.6 Supply Chain Performance and Competitive Advantage

Porter's value chain model emphasizes that SCM is integral to **creating and sustaining competitive advantage**. At UBL, high brand visibility, timely delivery, and product quality are indicators of a well-optimized supply chain. The report highlights UBL's **market leadership** in multiple FMCG categories, which is attributed largely to its robust supply chain infrastructure and strategic investments in digital transformation.

Research also supports the idea that **strategic partnerships** and **collaborative planning, forecasting, and replenishment (CPFR)** are key to enhancing responsiveness and reducing the bullwhip effect in FMCG supply chains (Simchi-Levi et al., 2008).

Chapter- 3

Methodology of Research

- ✓ **Research Approach**
- ✓ **Data Collection Methods**
- ✓ **Research Tools and Techniques**
- ✓ **Scope and Limitations**
- ✓ **Ethical Considerations**

Methodology of Research

To satisfy the objectives of the term paper research, a deep study was done. This report is mixture of both quantitative and qualitative research. In case of quantitative research, analyzing.

The company's expenditure to different sector of their supply chain.

In and based on the results some visual representation with different kinds of graphs is given in the analysis part. And quantitative research was done for SWOT analysis and later some recommendation is also given based on the analysis.

3.1 Research Approach

This study adopts a mixed-method research design, incorporating both **qualitative** and **quantitative** methods to offer a comprehensive understanding of Unilever Bangladesh Ltd.'s supply chain operations. The qualitative aspect focuses on descriptive analysis and expert insights, while the quantitative component involves data analysis on expenditures, supplier categories, and performance metrics within the supply chain network.

3.2 Data Collection Methods

The research relies on both **primary** and **secondary** data sources:

Primary Data:

Collected through unstructured interviews, informal discussions with Unilever staff (including supply chain managers and logistics personnel), and direct observation during the author's internship in the Customer Development Department. These insights provide firsthand understanding of operational realities, logistics challenges, and employee perspectives.

Secondary Data:

Gathered from company reports, academic journals, Unilever's official website, relevant publications, and various internal documentation. This data supports the contextual and analytical aspects of the research, especially in benchmarking performance and identifying industry trends.

3.3 Research Tools and Techniques

Descriptive Analysis:

Used to illustrate the structure and functions of Unilever Bangladesh's supply chain—covering procurement, production, inventory management, warehousing, and distribution.

SWOT Analysis: Applied to evaluate internal strengths and weaknesses as well as external opportunities and threats affecting the supply chain.

Graphical Representations: Various charts and tables visualize expenditure distributions, supplier categorization, and performance benchmarks.

3.4 Scope and Limitations

This study specifically investigates the supply chain mechanisms of Unilever Bangladesh Ltd., focusing on:

Sales and operations of the Customer Development Department

Logistic inefficiencies and their root causes

Use of Information Systems in inventory and demand planning

Strategic supplier relationships and warehouse management

Limitations include restricted access to proprietary data, time constraints, and limited availability of key personnel due to their operational responsibilities.

3.5 Ethical Considerations

All collected data have been used solely for academic purposes. Participant identities and internal strategies have been kept confidential in accordance with Unilever's corporate policies.

Chapter- 4

Overview of the Unilever

- ✓ Unilever Global
- ✓ Unilever Bangladesh
- ✓ History of Unilever
- ✓ Mission
- ✓ Vision
- ✓ Key facts about Unilever
- ✓ How UBL Works
- ✓ Brands of Unilever
- ✓ CSR of Unilever

Unilever:

4.1 Unilever Global:

Unilever is a British–Dutch multinational fast-moving consumer goods company. It is offering more than 400 brands include foods, beverages, cleaning agents and personal care products. Unilever is one of the world's finest makers of packaged consumer goods and moves numerous products like deodorants, fragrances, soap, margarine, tea and frozen foods all over the world. The company sells products in over 150 countries and has annual sales of €44.262 billion (2010). Unilever controls subsidiaries in at least 90 countries and employs more than 163,000 (2010). Unilever is one of the world's three largest food firms -after Nestle and Kraft- and the world's second largest packaged consumer goods company –behind Procter & Gamble. Unilever has two billion consumers who use their product in a regular basis. Unilever is a dual-listed company consisting of Unilever N.V. in Rotterdam, Netherlands and Unilever PLC in London, United Kingdom. The current non-executive Chairman of Unilever N.V. and PLC is Michael Tre chow while Paul Pullman is Group Chief Executive. It was the 18th largest company on the FTSE, with a market capitalization of £27.3 billion as at December 2011.

4.2 Unilever Bangladesh:

Unilever Bangladesh Limited (UBL) is the largest FMCG Company in Bangladesh. It is the largest trusted brand name in skincare, hair care, fabric wash and dish wash. Unilever PLC own 60.75% and Peoples Government of Bangladesh own 39.25% of the total equity. They have their state of art factory in Kalurghat Chittagong. This is one of the most environmental friendly factory in Bangladesh and has a very efficient waste management system. UBL also has some factories in different places in Bangladesh of fabric wash, mixing and packaging. In these factories they produce basically the low end brands and same time for the high end brands they depends on internal trade. Besides these, there is a tea packaging operation in Chittagong and three manufacturing units in Dhaka, which are owned and run by third parties exclusively dedicated to Unilever Bangladesh. UBL has a sales approximately BDT 14 billion. UBL employed approximately 12000 people directly to run their operation. Currently UBL offering 21 different brands in the Bangladesh of home and personal care and food products

4.3 History of Unilever

2.3.1 Unilever Global

Lever Brothers was founded in 1885 by great entrepreneur William Hesketh Lever. Lever establish soap factories around the globe, he stared to diversify his business into foods, acquiring fish, ice cream and canned food business. All time Unilever tried to use better technology than its rivals. The business grew and new ventures grew and new venture were launched America, Asia. The entrepreneurial spirit of founders and their caring approach to their employees and their dedicated community remain at the heart of Unilever's business today.

Unilever business growth prosperity increases when they merged with Dutch margarine. Company margarine 'Unite' merged with Lever Brothers. They started large scale marketing of household products and both used similar distribution channel. In a history that cross three centuries, Unilever's success has been influenced by major events of the day-economic boom, depression, world wars, changing consumer lifestyle and advancing technology.

2.3.2 Unilever Bangladesh

Unilever Bangladesh is world one other fastest growing FMCG company with local manufacturing facility, reporting to regional business groups for innovation and business results. Unilever Bangladesh started its glorious journey as Lever Brothers Bangladesh Ltd. On 25th February 1964 the eastern plant of lever Brothers Pakistan Ltd. was inaugurated at Kalurghat, Chittagong with a soap production capacity of approximately 485 metric ton. It was a private Ltd company with 55% share held by Unilever and rest by the government of Pakistan. After independence ester plant was declared abandoned. But on 5th July 1973 it was registered under the name of Lever Brothers Bangladesh Ltd as joint venture Company of Unilever Plc.

4.4 Mission

Unilever's mission is to add Vitality to life. They meet every day needs for nutrition; hygiene and personal care with brands that help people feel good, look good and get more out of life.

4.5 Vision

To make cleanliness a commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, in order that life may be more enjoyable and rewarding for the people who use the products.

4.6 Key facts about Unilever Global:

• Products are sold in more than 180 countries.

• Launched more than 100 brands into new markets in 2010.

• Top 12 brands all have sales of more than €1 billion, and our top 20 brands account for 70% of our sales.

• Underlying volume growth in 2010 was 5.8% - the best we have achieved in 30 years.

• Operate in 11 product areas – and are global leaders in seven of them.

• Brands like Dove, Lux, Pond's and Rexene have made us global leaders in the deodorant and skin care markets – where our sales grew 7.9% in 2010.

• Lipton's and Brooke Bond, Ben & Jerry's and Heart brand are among the brands that have made us global leaders in the ice cream and beverage markets – where volume grew 5.9% in 2010.

• More than 167,000 people work for Unilever.

• More than 50% of our business is in emerging markets.

• Unilever have more than 50 years' experience of working in Brazil, China, India and Indonesia.

• Our Sustainable Living Plan, launched in 2010, is helping more than a billion people take action to improve their health and well-being.

4.7 Meaning of Unilever Logo:

The current Unilever logo was introduced in 2004 and was designed by the brand consultancy Wolff Olin’s. It is comprised of 26 icons woven together to create a U shape, with each icons representing one of the company's sub-brands or its general values. The brand identity was developed around the idea

Of "adding vitality to life." It tries to portray Unilever’s deep commitment to its consumers and environment. The whole meaning of logo is elaborately described in appendix 2.

