

A Study on the Satisfaction of Industrial Buyers of the Colouring Inputs for Commercial Packaging

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Submitted in Partial Fulfilment of the Requirements for the Degree
Bachelor of Business Administration.



17 December 2023

Internship Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship/Project: Internship

Internship Report Topic: A Study on the Satisfaction of Industrial Buyers of the Colouring Inputs for Commercial Packaging

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SUPERVISOR APPROVAL (Please place a Tick)

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite): Not Applicable

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Letter of Transmittal

17 December 2023.

Mr. Faisal Mohammad Shahriar
Internship Supervisor (Academic) & Assistant Professor, School of Business
University of Liberal Arts Bangladesh, Dhaka.

Subject: Submission of Internship Report.

Dear Sir,

Due to respect, I state that I have prepared my internship report on the topic of '*A Study on the Satisfaction of Industrial Buyers of the Colouring Inputs for Commercial Packaging*'. I hereby submit this internship report which I prepared based on my 12 weeks experience in the firm as an intern.

I have tried my best to follow your instructions and make the report as perfect as possible with a meaningful outcome within the targeted time. I have also tried my best to follow appropriate methods for the topic which I have found the most relevant and practical for my internship report. I would be glad to provide any clarifications, if required. I therefore submit it and hope that you would excuse the minor errors.

Sincerely Yours

Antum Ayaz
ID: 183011063
BBA Program
ULAB School of Business

Plagiarism Declaration

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
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4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: ANTUM AYAZ
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Signature: _____
Date: 17 December 2023

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Part A

Chapter One: Internship Preparation

1.1 Motivation and expected learning from the internship

Although it is well recognized that the best approach for students to advance their careers is through internships. Students may hold opinions similar to these and may not see the value of internships right away. But in today's competitive world, nothing is more important than an internship. Students feel more equipped to apply their practical knowledge in the actual world of work once they engage in practical learning as part of their curriculum. Learners search for in-demand virtual certificate programs that provide opportunity for practical experience. The primary advantage of completing an internship is that it allowed me to put the skills and knowledge I learned in the classroom to use in everyday work circumstances. Through internships, I can improve my focus on a particular topic and apply my expertise in a real-world setting. I might get to pick up new skills, adjust to working in an office, see the processes, and research the career path I've decided to take. It assists me in deciding if picking that certain career was the right decision. I might be able to further develop my knowledge and abilities outside of the classroom with an internship. I get to put new skills to use and receive guidance from knowledgeable professionals. Because I am still a student and not a fully-fledged member of the profession, others will be more willing to mentor you and offer help, and they won't be concerned about your reputation or work performance. This is a fantastic opportunity for me to develop my skills and learn all I need to know to deliver your services to the highest standard. People with more experience can teach me like a sponge since they know more about the ins and outs of the business world than I do.

1.2 Internship search process

since clients and customer connections are the most important aspects of the marketing profession,i have always been concerned with their development as a marketing student.I have been talking to my faculties and friends for the past few semesters,and we came to conclusion that working in a corporate office would be ideal for me because it is where people who want to start their careers in marketing go ,and i can also develop my creative skills there .after that,i mentioned on my linkedin profile and on BD jobs that i was looking for internship for corporate industries.evidently,it was a stroke of luck that i was contacted by “Aster Polymer Color Industry Limited”for an interview .During the interview process ,i learned that this company offers flexible work hours which is one of the reasons i choose them .however they allow me to get in touch with their customer as i wish to find out how much i qualify for this role.My

co-workers provided me lots of advice on how to perform better in my position. I met all of the requirements they had for an intern.

1.3 Internship interview experience

Internships are the first professional experiences in the field and act as stepping stones for further employment. If you wish to use your internship experience to further your career, you must be able to write about it in a professional manner. I understand the importance of a CV in the employment hunt. I therefore tried my best to prepare my resume in a professional manner. I also tried to include as much information as possible regarding my extracurricular activities and academic background. During the interview, I was a little anxious, but the human resources person was really kind and made an effort to help me feel at ease. They asked me questions and then gave me a quick written test to see how much I understood. and I performed well. I spoke with the Managing director of the company for a brief while before receiving the confirmation letter that same day.

