

**INTERNSHIP REPORT**  
**ON**  
**An Overview of Business Support Service in**  
**Perspective of DCCI**

**SUBMITTED TO:**  
**Controller of Examinations**  
National University  
Gazipur-1704

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Session: 2019-2020  
Major: Finance & Banking  
Program: MBA  
Daffodil Institute of IT (DIIT)



Daffodil Institute of IT



Under National University  
**Date of Submission: 08 November, 2023**

# Letter of Transmittal

**08 November, 2023**

**Controller of Examinations**

National University

Gazipur- 1704

**Subject: Submission of Internship Report.**

**Dear Sir,**

I have the great pleasure to place before you Report on **An Overview Business Support Service in Perspective of DCCI.** to prepare the report, I have tried to devote my best effort to find out study relevant materials. I sincerely hope and believe that my report will secure your approval and its purpose. I will be always available for answering any query about this report. I request you to forgive me for any mistake that may occur in this report despite my best effort.

**Yours truly,**

.....

**Md. Swapan**

Roll No. : 2020472

Reg.No. : 19601000593

Session : 2019-2020

Major : Finance

Program: MBA

Daffodil Institute of IT (DIIT)

## Student Declaration

I, Md. Swapan, student of Master of Business Administration (MBA) program, under National University (NU) at Daffodil Institute of IT declaring that this internship report on the topic named **An Overview Business Support Service in Perspective of DCCI.** is my own work , completed under the guidance of Md. Mokarram Hossain, Associate Professor, Department of Business Administration of Daffodil Institute of IT (DIIT) and it has only been prepared for partial fulfillment of Internship report as per requirement for obtaining the degree of Master of Business Administration (MBA) from Daffodil Institute of IT (DIIT). I, hereby also state that this report has been solely prepared by me. And to the best of my knowledge, it does not have any part of previously published or written document by any other person which has been accepted at Daffodil Institute of IT, except the quotations and references which have been duly acknowledged.

Yours truly,

.....

**Md. Swapan**

Roll No : 2020472

Reg.No : 19601000593

Session : 2019-2020

Major : Finance

Program: MBA

Department of Business Administration

Daffodil Institute of IT (DIIT)

## Supervisor's Certificate

This is to certify that the Internship Report on **An Overview Business Support Service in Perspective of DCCI**. has been submitted for the award of the degree of Masters of Business Administration (MBA) Major in Finance from Daffodil Institute of IT, carried out by Md.Swapan Reg.No.-19601000593, Session-2019-2020 under my supervision. To the best of my knowledge, any part of this report has not submitted for any degree, diploma or certificate before.

I wish him every success in life.

.....

Md. Mokarram Hossain

Associate Professor

Department of Business Administration

Daffodil Institute of IT (DIIT)

## ACKNOWLEDGEMENT

First of all, I would like to thank almighty Allah for his grace in accomplishing my internship report timely.

No study can be performed without the help and assistance of others. My study on **An Overview Business Support Service in Perspective of DCCI.**

In context of Bangladesh would not have been possible without the support of some people.

I would like to express my gratitude to my academic supervisor Md. Mokarram Hossain, Associate Professor Department of Business Administration, Daffodil Institute of IT (DIIT) & Honorable Principal of Daffodil Institute of IT. Prof. Dr. Mohammed Shakhawat Hossain from the core of my heart for their kind support, guidance, constructive, supervision, instructions and advice and for motivating me to do this report.

I express my heart full thanks to all the faculty members of Dhaka Chamber of Commerce and Industry (DCCI) Especially thanks to Mr. Md. Abul Hasan Fazle Rabbi (Joint Secretary), Mr. Akramul Haque (Joint Secretary), Mr. Syed Abrarul Haque Sami (Senior Officer), and all other faculty members as well as all the employees from top to bottom of DCCI, who gave me necessary information and excellent guidance. I am very grateful to prepare this internship report.

I am very grateful to Barrister Md. Sameer Sattar, honorable President, DCCI Senior Vice President Mr. S.M. Golam Faruk Alamgir (Arman) DCCI for their co-operation as well as it's differences with conventional research about lots of policy in Bangladesh.