4.8 Unilever Bangladesh

How Unilever Bangladesh Works:

Unilever Bangladesh takes different tactical and strategic moves to maintain its competitive advantage over its rivals and maintain sustainable growth. By adopting state of art technology

upgrade the skills of employee through training and perform research and development faction for better product. In the case of low end brands Unilever tried to follow low cost leadership driven by economies of scale. Unilever Bangladesh is part of Unilever PLC all the way UBL has to follow the global standard. Unilever Bangladesh's most of the brands are global brands which gives them extra synergy and strength. Sometimes implementation of global policy or strategy in a local way is big challenge. UBL is at present going for business diversification like they the launching new food brands like Knorr. Ensuring sustainable growth is another serious challenge; it is growing 17% per year and which is near about double of our national GDP growth. Expanding its production capacity and increase is human resource to support its production expansion is a daunting task. UBL falls under Southeast Asian region. On a more micro scale UBL is monitored by Hindustan lever Ltd. The chairman of Unilever is MD as well. UBL has five departments to carry out all the organizational functions. All the departments are led by the respective directors. Customer Development department is for basically sales. Brand and development Department works for promotion, research and find out the new opportunity. They are basically responsible understanding consumer behavior and rivals move and take necessary steps.

4.9 UBL's responsibility to Environment and Society

Unilever's logo expresses its deep commitment towards environment and society. UBL plants bare very ecofriendly. They also go for any social aware news campaign like SHADA MONER MANUSH, where people with deep commitment and sacrifice to the society are rewarded. They also celebrate world hand washing day, where Unilever create awareness among people.

Working with the Friendship charity, Unilever Bangladesh sponsored the complete transformation of a French oil-barge into a comfortable residential boat with proper amenities for medical procedures. Launched in 2002, the 38 meter Lifebuoy Friendship Hospital plies up and down the 'char' regions with a full team of medical experts and a well-stocked dispensary. UBL's small step makes huge difference in these regions.

4.10 Brands of Unilever Bangladesh:

Unilever Bangladesh at present operating with 21 brands though Unilever Global has 400 brands. In Bangladesh Unilever's Brands are categorized into four major categories. In personal care there are skin and hair care. In skin care the Brands are Fair & Lovely, Ponds for female, Vaseline for man. In hair care, brands are Sunsilk, dove, Clear. Sunsilk shampoo and conditioner for women

on the other hand clear is the hair care brand for man last but not the least Dove is the premium brand. In personal wash Close-up and Pepsodent are oral care brand. LUX and lifebuoy are regular soup brand and Dove soap is the premium brand. In personal wash there is also a liquid hand wash in this category.

In home care categories there basically two types of brands one is Fabric wash and Dish wash. In fabric wash Surf Excel is the premium brand and Wheel and Rin are regular fabric wash brand. And in Dish wash Vim is the only Brand in the market. Though globally, Unilever has got very strong presence in food and Beverage but Bangladesh it has only Two Brand, one is Lipton Taaza and another is Knorr instant soup. This instant soup brand is very new in Bangladesh. In the appendix 3 the brand categories and the logo and major variants are provided.

4.11 Economic environment

In the economic environment, Unilever generates wealth by adding value to raw materials, and manufacturing their product for the consumers. The parties that are involve in the economic environment is their employees, government, investors, and many more communities that benefits from the activities of the company.

Source: (www.unilever.com/.../sd_UnileverSDReport170310_amended_tcm13-212972.pdf)

This graph shows the parties that benefit from the activities that are ventured by Unilever in UK. Despite the economic instability that happens in decades, Unilever is still able to generate an operating profit of â,¬5,020 and sales of â,¬ 39,823 million in 2009. This graph shows us that the employees gain the biggest share of the company which is â,¬5.2billion, whereas the least share is earn by the local communities which is â,¬89million. The provider of capital obtains the 2nd highest share which is â,¬2.5billion and the governments gain â,¬959million from the company in the form of corporation tax that is issued by the government.

4.12 Sociological Environment

Making a difference in society is one of Unilever's biggest aim because they want to deliver the best and to give back to the society that has been supporting the success of Unilever. Unilever

will be focusing to provide nutrition information to the understanding of consumers and also improving nutrition quality of their products.

In order to improve the nutritional quality of the product and maintaining the taste, It is estimated that reduction of salt intake by 1g can reduce the chances of strokes by 5% and heart attack by 3 % reducing salt by as little 1 g. The Nutrition Enhancement Programmed has come up with a strategy known as salt reduction strategy; in this strategy it states that "in 2009 we set product benchmarks to achieve a dietary intake of 6 g of salt per day by the end of 2010, with the ambition to reduce further to5 g per day by the end of 2015"

Unilever has also extended their impact by working together with World Food Programmed (WFP) where they support developing countries and improving the health and nutrition of product. In order to reach out to the people, Unilever in UK has donated â,¬500,00 through global partnership and with (WFP). They also encourage people to donate through website to the Haiti's earthquake disaster relieve cost. Unilever also had donated soap and Purist (water purifier that does not need pressured water and or electricity.

4.13 Technological Environment

In the technology sector, Unilever has been spending in the area of e-business to improve brands communication and market through internet, and also making transaction simple along chain. Unilever Technology has work together with Unilever R& D group in order to meet consumers' needs. In the year 2003, Unilever introduce the new "pallet live storage system" from Bitto Storage System Ltd. The purpose of this technology is to store frozen products.

Plans are being made to improve IT infrastructure in Unilever. For example, increment in the energy-efficiency of data centers and applying power management strategies. Tele presence video conferencing is also applied in order to reduce the impact of business travelling. Telepresence has been generated in 13 countries and plan to add another 39 countries in 2010. This technology have helped us to reduce our emission by 4,230 tonnes and save up to â,¬12 million in travel cost for the year 2010.

4.14 Environmental Environment

Unilever is taking the responsibility in reducing the total environmental impact; the main problem is actually to reduce greenhouse gases from the manufacturer of their products. Unilever has been doing a wonderful job in reducing the production of C02 to the environment. They have achieved a 41% reduction of CO2 emission per tonned production since 1995. Their main goal today is to reduce CO2 production in their manufacturing operation by 25% in the year end 2012.

Source: (www.unilever.com/images/ir_Charts%201996%202006_tcm13-90292.pdf)

In this graph we can see that, in the year 2009 they manage to reduce their CO2 production by 3% per ton of production compared to 2008. From year 2000 to 2009 we can see that Unilever is able to reduce the production of Co2 consistently. The factor for this success is because of the good manufacturing practice that they adopt in the factories. However, they have to bear a great cost in venturing into technology that will further reduce the emission of CO2.

Source: (www.unilever.com/images/ir_Charts%201996%202006_tcm13-90292.pdf)

Unilever also make approach into saving water consumption, they have been consistently reducing water use in manufacturing. Quantity of water usage per tonne of production has been reducing by 65% since the year 1995. From this graph we can study that the goal of reducing water usage is also in the right path. Every year since 2000 until 2009 the usage of water reduces per tonne of production. In the year 2009, as show in the graph water consumption was reduce by 5.6 % per tonne of production compared to the earlier year in 2008, which is a reduction in 8.1% in to be precise .

4.15 Legislation environment

Unilever is protected by European Commission to ensure that there is no infringement towards the brand name and product of Unilever. Unilever's business is also govern by laws and regulation to make sure that products are safely used by consumers and also that advertising and labeling are not misleading in the business world.

Unilever also has Environment Policy to follow in order to ensure safety of their products and reduce environmental footprint of their brand. Evaluation should be made at every stage, from producing the raw materials to create products to dispose usage by the consumer as the end user. Environmental management systems should be develops and improve in order to enhance the performance of environmental safety and sustainability programmers.

Encourage suppliers to develop and improve ingredients and manufacturing of Unilever products. Relationship with industry bodies, government agencies, and business partners should be strong to promote environmental care and to develop the knowledge and disseminate best practice.

4.16 Competitor's situation and SWOT analysis

Although Unilever is a fast moving consumer goods (FMNG) in the world, their standing in the world is also affected by competitor around them. Nestle is also one of the world's largest food manufacturer, that is based In 200 countries worldwide and head quartered in Vesey, Switzerland. Their operating activities include food, beverages, pet care and also pharmaceuticals. They have 253,000 employees around the world.