1.4 An overview of the internship organization

1.4.1 An overview of Aster Polymer Color Industry Limited

HISTORY

In 1990 Hazi Akbar Ali took the initiative to bring colour and filler masterbatch to Bangladesh . Then his son Hazi Mohammad Shafiullah took his fathers business and spread that business all over Bangladesh . He started the business with 30 peoples.they started to become bigger and bigger and made this industry. Now they have 3 factories which are located in Gazipur , Bhola and Dhaka . Around 600 labourers work in their factories . Their head office is at Lalbagh Dhaka.

vision

Leading the way in colour innovation,our company envisions a world filled with boundless possibilities and enriched by the beauty of colour

mission

Empowering creativity through vibrant colours,our colour industry is dedicated to inspiring innovation and enhancing the world's beauty.

Goals- Within the next three years, produce eco-friendly pigments and dyes to get 15% more market share while keeping at least 90% of the customer base.

1.6.2 Products and Services of Aster Polymer Colour Industry Limited

- **Colour masterbatch** -A colour masterbatch is a concentrated combination of pigments that are exemplified within a carrier resin . this masterbatch is utilised in plastic and polymer industry to

add tone to different plastic items during the assembling system the expert cluster is blended in with the base polymer considering exact control of variety ,consistency and cost viability in the creation of shaded plastics for a large number of uses like bundling ,car parts, shopper merchandise and that's only the tip of the iceberg

- **Filler masterbatch** - It is a type of additive used in the plastic industry to modify the properties of plastic materials . a high concentration of inorganic fillers such as calcium carbonate talc and other minerals .These fillers are added to plastic to achieve various desired effects such as cost reduction , reducing shrinkage, enhancing surface finish . filler masterbatch are widely used in industries such as automotive,construction packaging etc

1.6.3 Key people of Aster Polymer Colour Industry Limited

Shahara Begum (Chairman of the company)

MD Sanaullah (Managing Director)

Khaled Kabir (Director)

Sajeda Begum Sama (Director)

Kawsar Kabir (Director)

Benazir Farah (Director)

Chapter Two: About the Internship

2.1 Activities of the department/office

Aster Polymer Color Industry carries out a variety of tasks to guarantee effective operation and planned expansion. This includes administrative duties related to human resources, finance, and compliance with the law. Setting goals, analysing the competition, and analysing the market are all part of strategic planning. Meetings held internally and collaborations with other parties help to foster communication and cooperation. The goal of marketing initiatives like product promotion and branding is to increase market visibility. Research and innovation are factors in the creation of new products. Customer relations are kept through feedback systems and customer service. Cybersecurity and technical infrastructure are also under the corporate office's responsibility. In a dynamic business environment, the many operations that make up a corporate office come together to drive organisational success and sustainability.

2.2 Work environment

With its open workplaces and collaborative atmosphere, the office fosters productivity. Comfort is given priority in comfortable furnishings and modern facilities. Efficiency is increased by open lines of

communication, frequent meetings, and a helpful management structure. The atmosphere improves worker satisfaction and productivity by achieving a balance between professionalism and a relaxed atmosphere. For reliability, the office is furnished with innovative tools and gadgets for matching colours. Regularly brainstorming meetings and conversations on colour trends inspire creativity. Teams frequently do practical experiments using raw materials, which promotes a physical and responsive approach. Also, my co-workers are very helpful, we help each other on our work. Also, our manager is very friendly with us.

2.3 Duties and responsibilities as an intern

A marketer who helps business advertising and promotional efforts is a marketing intern. In addition to developing social media campaigns and producing materials, they are in charge of office management and administrative duties. Additionally, they might be requested to provide presentation that offer guidance to their supervisor on how to market particular product. I was assigned for the following duties while I was an intern:

1. Conducting market research and analysis on current trends.
2. Assisting with day-to-day administrative tasks.
3. and presenting fresh ideas for social media campaigns.
4. an eye on all social media sites for breaking news, and feedback from buyers.
5. Investigating and assessing competition marketing.
6. Assist the marketing team with day-to-day administrative chores.
7. Maintain the company's database and customer relationship management (CRM) systems.

2.4 Learnings and acquired skills from the internship

A marketer's primary responsibility is to present a company and its goods or services to the public in a way that awakens their interest. During my internship, I picked up a lot of skills from the company that I could never have learned in an academic setting. I want to showcase every one of my skills.