## Executive Summary

The Internship report is Prepared as requirement of MBA program of Daffodil Institute of IT. This report is on **An Overview Business Support Service in Perspective of DCCI** of Dhaka Chamber of Commerce & Industry. This report is intended to assist the reader in detailed understanding the Business Support Services of DCCI. It also attempts to capture the procedures practiced in Dhaka Chamber of Commerce & Industry (DCCI) in relation to Business Support Services. The purpose of this report is to have an idea about the Business Support Services procedure of Dhaka Chamber of Commerce & Industry and then to assess its effectiveness in connection with.

In this report, first of all I've discussed about the objectives, scopes, limitations and the methodology containing the source of data I've collected.

Secondly, in the organizational part I have provided detailed information about the organization with its company profile, Vision, Mission, Service and resources.

Thirdly I've discussed about the overall Business Support Services of DCCI which starts with the HR department and done fully by Knowledge Center.

Finally, I tried to give some suggestion to the base of my knowledge and experience which I have achieved during internship at DCCI. The whole system has been described elaborately keeping in mind the most important segments.

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### **Acronyms**

AEB	Authorized Examination Body
BAS	Business Auxiliary Services
BASIS	Bangladesh Association of Software and Information Services
BEPZA	Bangladesh Export Processing Zone Area
BEZA	Bangladesh Economic Zones Authority
BIDA	Bangladesh Investment Development Authority
BPC	Business Promotion Council

BSS	Business Support Services
BUILD	Business Initiatives Leading Development
BWCCI	Bangladesh Women Chamber of Commerce and Industry
B2B	Business-to-Business
CCCI	Chittagong Chamber of Commerce & Industry
CSR	Corporate social responsibility
C&F Agents	Clearing & Forwarding Agents
DCCI	Dhaka Chamber of Commerce & Industry
DBI	DCCI Business Institute
DGAD	Directorate General of Anti-Dumping and Allied Duties
EPPs	Economic Policy Papers
E2K	Creating 2000 new Entrepreneurs
FICCI	Foreign Investors Chamber of Commerce & Industry
HRD	Human Resource Development
ICC	International Chamber of Commerce
IFC	International Finance Corporation
ILO	International Labour Organization
ITES	IT Enabled Services
ISO	International Organization for Standardization
ITC	International Trade Centre
JICA	Japan International Cooperation Agency
JETRO	Japan External Trade Organization
KC	DCCI Knowledge Centre
METABUILD	Resource efficient supply Chain for metal products in Building Sector in South Asia.
MLS-SCM	Modular Learning System in Supply Chain Management
MCCI	Metropolitan Chamber of Commerce and Industry
MoU	Memorandum of Understanding
NBR	National Board of Revenue
NTFII	The Netherlands Trust Fund II
OIC	Organization of Islamic Cooperation
PPD	Platform for Public Private Dialogue

PSI	Pre-shipment inspection
QMS	Quality management system
RMG	Ready Made Garments
SMEF	Small & Medium Enterprise Foundation
SAPTA	SAARC Preferential Trading Arrangement
SEDF	South Asia Enterprise Development Facility
SAFTA	South Asian Free Trade Area
SAARC	South Asian Association for Regional Cooperation
SMEs	Small and medium enterprises.
UNCTAD	United Nations Conference on Trade and Development
UNIDO	United Nations Industrial Development Organization
VAT	value-added tax
WTO	World Intellectual Property Organization
WTO	World Trade Organization

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# **CHAPTER-01**

# **Introduction**

## 1.1 Origin of the Report

As a part of MBA program, every student has to undergo an “Internship program” after the 2nd semesters and submit an “Internship Report” to the National University. I was placed me in the **Dhaka Chamber of Commerce and Industry (DCCI)** for Internship program. I had the opportunity to observe the overall aspects of that organization during this Internship program. My admirable supervisor Md. Mokarram Hossain Associate Professor, BBA Program Daffodil Institute of IT has guided me in this regard and I have put my best effort to make this report a good one. I have prepared a brief report on **An Overview Business Support Service in Perspective of DCCI.**

By this Internship program students can establish contacts and networking. Contacts may help to get a job in practical life. That is, student can train and prepare themselves for the job market.

During the first few weeks of my Internship period, I was able to get accustomed to the working environment of DCCI. As the Internship continued, I not only learned about the activities and operations of DCCI, but also gathered some knowledge about the basic business activities.