2.16.1 Strength

Recognition as a global company

Strong brand portfolio

Strong relationship with retailer

Economic of scales

2.16.2 Weaknesses

Dual leadership

Inefficient management of brands

Reduced spending on R & D

Inability to maximize acquisition

2.16.3 Opportunities

Changing of costumers taste

The high demand of healthy products

Responding toward global activities

2.16.4 Threats

Strong competition- decrease in revenue

New development of different brands

Exchange rate

Weather

4.17 SWOT Analysis of Unilever

2.17.1 Strength

Global sales have topped $ 101billion

Ranked as world's largest bottle water company

Major brands consistently supported by consumer

2.17.2 Weakness

Growth in organic food was flat

Breakfast cereal was claim to have possess fake health benefits

General Mills is a major brand but slow in innovation and health base products

2.17.3 Opportunities

Introduce more health-based products

Opened Nestle Café's to feature Nestle Products

Provide peanut free and gluten free products

2.17.4 Threats

Raw ingredient price of chocolate has rise

Major Competitor in chocolate such as Hershey's, Starbucks and many more

Contamination of food supply

SWOT Analysis of Nestlé

4.18 Comparison of Unilever and Nestle SWOT analysis

2.18.1 Strength

Unilever is recognizing worldwide because of the success of their products and is base in many other countries. It has an excellent management of portfolio, which includes many leading global wants with powerful category ranking such as Lipton tea. This brand has the marketing expertise to capitalize worldwide including regenerating 44% sales from the increment in D & E markets. Nestle has the attention of consumer as they have target environmental issues by ranking as the largest bottle company in the world, and Nestle is easily accessible because they are operating in more than 100 countries.

2.18.2 Weaknesses

Reports of replacing current CEO has raise uncertainty factor as his role in Unilever is very successful. Unilever has a wide management folio which includes their top 25 brands. There is a lack of management strategy. Some consumer brands might have stronger management compared to others in order to compete with competitors. Nestlé's breakfast cereal product has been branded as false claim in providing health benefits by American Medical Association. This will cost Nestle a huge loss in the market share and also expenditure in rebranding the brand. This has give Unilever the chance to target consumer with health benefits products in their food and drinks line which is Lipton tea.

2.18.3 Opportunities

Unilever can improve the need for high quality food, with more nutritious ingredients or organic meal services. Consumers are concern about ingredients knowledge. Products must be different

in packaging, example labeling on nutrition facts on product package. For global activities, Unilever has work in partnership with World Food Programmers (WFP) with support in the development of the health and nutrition of children in developing countries. In 2009, 17 million meals were provided for children of 80,000 and in Kenya, Indonesia, and Colombia at least 50,000 schools were taking part in Health and Nutrition Campaign. Nestle has come up with new strategies in order to target health benefit products such as opening Nestle Cafes that sells their products actively in all countries and also give them the chance to promote new products.

2.18.4 Threats

World economic instability may affect developing countries and continue to spread in the R & E markets. Rivals (FMNG) may rise to capture the market share from Unilever growth areas, as they also focus on the same market as Unilever. Brands like P & G and Nestle are also coming with new brands that are cheap and still maintain the quality of products.

Weather such as drought is also a threat to Unilever's Lipton tea brand as they might fail to produce the targeted tea amount and good quality tea. As for Nestle as they are exposure to chocolate brands such as Hershey's and Cadbury that might come up with more creative chocolate products. Food contamination is also a threat to Nestle as they are afraid it might damage their image as a global food producer. Raw chocolate ingredients have increase in price and might cost Nestle to spend more on expenditure cost.

4.19 Objectives and assumptions

2.19.1 Environmental Objectives

Specific

Reduce environmental impact while doubling size of business

All tea for Lipton tea product are from certified sustainable resources

All palm oil obtain from certified sustainable resources

Reduce CO2 from energy in manufacturing products

Measurable

Assessed greenhouse gas, water, and waste impact of 1500 products

Around 80% of Lipton Tea Label are from certified farms

185,000 tonnes of palm oil are purchase via certified farms

Reduce the production of Co2 energy in manufacturing sector of products

Achievable

Tea that are sold in Western Europe comes from Rainforest Alliance Certified farms

Total purchase of 15% palm oil are from Green Palm Certified farms

Achieve 41% reduction in Co2 energy from manufacturing products

Realistic

65% and 73% reduction in water and total wastage

Rainforest Alliance certified farm and Green Palm farms are main supply of tea and palm oil for Lipton tea products

Manufacturing sector strategy are able to reduce 44% of Co2 since 1995

Timely

By the year 2015, all tea that are sold is certified sustainable sources

By the year 2015, all palm oil that are sold is also from certified sustainable sources

By the year 2015, water, greenhouse gas, and waste impact is reduce by another 25%

Co2 energy reduce by 25%in manufacturing products by the year 2015

2.19.2 Financial Objectives

Specific

Increase sourcing from smallholder to ensure security supply

Reached 49% of sales in developing countries

Unilever top line growth in sales by 5%

Brand reduction from 1600 to 400 products

Measurable

Tea and Palm oil are obtain from certified farms

12 brands with sales of 1billion profit

Brand extension such as Knorr to increase profit sales

Achievable

Product production in small portion so that low income earners can purchase it

Realistic

Increase consumption of products by consumers at all income level in developing product

Timely

By the year 2012, there is an increase of 5 to 6 % in profit

Chapter- 5
Finding of the research

- ✓ **Supply Chain Management of the Company**
- ✓ **Maintenance of the Supply Chain Process of Unilever**
- ✓ **Using Information System to Manage Supply Chain**
- ✓ **Improvement of the Company Using Supply Chain Information System Ethical Considerations**
- ✓ **Exchanging Inventory Data with Supplier**
- ✓ **Exchanging Operational Data with Business Partner**
- ✓ **Performance of Unilever in the Market**

Finding of the research

5.1 Supply Chain Management of the Company

The Supply Chain Director (SCD) is in charge of planning, buying, and manufacturing and distributing heads Supply Chain Department. The supply chain process constitutes a series of important activities ensuring smooth delivery to the consumers. Supply chain process led to joining planning and buying with manufacturing. This chain is further extnded by joining distribution to the chain, thus integrating both backward and forward linkages. An integrated supply chain will give them the advantage of acting with speed, enabling them to keep up with pace of the ever-changing business scenario. At present, it's Divided into the following functions:

- Manufacturing
- Engineering
- Company Buying
- Distribution
- Company Assurance
- Planning

5.2 Maintenance of the Supply Chain Process of Unilever

The company maintain their supply chain process by-

- Daily production and distribution planning, including all nodes in the supply chain.
- Production scheduling for each manufacturing facility in the supply chain (minute by minute).
- Demand planning and forecasting, coordinating the demand forecast of all customers and sharing the forecast with all suppliers.
- Sourcing planning, including current inventory and forecast demand, in collaboration with all suppliers.

- Inbound operations, including transportation from suppliers and receiving inventory.
- Production operations, including the consumption of materials and flow of finished goods.
- Outbound operations, including all fulfillment activities, warehousing and transportation to customers.
- Sourcing contracts and other purchasing decisions.
- Inventory decisions, including quantity, location, and quality of inventory.
- Transportation strategy, including frequency, routes, and contracting.
- Strategic network optimization, including the number, location, and size of warehousing, distribution centers, and facilities.
- Strategic partnerships with suppliers, distributors, and customers, creating communication channels for critical information and operational improvements such as cross docking, direct shipping, and third-party logistics.
- Product life cycle management, so that new and existing products can be optimally integrated into the supply chain and capacity management activities.
- Segmentation of products and customers to guide alignment of corporate objectives with manufacturing and distribution strategy.
- Information technology chain operations.

5.3 Using Information System to Manage Supply Chain

An IT powered system has been implemented to supply stocks to redistribution stockiest. A supply chain management software solution is one that is designed to automate the planning aspects of managing the supply chain, the logistics aspects, or both. The objectives to make the product available at the right place and right time in the most effective manner. For this, stockiest have been connected through a inter-based network, called RS Net, for online interaction.

The planning aspects of managing a supply chain include:

Identifying the most effective transportation means to ship and deliver the product; analyzing the supply chain in order to identify and eliminate any process bottlenecks; establishing production means and scheduling.

The execution aspects of managing a supply chain include:

Establishing the price and availability of the product; Mapping out alternate product transportation logistics; ensuring the availability of resources needed for manufacturing. The other functions of information system are-* Substantial investment in IT-based sales system.* Every salesman book order on a palmtop.* All order is fed into central dat abase from the distribution center.* Network is installed at all 3500 distributors point-which makes for accurate on- the-fly demand projection and helps to avoid stock- out loss. The prime advantages that they get from using this system are-

✓ minimizing the supply chain process, as measured from manufacturer to consumer.

✓ reducing much of the demand uncertainty that arises in the supply chain process

✓ providing knowledge about how to make use of the data available in order to determine how long each part of the supply chain takes to accomplish its function.