1. A strong desire to learn and a strong work ethic.
2. A thorough comprehension of various marketing tactics
3. Superior oral and written communication abilities.
4. Extensive knowledge of Microsoft Office.
5. Problem-solving abilities that are innovative.
6. Working in a team.
7. Multitasking abilities.
8. Process of importing raw materials from other countries.

2.5 How learnings from internship enhanced academic learnings

Making the move from student to professional is not always easy. Students face many challenges when they enter the industry. By putting their conceptual understanding to use in their new workplace, they must adapt to the professional setting. Business students usually put their skills and theoretical understanding of the industry to use in their first jobs. Through academic internship programs, conceptual knowledge and training can be connected to help students better utilise their concepts in the workplace. These internship programs help students in developing their professional development and experience in addition to their personal skill set. These days, academic institutions, students, and recruiters from businesses recognize the importance of internship programs. Through internships, students can gain practical experience. The theoretical content I gained in multiple classes was extremely relevant to the practical knowledge I gained in my office:

1. Any type of marketing that reaches consumers through offline media is considered traditional marketing. Billboards, mail advertisements, TV and radio adverts, as well as newspaper and other print ads, are some basic examples of conventional marketing.
2. How product-based companies (colour raw materials) are taking over the industries and it is based on my learning from the service marketing course.
3. According to what is taught in the development communication course, having effective communication skills is essential for every corporate or multinational corporation.
4. How to advertise our products to buyers by ensuring that the advertisement is aligned with the positioning of your company, convey a straightforward singular message, maintain a likeable style, being trustworthy, requesting for sale, make sure the advertisement is effective, making sure the advertisement appears professional and lastly being sincere. This thing I have learnt from the Advertising course.
5. Consumer behaviour is a vital aspect of marketing how to connect with our buyers, what things our buyers want from us, what type of grade colour they need.
6. Understanding buyers preference guides product development, pricing and promotional strategies is a key factor .i have learned all this from my consumer behaviour course

Chapter Three: Self Reflection

3.1 Highlights the likings and dislikings during internship

Likings

1. Having more job options and greater knowledge of corporate life.
2. Able to grow their network of friends.
3. I won't have as much competition
4. I've figured out which industry best fits me.
5. Determine the following salary range.

Dislikings

1. Make less time for extracurricular activities
2. I am unable to work outside of my comfort zone.
3. Received a lower wage
4. It is difficult to reconcile work and life.
5. No experience required for unlimited work.

3.2 How could the internship experience be improved

Improving the internship requires a variety of strategies.

1. In the beginning, it's important to communicate expectations, duties, and learning goals clearly.
2. Establishing a good first impression by giving interns a well-organised onboarding procedure and a thorough orientation to the company's policies and culture.
3. Setting up mentorship programs helps interns to get advice, which promotes skill development and a feeling of community. A well-rounded experience is ensured by providing a variety of assignments that match with their interests and professional objectives.
4. Frequent feedback meetings between supervisors and interns encourage ongoing development and provide interns a chance to ask questions or voice concerns.
5. Including chances for professional growth, including training courses or workshops, increases their skill set. Gaining exposure to various departments within the company can offer a thorough insight of how the business operates.
6. Implementing social activities and networking events encourages relationship-building among interns and full-time employees.
7. Repeating the value of interns' contributions, possibly through an official award program confirms a satisfying experience.

By doing all these things internship experience could get more improved.though some of the points my office has already did but if they have done all of these things it will get more improved.

3.3 Suggestions for the organization and future plans

The company I'm doing my internship with is doing very well but During my internship, I noticed that this company should do more to help interns make their lives easier. They can improve them more in these few things

1. Be discerning
2. Hold them accountable.
3. Emphasise culture
4. Provide employment possibilities that are flexible.
5. Create a referral program for interns.
6. Establish regular check-ins.
7. Carry out exit interviews.

Chapter Four: Personal Development Plan

4.1 Plans for further learning and career

During this internship, timing will gather some real-life experience in B2B product-related marketing. During my academic period I will learn about B2C product-related marketing. Now I will gather different experiences that enhance my experiences and may positively impact my future career if I would like to build up a career in the B2B business sector.

1. B2B marketing is quite different and also challenging but easy to achieve KPI if we are concerned with a long-term business perspective which is quite thorough on B2C business.
2. I learned that a proper and convincing presentation is important for B2B business marketing instead of so-called B2C marketing.