Education system will be more rich and helpful when there is a combination of theoretical and practical relationship with a student. From education the theoretical knowledge is obtained from the courses of study, which is only the half way of the subject matter. Practical knowledge has no alternative. The perfect coordination between theory and practice is of paramount importance in the context of the modern business world in order to resolve the dichotomy between these two areas.

After completing my graduation as a student of BBA, from DCCI Business Institute, I like to do Internship in a reputed organization, which would be helpful for my future professional career. I got the opportunity to perform my Internship in the Dhaka Chamber of Commerce and Industry. It was three months long practical orientation program. This report is originated as the requirement of DCCI and as well as my degree.

## 1.2 Scope of the report

The main focus of the study is on **An Overview Business Support Service in Perspective of DCCI**. But the report has tried to cover overview of DCCI objectives, functions, management, business policy and other things. This report has also mentioned some problems of DCCI and its solutions.

Dhaka Chamber of Commerce and Industry (DCCI) is the largest and most vibrant business chamber in Bangladesh. Its membership consists of industrial conglomerates, manufacturers, importers, exporters and traders.

I have worked in the various departments like HR department, DBI Knowledge Center, and DCCI Help Desk so my report covers the Business Support Services of DCCI. And I have also included the past analysis of Business Services of DCCI by collecting their previous data resources. From this past analysis part, could be able to know the Business Support Services of DCCI.

## 1.3 Objectives of the report

### **General Objective:**

- ◆ General objective of the report is to analyze business support service in perspective of DCCI.

### **Specific Objectives:**

- ◆ To gather knowledge that how investors can do business.
- ◆ To go through all departments of the corporation and observe how the works are going on.
- ◆ To learn the recent scenario of DCCI services.
- ◆ To understand the performance of DCCI.

## **1.4 Methodology:**

In conducting the study the data have been used were collected by using two methods.

The methods are as follows:

### **1.4.1 Observation method:**

Observation method may be defined as the systematic watching of facts and events occurring in the field of study. The researcher has observed all the activities of DCCI. Through this method, he has collected some data about Business Support Services of DCCI.

### **1.4.2 Interview method:**

An interview in qualitative research is a conversation where questions are asked to elicit information. To get the real information and data about DCCI services, researcher asked some respondents and members directly.

## **1.5 Sources of Data:**

The study is mainly based on secondary data. Both primary and secondary data sources will be used to generate this report.

### **1.5.1 Primary Sources of Data:**

- ◆ Observation while working in different desks
- ◆ Informal discussion with members
- ◆ Face to face discussion with officers & stuffs
- ◆ Relevant file document study

### **1.5.2 Secondary Sources of Data:**

- ◆ The annual reports of DCCI
- ◆ Different text books
- ◆ Business Information Library
- ◆ Internet and Web browsing



## 1.6 Limitation's of the Report

The main problem faced in preparing the paper was the inadequacy and lack of availability of required data. This report is an overall view of DCCI Operations and performance evaluation. But there is some limitations for preparing this report.

These barriers, which hinder my work, are as follows:

- ◆ Due to shortage of time, the accuracy of information may not have been completely perfect.
- ◆ Lack of my experience and efficiency to prepare the standard report.
- ◆ Unpublished data have not considered for the study.
- ◆ The depth of the analysis has been limited to the extent of information collected from different sources.
- ◆ Last of all, this study has been conducted within a limited time. So, Observing and analyzing the broad performance of the DCCI is not an easy task by this short duration of time.
- ◆ All the interpretations and conclusions about the result of study is based on the analyst own perspective.
- ◆ Data and information used in this study are mostly from secondary sources.

# **CHAPTER-02**

## **Company Overview**

## **2.1 History of Dhaka Chamber of Commerce and Industry:**

Dhaka Chamber of Commerce & Industry (DCCI) established in 1958 under companies Act 1913 is the largest and most vibrant business chamber in Bangladesh. Dhaka Muslim Chamber of Commerce and Industry (1936) and the United Chamber of Commerce and Industry (1947) merged together in 1959 to form the Dhaka Chamber of Commerce and Industry (DCCI). Its membership consists of industrial conglomerates, manufacturers, importers, exporters and traders mostly of small and medium enterprises (SMEs).