5.4 Improvement of the Company Using Supply Chain Information System

Supply chain information system increase the business performance by-

- Reducing stock of inventory by giving proper information about the market demand.
- Informing suppler constantly about the status of inventory stock so that shortage of inventory is not created.
- Speed the product time to the market.
- Providing knowledge about what consumer wants and thus enables to ensure customer satisfaction and reduce churn rate.
- Reducing excess demand and supply gap.
- Ensuring cash utilization as well as asset utilization
- Based on the information of delivery date, the company deliver product to customer and thus supply chain information system improves delivery service of the company.

- Reducing inventory cost, redundant effort and increasing customer sale.

5.5 Exchanging Inventory Data with Supplier

The company exchange inventory data with supplier to inform them about the status of inventory stock, which is analyzed by supplier to predict…

- The delivery time of inventory.
- In which time the procurement and production of product should be commenced.

5.6 Exchanging Operational Data with Business Partner

Information on direct competitors, a company's labor statistics, and information on suppliers, accounting data and projection of needed resources may all be included in operational data. Data collected on direct competitors helps marketers make the products seem superior to competing products. Data on customers helps marketers create
consumer profiles that help with everything from product creation, to distribution and advertisin g. Labor and accounting data help with internal control of finances and productivity.

5.7 Performance of Unilever in the Market

Performance and measurement are one of the main parts of our topic. In the case of Unilever, the performance of that company is very good. Because of its various kind of products, it is the market leader of most of the sector. Behind its success there are some factors such as:

- The quality and control of their product in the market
- On time delivery and shipment
- Latest technology use to produce their product
- Skilled employees and worker
- Brand value
- Their huge marketing-chain.

Chapter- 6

Analysis

- ✓ **Number of Suppliers per Category Spend**
- ✓ **Supply Chain Spend Analysis**
- ✓ **SWOT Analysis of Unilever**

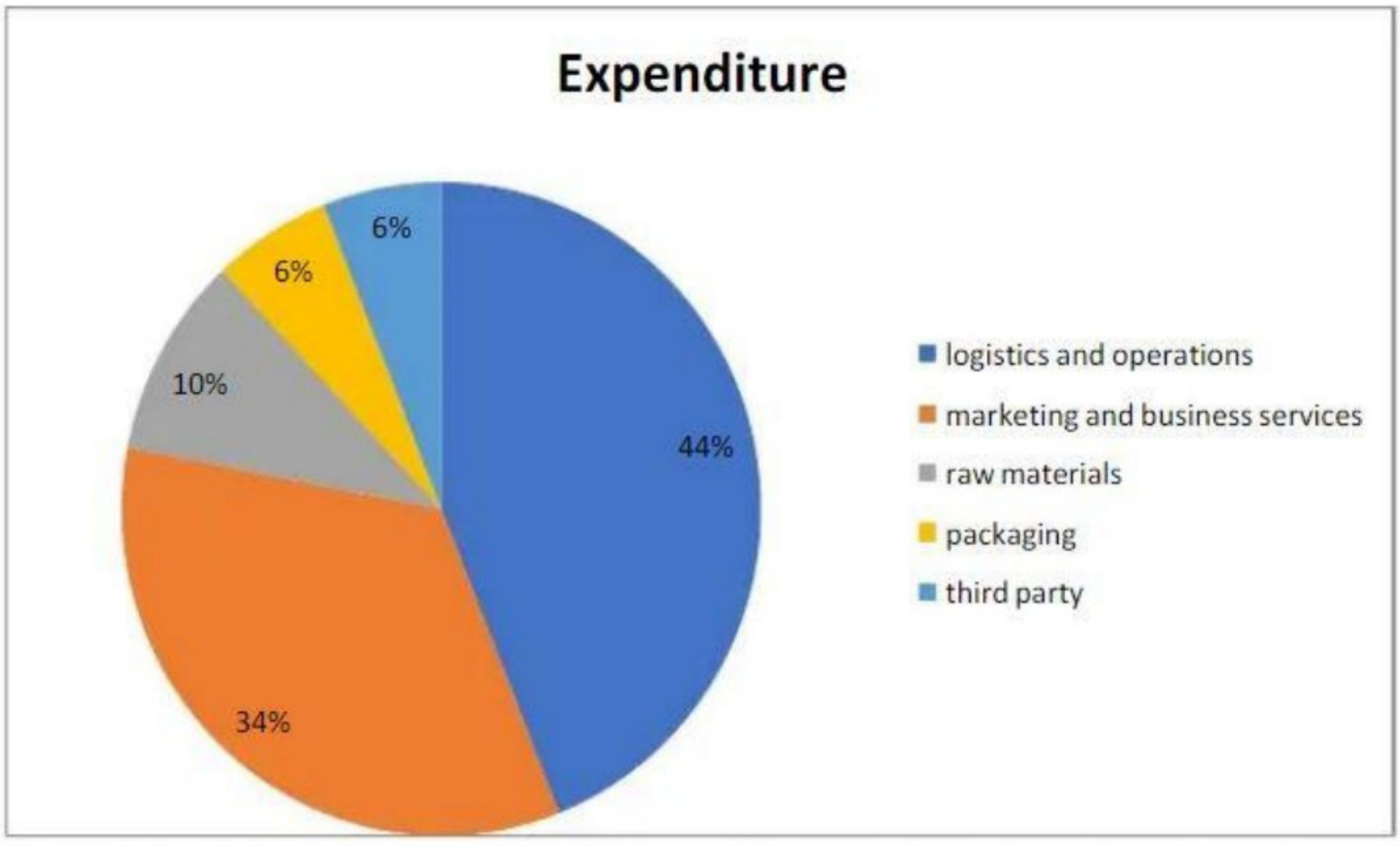
Analysis

6.1 Number of Suppliers per Category Spend

- Unilever spends its largest portion of money on logistics and operation. It spends44% of its total expenditure on this site. This total around 14.96 billion Euros.
- The next largest expenditure of Unilever is its marketing and business services. It spends its 34% of the expenditure on this site. This totals a sum of 11.56 billion Euros.
- The company spends 10% on raw materials. These totals up to 3.4 billion Euros.
- Unilever spends 6% on packaging that is around 2.04 billion Euros.
- Like packaging the company also spends 6% on third party manufacturing which is around 2.04 billion Euros.
- The company spends around a grand total of 34 billion Euros.