4.2 Technical and interpersonal skills to develop to secure employment/career.

As an introvert, it is tough for me to communicate with different people within a short period. My colleague and my supervisor understood that issue and told me to attend some business meetings and ask me to do some basic conversations with the customers. Later they gave me different product ideas so that I could develop my knowledge about the organisation's offered products. Later they asked me to

design a presentation. In this way they indirectly engaged me in different tasks and helped me out of my own world.

Via this simple communication I will be able to communicate properly with clients which helps me to socialise and help me out to become a responsible corporate person. I found that appropriate and proper communication is important for making a good deal if I would like to build up my career in the marketing sector. I also found that, if I develop my presentation skills, I will be able to sell my creative ideas and skills to the corporate sector which may create demand in the corporate world. Because corporate sales depend on proper communication and presentation skills.

Part B

Chapter One: Introduction

1.1 Research title

Study on the satisfaction of industrial buyers of the colouring input for commercial packing

1.2 Research objective

To recognize the key factors that impact buyers' satisfaction of Color within the context of colour industry products.

1.3 Background of the study

Now people are looking for innovative new colourful products for that reason the majority of the polymer product industry is more focused on colourful products instead of faded ones. For the colourful product it must need a colourful and qualified masterbatch because these are considered the key ingredients. If the raw materials are not qualified the product quality will not be that standard and will fail to achieve customer satisfaction (Yorur & Akman, 2012). The industrialists always tried to collect standard raw materials so that they were able to produce standard products. In that perspective, one scholar claims that "producers are more concerned about the raw materials so that they are able to serve better quality products" (Raisiene & Raisys, 2022). Another scholar claims that "good raw materials reduce the product defect rate and ensure the product quality" (Mittal, Han & Lee, 2021). An organisation ensures its sustainability only at that time when it maintains its business commitment and ensures transparency and accountability all the time. Another scholar claims that after-sales service is another key component for customer satisfaction (Williams & Naumann, 2021). Because marketers always focus on before-sales service not concern after-sales service. When the buyers got proper services they will satisfy and become regular buyers which ensures customer satisfaction. Another scholar claims that customer satisfaction not only depends on the sales service basis but also depends on proper and appropriate communication (Mittal, Han & Lee, 2021). In that perspective, another scholar claims that proper and appropriate communication at the right time is important and enhances the brand image of the organization. On the other side, another scholar claims that customers are always looking for updated products when they found new and advanced quality products they always shown a positive attitude towards that organisation (Jokela, 2021). B2B customers and B2C customers are indeed different but their expectations

from the sellers are quite similar like B2B. in this research I would like to rectify which factors ensure buyers' satisfaction in terms of colouring input for commercial packing industries.

1.4 Research questions

What is the level of buyer satisfaction with the product offered by Aster polymer colour industry Limited to its existing buyers?

Chapter Two: Methodology

2.1 Type of research

In this research mostly focuses on a descriptive research approach. The research's main focus is on buyers' satisfaction with the industrialised colour input raw materials. In that perspective first rectify the customer satisfaction main components and try to link up with the buyer's expectations basis so that they are able to represent a resourceful research paper. For that reason I tried to discuss everything in detail with logic so that it was easy to conclude a justified research paper. For that reason mostly focus on descriptive research.both primary and secondary research has been done here .

2.2 Research design

I have focused more on descriptive research that's why I have focused more on qualitative research methods.I have designed some questionnaires and based on that will interview the top 5 buyers of the organisations and try to know their current opinion towards the organisations. Because they have been doing business with Aster polymers for a long time it was easier for them to describe in detail. From their opinion it is easy to rectify the current scenario of the organisation.

2.3 Study design

2.3.1 Sampling technique:In this research paper both primary and secondary data analysis has been used. This report has mostly focused on the quota sample technique because it will collect data from the selected persons (who are the buyers of the Aster Polymer). I have selected 5 buyers and also collected data from them so that I am able to get actual data.

2.3.2 Data collection technique: I have collected data from both primary and secondary ways through implementing survey techniques.I have asked them some basic and simple questions through which i have collected information. During questionnaire-making time I have focused on closed-ended questions so that it is easy to analyse the data.

2.3.3 Data analysis technique: I have tried to analyse the data through descriptive methods. Tried to input all the respondents' data in statistical format and tried to discuss through bar charts, and pie charts so that it was easy to understand the respondents' results.