It has been a pioneer in rendering services for the development of private sector business and industry in Bangladesh for over five decades. DCCI represents more than 38 categories of small, medium and large entrepreneurs contributing towards creation of wealth and employment. The main objectives of DCCI are to promote private sector enterprises and businesses with advocacy, awareness and policy inputs to government.

A Board of Directors headed by a President, supported by a Senior Vice President and a Vice President run DCCI. The President, Senior Vice President and Vice President are elected by the Board every year. One third of the Directors are elected every year for the term of three years.

## 2.2 Founders of DCCI:



Sources: DCCI Annual Report 2023

## 2.3 Board of Directors- 2023

<b>Barrister Md. Sameer Sattar</b> President		
<b>S.M. Golam Faruk Alamgir (Arman)</b> Sr. Vice President	<b>MD. Junaed Ibna Ali</b> Vice President	
<b>Rizwan Rahman</b> Director & Immediate Former President	<b>Golam Zilani</b> Director	<b>Hossain A Sikder</b> Director
<b>Kamrul Hasan Tuhin</b> Director	<b>Khairul Majid Mahmud</b> Director	<b>M.A. Rashid Shah Shamrat</b> Director
<b>ENGR. M A Wahab</b> Director	<b>M. Mosharrof Hossain</b> Director	<b>Malik Talha Ismail Bari</b> Director
<b>MD. Abdul Mannan</b> Director	<b>MD. Habibullah Tuhin</b> Director	<b>Nasiruddin A. Ferdous</b> Director
<b>Razeeb H Chowdhury</b> Director	<b>Syed Mamnun Quadeer</b> Director	<b>Taskeen Ahmed</b> Director

Source: <https://www.dhakachamber.com/board-of-directors>

## 2.4 Former President of DCCI

<b>Late Sakhawat Hossain (1959-60)</b>		
<b>Late Abu Nasir Ahmed (1960-61)</b>	<b>Late Yahya Ahmed Bawani (1961-62)</b>	<b>Late Nurul Huda (1962)</b>
<b>Mohd. Ayub (1962-63)</b>	<b>Late Shakhawat Hossain (1963-64)</b>	<b>Late Ahmed Hossain (1964-67)</b>
<b>Late Q.J. Ahmed (1967)</b>	<b>Late A Qasem (1967-68)</b>	<b>Late Akhlaque Ahmed (1968-69)</b>
<b>Late Matiur Rahman (1969-72)</b>	<b>Late K.A. Sattar (1972-76)</b>	<b>Late Mirza Golam Hafiz (1976)</b>
<b>Chowdhury Tanbir Ahmed Siddiky (1976-79)</b>	<b>Late Nuruddin Ahmed (1979-82)</b>	<b>M.A. Sattar (1982-84)</b>
<b>Late M Younus, FCA (1984-85 &amp; 1992-93)</b>	<b>Mahbubur Rahman (1985-86 &amp; 1991-92)</b>	<b>Late A.S. Mahmud (1986-90)</b>
<b>A.T.M Waziullah (1993-94)</b>	<b>A. Rob Chowdhury (1994-95)</b>	<b>R. Maksud Khan (1995 &amp; 1998)</b>
<b>Ali Hossain (Hasan) (1996)</b>	<b>A.S.M. Quasem (1997)</b>	<b>M.H. Rahman (1999)</b>
<b>Aftab-Ul-Islam (2000)</b>	<b>Bemajir Ahmed (2001)</b>	<b>Matiur Rahman (2002-03)</b>
<b>Fazle R.M. Hasan, FCA (2004)</b>	<b>Syeeful Islam (2005)</b>	<b>M A Momen (2006)</b>
<b>Hossaim Khaled (2007-08 &amp; 2015-16)</b>	<b>Zafar Osman (2009)</b>	<b>Abul Kasem Khan (2010 &amp; 2017-18)</b>
<b>Asif Ibrahim (2011-12)</b>	<b>Md. Sabur Khan (2013)</b>	<b>Mohammad Shajahan (2014)</b>
<b>Osama Taseer (2019)</b>	<b>Shams Mahmud (2020)</b>	<b>Rizwan Rahman (2021-2022)</b>

Source: <https://www.dhakachamber.com/dcci-former-presidents>

## **2.5 Policy of DCCI:**

Dhaka Chamber of Commerce and Industry (DCCI) is a non-profit, service-oriented, business promotion organization committed to provide various services to its members, business community, interest groups as well as government.