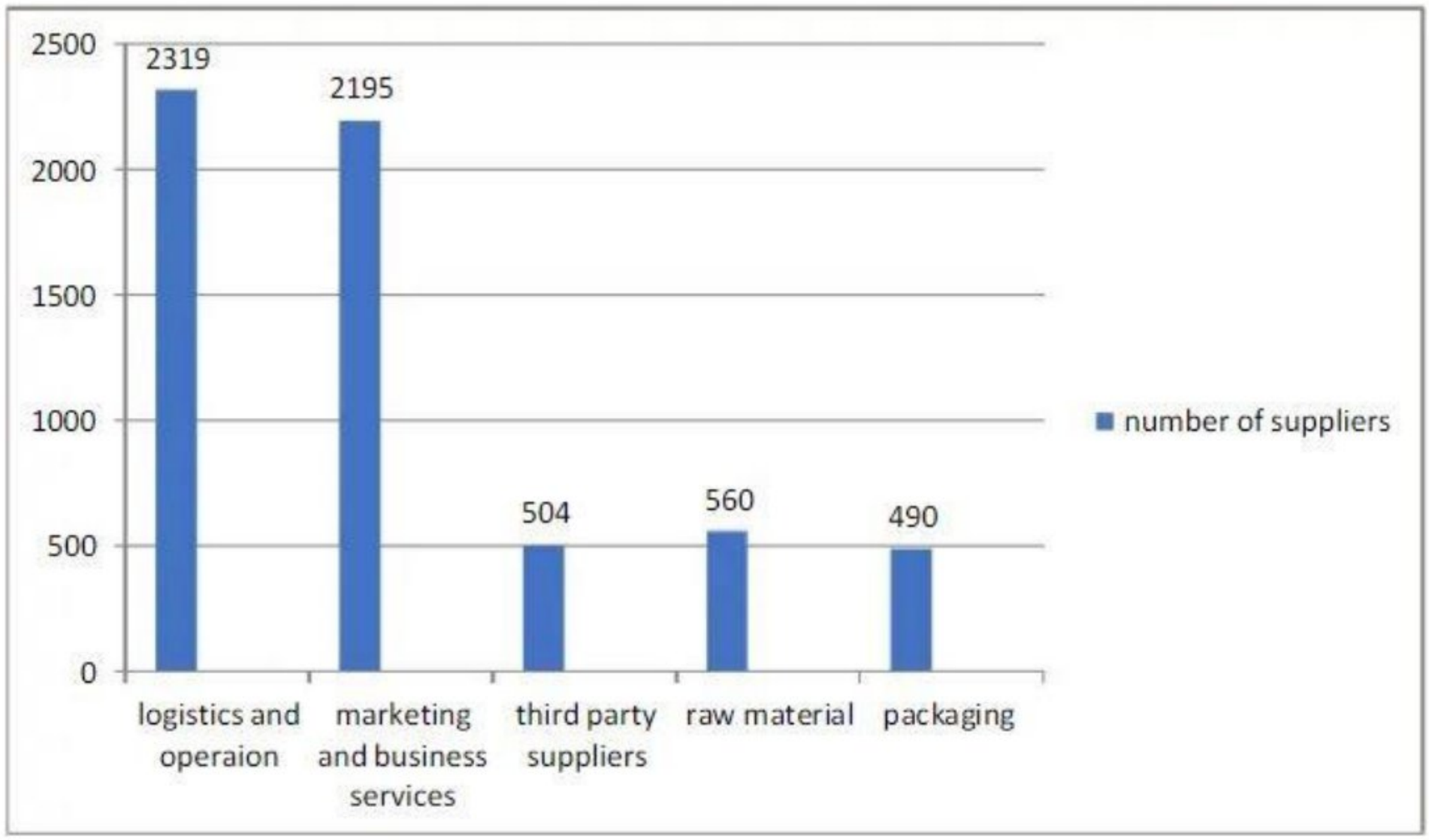
Expenditure

Logistics and operations marketing and business services raw material packaging third party



6.2 Supply Chain Spend Analysis

- The total number of supplier sites of Unilever is 5290 suppliers.
- It has 2319 suppliers as its logistics and operational suppliers.
- The company has 2195 suppliers as marketing and business service suppliers.
- The company has 504 third party suppliers.
- Unilever has 560 raw material suppliers.
- It has 490 packaging suppliers



6.3 SWOT Analysis of Unilever

Strengths:

- Very strong brand value
- Most trusted name in very household
- State of art plant and comparatively strongest marketing team than its rival
- Very good strategic presence in media and excellent visibility availability in market
- Company uses supply chain information system

Weaknesses:

- For high end Brand Unilever Bangladesh have to totality depend on import
- For many low-end brands, existing production capacity is not sufficient enough to support market demand
- Don't have enough skilled human resource and production capacity to support growth
- In policy making and decision level UBL is highly dependent on regional HQ

Opportunities:

- Bangladesh's emerging economy and increasing standard of leaving
- Unilever food and beverage has got very good prospect in BD
- In washing powder economies of scale driven low cost leadership can make UBL monopolist
- Unilever can launch its high-end brands in BD

Threats:

- Entrance of regional and global FMCG brands
- Price of dollar increase which decline the profitability
- Due to high inflation people lose their purchasing power.
- Very high competition on hair care and herbal skin care Brands

Chapter- 7
Recommendations & Conclusion

- ✓ **Recommendations**
- ✓ **Conclusion**

Recommendations & Conclusion

7.1 Recommendations

• Margin to distributors is low. Company should focus in this direction to pass on more benefit to the distributors. If margins are increased from 4.76%, distributors will be more motivated.

• The company can enable to increase its profit merging to 20.5% up then before by providing the best customer support, following customer driven business process.

• In order to compete with local and cheaper brands, company should come up with competitive products that can cater institutes more effectively and efficiently with basic Focus on pricing strategy.

7.2 Conclusion

Analyzing all the part of SCM we can say that comparing with others Unilever BD Ltd is very much effective and efficient in their market. The information technology used by the supply chain management of the company. Which serve the both inside and outside partners of the company. They are now the market leader and the secret behind their success is the effective SCM. From production to distribution they maintain a great balance. They are very much successful in their sector by using effective SCM they made their success. They use SCM in their factory which tells them which product is on inflows and which is on outflow. They make the best use of their resources and make the product. They mean that if the customer is satisfied the production and the profit will also gain. That’s why they made an effective SCM which makes them very much efficient in the field of their market.

Appendix 1

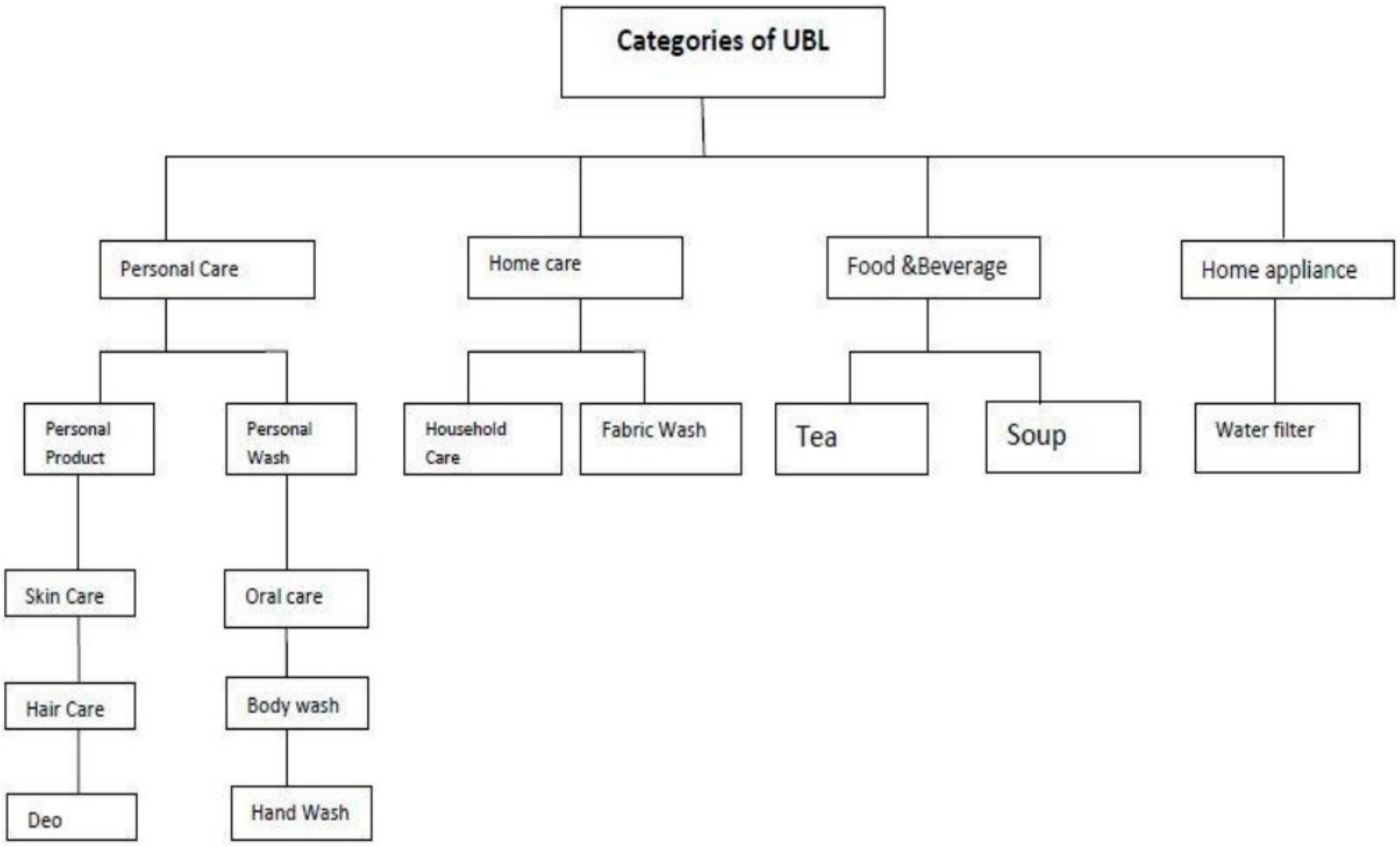
Detail Meaning of Unilever Logo:

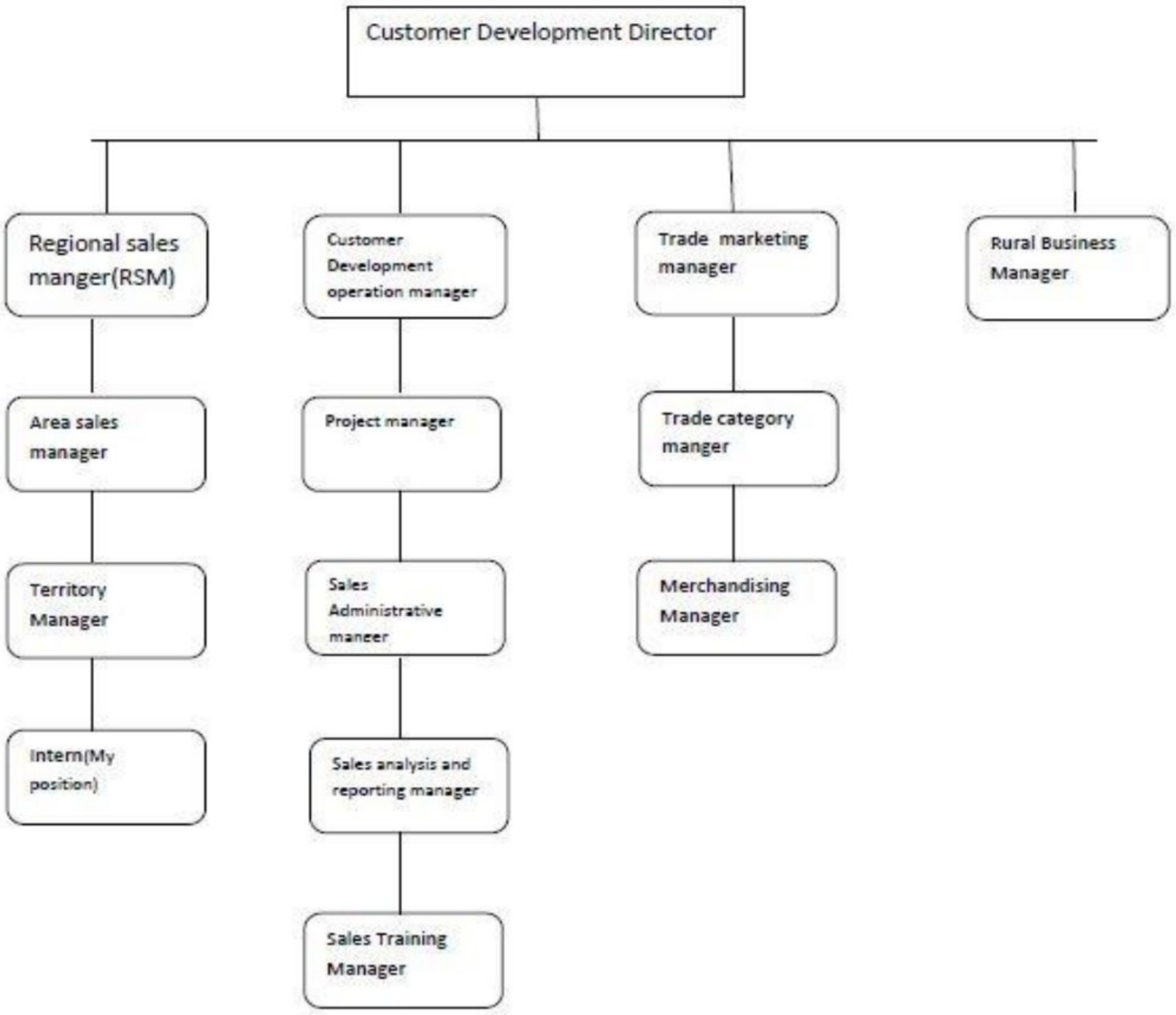
In 2005, Unilever decided to change their logo to represent their new theme of energy. The new logo was also planned to match with the 75th anniversary of the company. The new logo tells the story of Unilever and vitality. It brings together 25 different icons expressive Unilever and its brands the of vitality and the benefits Unilever brings to consumers. The icons are represented below:



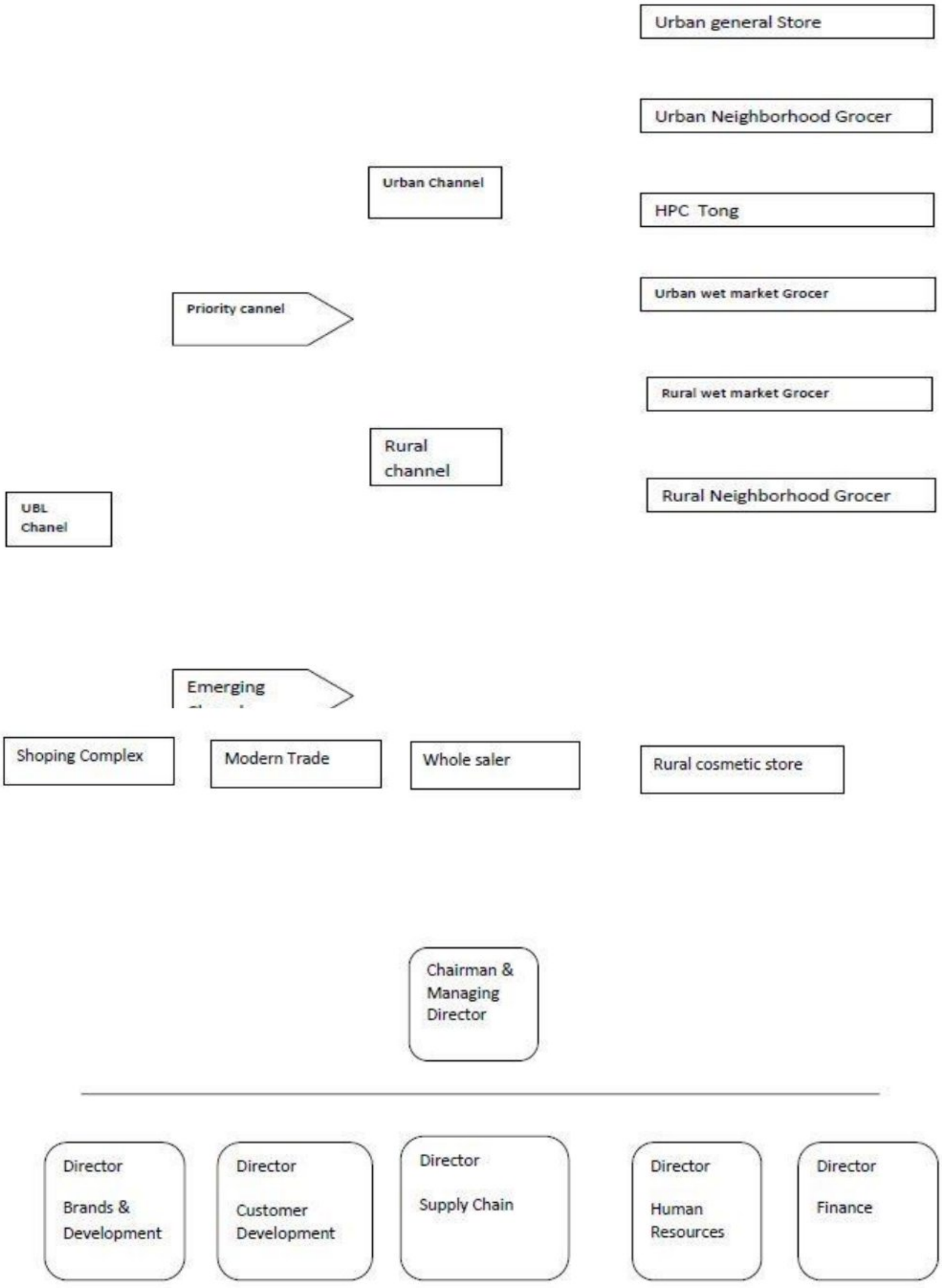
Appendix 2

Categories of UCBL Brands of Unilever Bangladesh



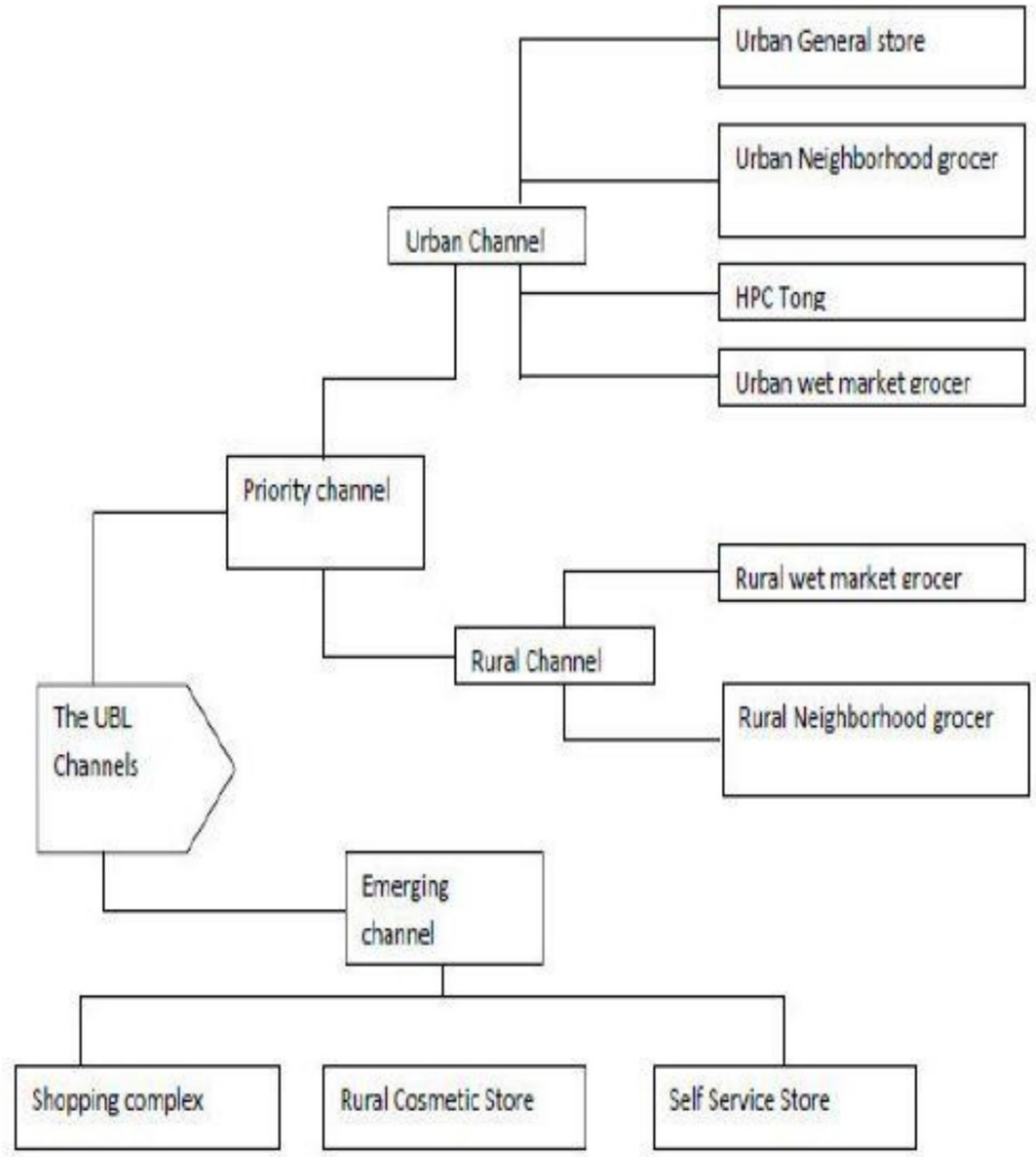

Customer Development Director
Regional sales manger(RSM)
Customer Development operation manager
Trade marketing manager
Rural Business Manager
Area sales manager
Project manager
Trade category manger
Territory Manager
Sales Administrative maneer
Merchandising Manager
Intern(My position)
Sales analysis and reporting manager
Sales Training Manager

Appendix 4
Type of Chanel



Appendix 5

Channels of Unilever Bangladesh Limited



Appendix 6

TPM Guideline TPM at Warehouse Background

Warehouse is a heart of a distribution house. So it should be maintained efficiently. Mismanagement in warehouse can be a major cause of failure for a distribution process. A proper distribution house requires adequate space to handle the stocks efficiently. There is two processes through which we can maintain inventory at ware house. One is “First in first out (FIFO)” and the other is “Last in first out (LIFO)”. LIFO is a typical stocking method for items that have no 'sell-by' date associated with them. On the other hand items which have expiration should be maintained FIFO method while stocking. Unilever business is growing at a double digit rate in last 6 years which has been the accumulated result of distributors’ individual growth. In this consequence distributors stock cover is increasing in every year which in turn require more space in warehouse. But reality is cost of real state is increasing massively in last few years which is affecting the investment of our distributors. In this circumstance we need to think something new to manage the inventory in a better way without involving huge cost. Space optimization becomes the most urgent action to overcome the crisis. To optimize the space and improving the efficiency at ware house we need to implement the TPM process.

What is TPM?

TPM is a maintenance process developed for productivity. Goal of TPM is continuously improve all operational conditions, within a process, by stimulating the daily awareness of all employees. TPM will provide practical and transparent ingredients to reach operational excellence.

Objective of TPM at warehouse

Create warehouse within warehouse

Efficiency improvement

Better management of FIFO method

Damage control

TPM at Warehouse

Warehouse condition

Structure

The warehouse should preferably be constructed of RCC. The floors of the warehouse should be made of concrete or cement and be very smooth. The walls and the floors should be moisturizer proof and wooden palate should be out on the floor, so that the products do not get damp.

Exception

If for any cause, the walls get dampen, then wooden partition have to be put up between the wall and the stock so that the products do not get damaged, and the products have to be stored at least 6 inches distance from the wall.

Ventilation & Lighting

Warehouse should be a well-ventilated building with exhaust fans and lights. The vents should have wire mesh for insect protection. The exhaust fans must be on during the night and throughout the day during monsoon. Ventilation is preferred on the upper half of the wall and the vents should be covered with mesh to stop insects from flying in. Warehouse should be well illuminated during working hours and minimally illuminated at night.

It has to be seen that rain water does not seep in through the ventilation.

Exception

If it is not possible to install exhaust fans in the warehouse, then ceiling fans should be put up to keeps air circulating within the warehouse.

Electric Cable

All electrical wiring must be concealed. There should be no loose hanging wires.

Exception

If it is not possible for the electrical wiring to be concealed, then wires should be sealed using PVC pipes.

Aisles and Gangways

The products should be stacked by creating separate aisles and the aisles should be properly marked. There should be free pathways within the warehouse so that the stocks can be kept and brought out without other products being removed/ relocated.





Warehouse Markings

Floor Plan Board

A floor plan should exist on a board, and placed on the outside wall of the warehouse, for everybody to understand and operate. A floor plan will definitely facilitate storage retrieval and make a newcomers life easier.

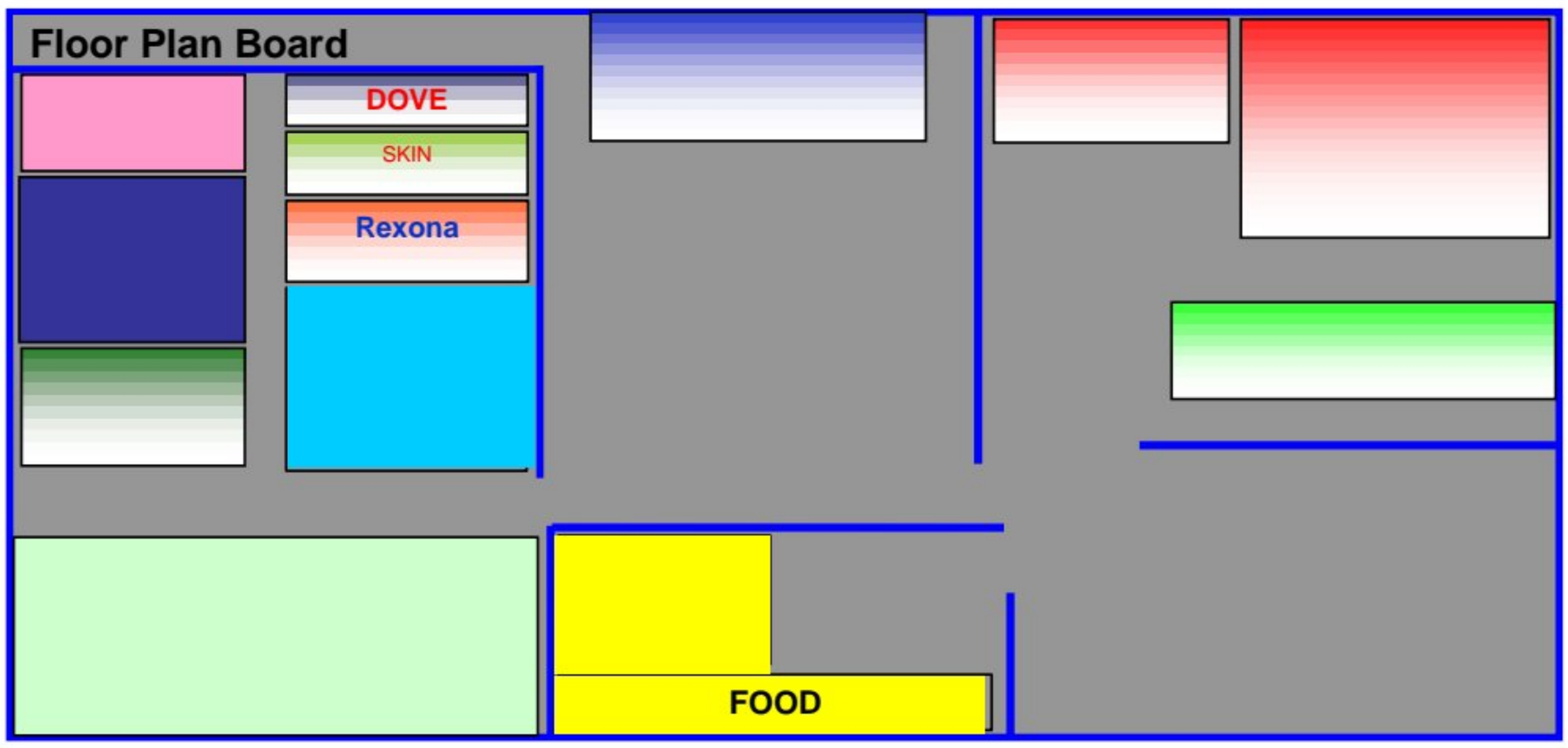


Figure: Sample Floor Plan

Stack height marking

There should be two marking indicator on the walls for easy understanding to maintain the standard height. There should be green marking at 1.6m and a red marking at 2.15m height. Under no circumstances the red marking should be crossed.