Chapter Three: Findings and Discussion

3.1 Projection of interview data

For primary data collection purposes I will design 7 closed ended questions and ask 5 different buyers and want to know their opinion towards the Aster polymer Colour industry.

Discussion

Questionnaire analysis part

1. Please describe your name and business details.

Innovative colour solutions are Aster Polymer Color Industry Limited's area of expertise in the plastic production sector. Providing premium colourants and masterbatches that are suited to the various requirements of producers of plastic products is their main priority.

Aster polymer targets a broad range of applications in the plastics industry, including as packaging, consumer goods, and industrial uses, with the goal of improving the visual appeal and practicality of plastic products. Their product portfolio consists of a wide variety of pigments, additives, and colour masterbatches that are intended to give polymers a bright, uniform colour. Because of Aster's dedication to personalization, customers can match exact colour specifications, which enhances product excellence and brand identity. With a deep awareness of the ever-changing plastics market, the firm consistently creates innovative colour input technologies to match changing consumer demands. Currently Aster Polymer Colour has 3 major clients and 17 minor (local) clients. Seven circle, Bashundhara group are their major clients and khadem limited ,crystal plastic and shamim colour are their few minor clients .Aster provides both colour and filler masterbatch to these companies .

2. Please describe the length and nature of your business with Aster Polymer colour industry limited

My second question to the respondents for how long they buy products from Aster polymer. From that question, I would like to know the respondent's engagement with the Aster polymer industry. From that

question respondents 1 and 2 they bought from Aster last 7 years, 3 and 4 respondents stated that they buy products from Aster Polymer for 5 years, and number 5 respondent claims that he bought from Aster polymer for more than 5 years. That means the majority of the respondents are regular buyers of Aster.

3. How could you evaluate the variety and quality level of the solutions offered by Aster Polymer

From that question I would like to know if Aster Polymer can offer varieties of products or not. From that question, all the respondents state that they didn't get any kind of new variation from Aster polymer, regarding quality assurance perspective every buyer inspects the quality standard by their own QC department so that they can ensure the product quality. That means the Aster Polymer failed to offer a different range of products to their customers.

4. Please describe your expectation from Aster polymer regarding the service quality, pricing and other factors that you consider important.

From that question I would like to know what types of services the buyers expect from the Aster polymer colour industry. From that question, 1st 2nd and 3rd respondents claim that they expect the standard quality of product, which they are getting it, 4th respondent looking for an after sale service system, 5th respondent claims that he is looking for a reasonable price and quality at a time. This question is important and helps me to rectify the important key components.

5. Please identify the areas of solution and services where Aster polymer can improve further

From that question would like to know the Aster polymer company main loopholes from that question found that, 1st, second and 3rd respondents claims that, the organisation is doing good but they want more focus on their quality assurance related issues, 4th and 5th respondents claims that, the organisation don't focus on cost cutting, 1 respondents claims that, the organisation don't focus on their after sales services. The respondents consider those quality and cost cutting factors mostly.

6. Please describe the factors that made Aster polymer the supplier and service provider for your organisation

All the 5 respondents agreed that the Aster polymer assured their international quality and standard for that reason they still continued their business with Aster polymer.

7. How good is Aster polymer doing compared to other companies in terms of price, quality and service? please illustrate?

All the 5 respondents are happy about their product quality. The 1st, 2nd and 3rd respondents claim that, they get better prices and the 4 and 5th respondents claim that, they got prioritized service as their regular customers.

3.2 Findings

From the overall analysis perspective I have found that

1. failed to ensure customer satisfaction

Aster Polymer failed to ensure customer satisfaction because of its poor after-sales service system. Every organisation gave 100% service before sales. But loyal buyers always expect after-sales service from their sellers (especially when they get a default product). But most of the time, Aster Polymer disagrees with exchanging their minimal default raw materials and doesn't settle customers' complaints immediately. All those issues cause customer dissatisfaction.

2. Lack of product variation-

Whether other competitors offered different categories of raw materials like colour masterbatch and filler masterbatch. Because Aster polymer is concerned about its product quality and standard. They think if they focus on multipurpose variation they may fail to ensure their product quality and standard. That's why they don't offer many different categories of products. But their current buyers are happy because they are getting exactly what they want.