At DCCI, we never compromise with our quality and all the employees of DCCI are committed to provide quality services promptly and accurately to all the current end users and future prospective customers.

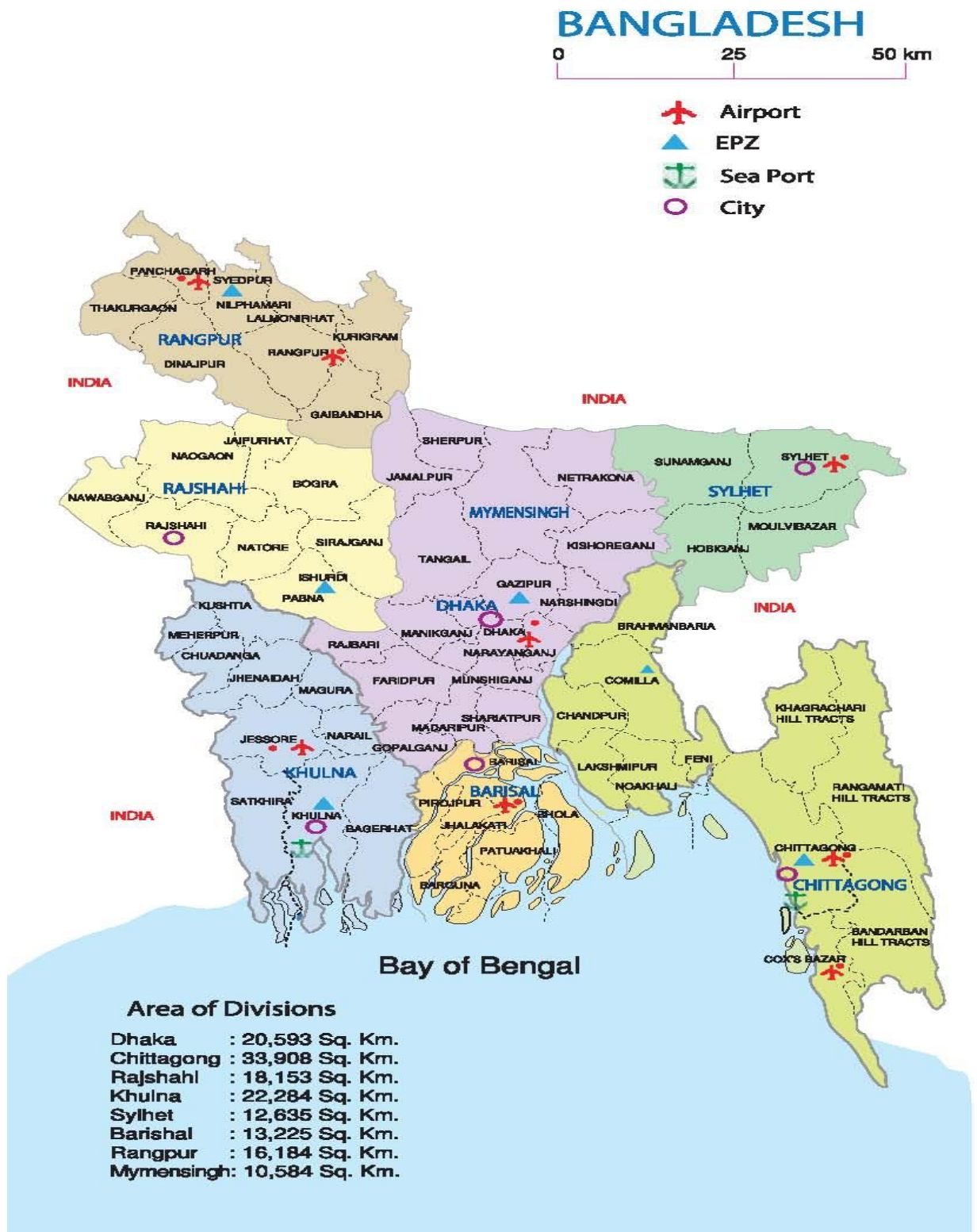
To this end DCCI, is committed to establish, document, implement, maintain and continually improve the effectiveness of the QMS based on the requirements of ISO 9001:2008. DCCI is also committed to review the QMS for continuing suitability.