List of damaged stock and Stacking Norm

List of expired and damaged stock should be hung in the warehouse along with the stacking norms

Brand Area marking

Stickers should be hung in the wall stating the brand/SKU that should be stacked.

No smoking marking

There should also be no smoking markings on the wall to deter smoking.

Fire fighting equipment and fire exits

There should be clear marking indicating the fire exits or exit for emergencies. The place where the fire fighting equipment is kept should be marked.





The list of the fire extinguisher maintenance schedule should be hung with the fire extinguisher and maintained as per the predetermined schedule.

Floor

On the floor each row and pallet should be numbered to help in stocktaking as well as to follow FIFO. The floors should be marked for proper placement of pallets**Bin card**

Bin cards are absolutely essential. A bin card should consist of the following information: Brand/SKU name, quantity, date of entry into warehouse, and indication if multiple SKUs are there in the same stacks. The date of entry will help to maintain FIFO.







Cleaning Chart

On the wall, there should be a cleaning chart which is to be signed by the house manager after regular maintenance is done.



Boxes/Buckets for delivery return products

The boxes and buckets that are carried to the market for delivery returned products must be marked with the name of the brand and SKU for which it is to be used.

Warehouse Cleanliness

The walls of the warehouse should be clean and seepage should be kept in check. The warehouse should be white-washed every year. The following table shows the tasks to be carried out to keep the warehouse clean:

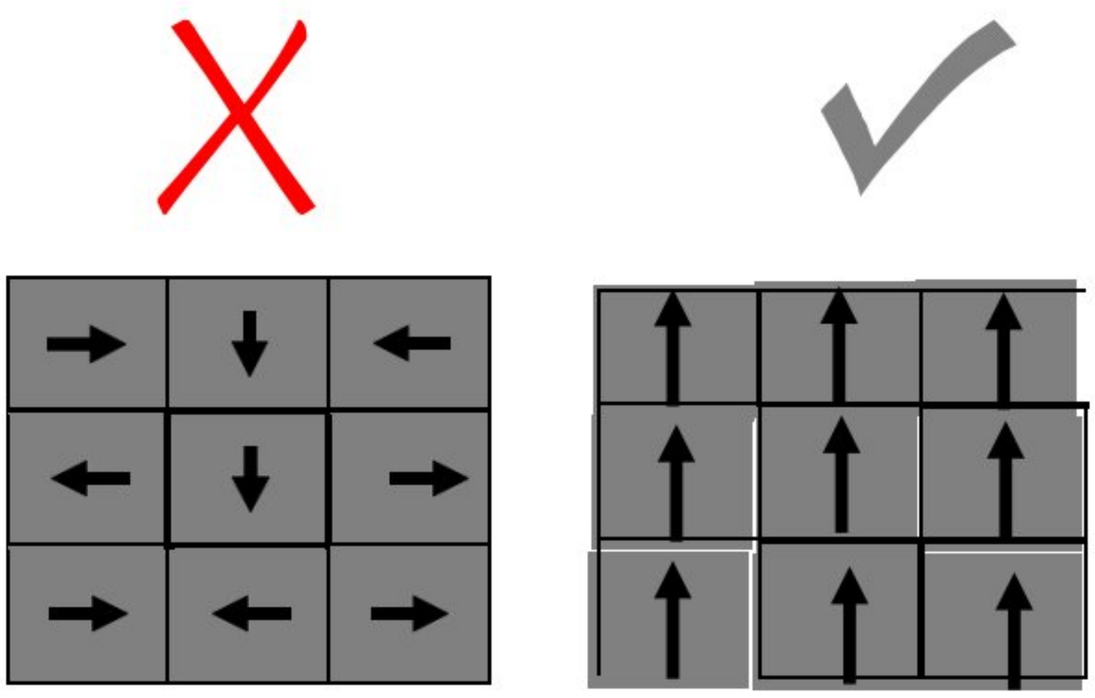
SL	Commitment
1.	To sweep floor – Daily
2.	To clean windows, louvers, walls & doors for removal of dust/cobwebs- Weekly
3.	To clean floor with detergent solution and mop with 10% bleaching powder solution- weekly
4.	To spray walls with 10% bleaching powder solution-Monthly
5.	To spray walls with 200 PPM available chlorine solution of Sodium Hypochloride once in a year.
6.	To get pest control use insecticides –Quarterly.
7.	To stack / store raw and packaging materials on dry pallets / racks and not directly on floor.
8.	To clean dust from stacks daily
9.	To stack / store FG 6 inches away from the Wall and each stack must be 6inches away from the adjacent stack
10.	To store / handle FG following the UBL supplied stacking norms.
11.	Deep clean: washing the walls with detergent – Quarterly
12.	During delivery, each vehicle should be checked to ensure that it is clean & dry. If the any vehicle is not properly clean then it will not be used.

Stacking Norms

The maximum height for stacking is 1.6m (5ft 3inches). The stock must be stacked with a minimum distance of 6inches from and the wall and the minimum distance between two stacks of different SKU must also be 6inches.

Product Stacking

Products should always be stacked upright. This preserves the best quality of products and prevents leaks and bursts. Products should also be stacked in a honeycomb manner so as to facilitate air movement within stacks. While stacking the products should not come into direct exposure to sunlight.





Picture: Product stacking in honeycomb manner

Stock Handling Protocol

FIFO

All the distributors have to maintain First in First Out (FIFO) while distributing the stock. It means to ensure that the products that came first to the distribution point, is delivered first to the market. FIFO will ensure fresh product to the trade, thereby reducing the trade return and claims, which in turn means better ROI fort the distributor.

Stock Issue and Market return process

Damage Products

Keep buckets/ boxes to keep the damaged or returned products. The damaged products should be kept separate from other products.

Order Return

Carry separate buckets or boxes with the delivery van while delivering products. If there is any discrepancy between order and delivery, the excess products which are not delivered should be kept in the bucket or box, so that there is no damage. Maximizing Warehouse Space

Racks

Install racks to maximize the warehouse space. Racks would multiply the space used. However care must be taken not to overload the racks. Also due care must be taken for storage and retrieval.







Safety Rules

Occupational SAFETY and Fire requirement: Distributor WAREHOUSE

SL	Risk	Items to be checked
A	FIRE	1. Electrical cable, fittings, switch, cutoff to be checked for perfection. Loose wiring to be replaced with conduit / concealed wiring. Lamps to be covered. Emergency cutoff and circuit breaker to be installed at the entrance of the warehouse. 2. Flammable waste. Accumulation of flammable waste to be avoided. Waste bin to be installed at outside corner of the warehouse to collect waste. 3. Firefighting equipment. (minimum requirement at first stage) Two-bucket stands with 3 water and 3 sand buckets in each stand. Primary fire education for the supervisors and workers. Smoking practice to be fully restricted inside of the store. NO SMOKING sign boards to be installed in all suitable locations.
B	HYGIENE HOUSE KEEPING	General housekeeping standard. Frequency of sweeping and mopping Sanitation and pest control. Adequate ventilation No Leakage on the roof No presence of insects, vermin, birds

C.	STORAGE AND HANDLING	Distance from wall (6inches). Distance from each stack (6inches) Product, brand wise Stacking. Mix up of product to be avoided. FIFO to be maintained. Distance from roof (1 m). Maximum safe height (1.6m)
D.	LOADING/ UNLOADIN G	1. Manual loading/unloading over 25 kg is prohibited
E.	OTHERS	Condition of the pallet to be monitored for any damage and materials to be stored on good pallet. Outer pack quality (damage, open, dirt, wet) to be checked regularly.

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