3. Don't focus on cost-cutting and product development -

They have been operating their business for a long time. At that time buyers expected that Aster polymers must achieve production efficiency. But Aster polymer claimed that because of global inflation issues the production costs automatically enhance. For that reason they failed to provide lower price raw materials.

4. Failed to maintain an equal balance in between product quality and customer service-

The customers are looking for better after-sales service with better quality products at a reasonable price range. Reasonable price range and after-sales service these two factors that are absent in Aster Polymer,

5. Failed to establish a standard price range -

Few customers are not happy about their current asking prices and they don't even bother to revise their price range.

Chapter Four: Recommendations

From the overall analysis perspective will give some recommendations

1. Aster Polymer needs to focus more on building up and maintaining a relationship with its customers so that it can understand its buyer's basic demands. If they know about it can easily able to provide the buyers expected services
2. Need to ensure their product quality and standard what they provided from the very beginning. When they ensure quality the buyers always purchase from them no matter about the other components.
3. In this challenging market the organisation also needs to focus on cost-cutting. From that perspective, they need to implement different strategies so that they can reduce prices without compromising quality. When Aster is able to provide the best quality product within a reasonable price range they can become a market leader in this colour master batch supplier industry,
4. Always tried to maintain liaison with their valuable customers and tried to offer them some extra service so that they don't show interest in moving their business into the other competitors.
5. Tried to develop their current marketing strategy and tried to be more active on social media and other B2B trade fairs so that they can grab mass customers' attention.
6. Need to offer product variation so that they can fulfil different customers' demands.

Chapter Five: Conclusion

From the overall analysis perspective, I can state that customer satisfaction is a very easy term if we are able to communicate with customers properly and able to rectify their demands and needs. When an organisation communicates on a regular basis they may know many business ideas that they implement for the business progression purpose. Aster Polymer's main strength is that they are honest and accountable towards their product quality and standard. Though they didn't offer much variation but they didn't compromise about their quality and standard for that reason buyers still continued their business deal with Aster polymer. It's not possible to satisfy customers 100%. But they ensure 70% satisfaction which is quite good enough. I believe if they look after their current loopholes and work for it sooner they will become a number 1 masterbatch supplier in Bangladesh.

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Appendix: Interview Schedule

1. Please provide your name and business details.
2. Please describe the length and nature of your business with Aster Polymer Colour Industry Limited.
3. How would you evaluate the variety and quality level of the solutions offered by Aster Polymer.
4. Please describe your expectations from Aster Polymer regarding the service quality, pricing and other factors that you consider important.
5. Please identify the areas of solutions and services where Aster Polymer can improve further.
6. Please describe the factors that made Aster Polymer the supplier / service provider for your organization.
7. How good is Aster Polymer doing compared to other companies in terms of price, quality, and service? Please illustrate.

INTERNSHIP PROPOSAL FORM

Name:	Antum Ayaz
ID:	183011063
Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Faisal Mohammad Shahriar
Organization Name:	Aster Polymer Colour Industry Limited
Internship Title:	A Study on the Satisfaction of Industrial Buyers of the Colouring Inputs for Commercial Packaging

Student's signature & date

17 December 2023

Supervisor's signature & date

17 December 2023

Internship Confirmation Letter



ASTER
POLYMER COLOR IND. LTD.

Head Office : 53/54 Lalbagh Road, Dhaka-1211
Factory Office : Vannara, Mouchak, Kaliakoir,
Gazipur, Bangladesh.

LETTER OF APPOINTMENT

Dated: 25th September 2023

Mr. Antum Ayaz ,
2no Hornath Ghosh Lane,
Lalbagh, Posta
Dhaka- 1211, Bangladesh

Dear Mr. Ayaz

We are pleased to appoint you at Aster Polymer Color Industry Limited as our new Apprentice in
Marketing Department. You are requested to join on the 1st of October 2023.

Your offered remuneration for the internship training period shall be as follows:

Basic	9,500
Telephone	500
Housing	0
Conveyance	Official travel cost
Total	10,000

The above salary is mandated for up to 4 months of your probationary period. After which your
Performance will be reviewed and if permanent you will be entitled to a permanent employee
Salary bracket, yearly raise, and 50% festival bonus split between two Eid holidays.
We hope that you will do well and thrive in your new position.

Congratulations! Best Regards,

Mohammad Sanaullah
Managing Director



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