All officials of DCCI are responsible for familiarizing themselves with DCCI's quality manual and following the established and adopted means of achieving the declared objectives.

DCCI will support all employees by providing proper training and improve work methods through teamwork and active participation of all employees.

Total Quality Management shall be applied to every aspect of DCCI's activity and quality shall be the responsibility of everyone, in every activity, throughout DCCI.

## 2.6 Map of Bangladesh shows the District Chamber of Commerce:



Source: DCCI Annual Report 2022



## 2.7 Objectives of DCCI:

The main objectives of DCCI are to promote private sector enterprises and businesses with advocacy, awareness and policy inputs to government. There are some qualities of objectives:

- To give market oriented inputs for formulation and implementation of government policies in respect of import, export, industry, investment, banking, insurance, fiscal, monetary and annual budget etc.
- To represent trade commerce and industry on various advisory or consultative committees at different ministries and departments of the government.
- To function as a forum for exchanging views on trade and economy among different Chamber members, Government agencies, DCCI members and local or foreign business delegations.
- To publish trade and investment related information, analysis, guide books on a monthly or yearly basis.
- To organize training courses, seminars/workshops/symposia, trade delegations, trade fairs and participation thereof at home and abroad.
- Overall reduction of cost approximately to be 2% every year through improved efficiency.

## 2.8 Functions of DCCI:

DCCI aims to promote trade, investment and industrialization in the country. It has proven record of contribution towards the development of business sector of Bangladesh. Some of the important functions of DCCI are:

1. To give market oriented inputs for formulation and implementation of government policies in respect of import, export, industry, investment, banking, insurance, fiscal measures and annual budget etc
2. To prepare materials for various conferences relating to WTO, UNCTAD, SAPTA, SAFTA, BIMSTEC, D-8 and OIC-TIPS etc.
3. To represent trade commerce and industry on various advisory or consultative committees at different ministries and departments of the government
4. To comment on national and international legislative measures affecting trade, commerce and industry
5. To function as a forum for exchanging views on trade and economy among different Chamber members, Government agencies, DCCI members and local or foreign business delegations.
6. To disseminate business related information to the members.
7. To publish trade and investment related information, analysis, guide books on a monthly or yearly basis.
8. To organize training courses, seminars/workshops/symposia, trade delegations, trade fairs and participation thereof at home and abroad.
9. To undertake activities like survey, research etc. for suggesting favorable business related policies.
10. To help women entrepreneurs to promote & expand their businesses.

## 2.9 International affiliations:

DCCI has affiliations with various international organizations such as

- UNDP,
- UNCTAD,
- WTO,
- ITC,
- ESCAP,
- UNIDO,
- USAID,
- CBI,
- World Bank,
- ICC,
- GTZ,
- JICA,
- ZDH,
- APO,
- IFC-BICF,
- JETRO,
- CIPE, S
- EDF,
- WCC and CCPIT.

See the appendix no: 1.5

## 2.10 Publications of Dhaka Chamber:

DCCI brings out a good number of regular publications. Of these:

1. Trade Information Bulletin
2. Monthly Review.
3. Tax Guide.
4. SME Guide.
5. Introducing DCCI.
6. Training Calendar.

## 2.11 Business Information Library:

Dhaka Chamber has a well-equipped library having a good collection of reference books, commercial directories, government reports, parliamentary publications, commercial journals, financial bulletins, international tenders, magazines and newspapers of different countries with reading room including internet facilities.

## 2.12 DCCI Business Institute (DBI):

To meet the growing demand of business community for development of entrepreneurship and managerial capability, the Chamber has established DCCI Business Institute (DBI) at its own premise. The objective of DBI is to upgrade the skills of business community by conducting various courses.

### **The Vision & Mission of DBI are:**

**Vision:** to emerge as a professional business school with wide-ranging modern knowledge-based education and a Center of Excellence.

**Mission:** DBI plans to conduct short, medium and long term business-related training courses and curricula eventually to graduate as a full-fledged Business School for Entrepreneurs & Professionals.

### **The main activities of the DBI for 2016 are narrated below:**

Cooperation with ITC, Geneva for conducting MLS-SCM (P) Certificate/Diploma Courses:

DCCI entered into an Agreement with ITC-UNCTAD/WTO, Geneva in 2004, to conduct Certificate and Diploma Courses on Modular Learning System in Supply Chain

Management (MLS-SCMP) and to hold examinations of the same in DCCI Business Institute (DBI). The Agreement was renewed a number of times and in 2014 it was again

renewed for another period of three (3) years up to 2017. According to the Agreement, DCCI is the only Authorized Examination Body (AEB) of ITC in Bangladesh. In 2016, DBI has successfully conducted the MLS-SCM (P) courses and examinations. These courses improve the capacity of business organizations to become competitive in the globalised markets both at home and abroad, by effectively managing the supply chain. The main objective of the course is to train participants how to obtain quality inputs at the most competitive prices and keep the customers satisfied and reach organizational goal. The MLS-SCMP course has the following eighteen (18) modules which cover all aspects of the supply chain of a business, from purchasing of raw materials and other inputs up to Customer Relationship Management:

- ✓ Understanding the Corporate Environment;
- ✓ Specifying Requirements & Planning Supply;
- ✓ Analyzing Supply Markets.
- ✓ Developing Supply Strategies;
- ✓ Appraising & Short-listing Suppliers
- ✓ Obtaining & Selecting Offers;
- ✓ Negotiating;
- ✓ Preparing the Contract
- ✓ Managing the Contract & Supplier Relationships
- ✓ Managing Logistics in the Supply Chain;
- ✓ Managing Inventory
- ✓ Measuring and Evaluating Performance;
- ✓ Environmental Procurement;
- ✓ Group Purchasing;
- ✓ E-Procurement;
- ✓ Customer Relationship Management;
- ✓ Operations Management;
- ✓ Managing Finance along the Supply Chain.

## **2.13 Cooperation Agreements:**

DCCI has been actively cooperating with various international agencies like UNDP, UNCTAD, WTO, ITC, ESCAP, UNIDO, USAID, CBI World Bank, ICC, GTZ, ZDH, APO, JICA, IFC, JETRO, CIPE, SEDF etc. in carrying out various joint project activities for creation of a favorable investment climate and promotion of trade and industry.

## **2.14 Memorandum of Understanding (MoU):**

DCCI signs Memorandum of Understanding (MoU) with other Chambers of the World for promotion of bilateral trade and economic cooperation.

## **2.15 Membership Development:**

DCCI has been supported by a large number of small and medium scale entrepreneur members engaged in business in Dhaka. Multi-disciplinary members are the special characteristic of the Chamber. It has exporters, importers, producers, bankers, developers and other service oriented organizations such as C&F Agents, PSI Companies, businessmen engaged in shipping lines etc.

## **2.16 DCCI Knowledge Centre:**

DCCI, in cooperation with SEDF has established a Knowledge Centre for providing knowledge based services to the SMEs. The objective of the centre is to increase the quantity and quality of services being provided by DCCI by using high speed internet and other ICT facilities.

## **2.17 Projects of Dhaka Chamber of Commerce and Industry:**

### **2.17.1 Business Initiative Leading Development (BUILD):**

Dhaka Chamber of Commerce and Industry (DCCI), Metropolitan Chamber of Commerce and Industry (MCCI) and SME Foundation jointly has implemented a project namely, Business Initiative Leading Development (BUILD) - a platform of Public Private Dialogue to assist in the development of Bangladesh's private sector and thus to unlock Bangladesh's true development potential. BUILD is a vehicle to convey inputs and policy suggestions from private sector for acceptance by the government through PCU and PSDPCC.

### **2.17.2 The Netherlands Trust Fund II (NTFII):**

The Netherlands Trust Fund II (NTF II) Bangladesh Project has been funded by the Ministry of Foreign Affairs of the Netherlands and managed in close coordination with the Centre for Promotion of Imports from Developing Countries (CBI), the Netherlands. The International Trade Centre UN/WTO (ITC) has been implementing this project in partnership with Dhaka Chamber of Commerce & Industry (DCCI) and Bangladesh Association of Software and Information Services (BASIS) since January 2010. The project aims to create sustainable exporter competitiveness in IT & ITES (IT Enabled Services) Sector in Bangladesh and to implement a modern business model for effectively linking Bangladeshi exporters to EU companies.

### **2.17.3 Dhaka Custom House Automation:**

Dhaka Customs House Automation is a successful project of the Chamber which is implemented through Public Private Partnership basis. The project was taken up by National Board of Revenue (NBR), IFC-BICF of World Bank group and DCCI in cooperation with Data Soft in 2009 and the commercial operation of the project was launched on October 17 last year.

### **2.18 DCCI Help Desk:**

As the largest representative of the private sector in Bangladesh, DCCI always tries to provide the best services to its members and business community of the country. DCCI in cooperation with International Finance Corporation (IFC) is looking forward to supporting its members and non-members business entrepreneurs from home and abroad through its Help Desk that will provide one stop services.

# **CHAPTER-03**

## **Analysis & Evaluations**



### **3.1 Meaning of the term “Business Support Services”**

Business support services means establishments providing services principally to other businesses, such as: photocopying and printing; photo finishing; business equipment and furniture rental and leasing; computer and telephone sales, software and support; advertising, mailing, marketing and promotions; business or office incubator, coworking center; and similar uses as determined by the approval authority.

#### **“Support Services of Business or Commerce” -Section 65-104c**

"Support Services of Business or Commerce" means services provided in relation to business or commerce and includes evaluation of prospective customers, telemarketing, processing of purchase orders and fulfillment services, information and tracking of delivery schedules, managing distribution and logistics, customer relationship management services, accounting and processing of transactions, operational assistance for marketing, formulation of customer service and pricing policies, infrastructural support services and other transaction processing.

### **3.2 Scope of the Business Support Services:**

The scope of this service following type of services connected with the business and commerce has been given:

1. Evaluation of the Prospective Customers
2. Telemarketing
3. Process of purchase orders and their fulfillment services
4. Customer relationship Management service
5. Accounting and processing of transactions
6. Information and tracking of deliveries Schedule
7. Managing distribution and logistics
8. Operational assistance for marketing
9. Formulation of customer service and pricing policies
10. Infrastructural support services and other transaction processing

### 3.3 Role of Business Support Services:

Business support roles play a critical part in maintaining business operations and allow the organization to deliver the highest quality service to the clients. Whether you are a fee earner or provide high quality support to the business, everyone is equally respected and contributes to the success of the business.

Broadly these roles fall into the following functions:

**Human resources:** HR department help the business to meet its objectives through its people, whilst also ensuring the people to get the most work. This is achieved through the development and implementation of policies for recruitment, retention, learning and development, performance management, reward and recognition to name a few. HR can work with managers and employees providing advice and support to maximize performance and the employment relationship.

**Marketing:** Promoting business to prospective clients, journalists, academics and recruits.

**Finance and accounting:** Managing reporting and investments at local, country and global levels.

**IT:** Maintaining the infrastructure for communications, networking, and collaborative tools and processes.

**Business support:** Business support is an integral part of an organizations providing high quality operational support to the consultants. Roles vary from administration assistants through to senior assistants, offering a range of high level support covering various activities such as diary management and assessment co-ordination, client liaison, the financial cycle, research and the production of presentations and proposals with the overall objective of supporting the consultants in their development of new business and project delivery.

### 3.4 Benefits of Using Business Support Services:

- 1. Improved profitability:** Better quality information will allow you concentrate on the areas of the business that truly need attention and ensure that you are making the right decisions thereby increasing profitability.
- 2. Source of information:** Having an outside person looking at your accounts can provide insights to the business that you may not have expected. The experience of over 20 years in business brings with it additional acquired knowledge and skills from which you can benefit.
- 3. Improve cash flow:** Greater accounts staff efficiency will leave them more time to follow up overdue accounts and thereby increase the money collected from overdue accounts.
- 4. Peace of mind:** You no longer have to worry about the accounts and administration functions of your business. Improved staff effectiveness: Following the installation of the appropriate software and training your accounts staff will be more efficient and effective.

### 3.5 Business Support Services for Self Development:

#### Local Growth Hubs

The Government is investing growth hubs around the Bangladesh. Led by their Local Enterprise Partnerships - a private sector consortium - that brings together local business leaders, councils, business bodies like Chambers and the Federation of Small Businesses, universities and others with an interest in supporting businesses to start and grow.

They want to make advice and support accessible to all, so search for your local hub to see how they can help you.

#### Business Support Helpline

If you've a question, query or need support on a whole range of business issues, you can call the free helpline. They also offer free email, web chat or social media support

for aspiring and established businesses to help you set up, run and grow your enterprise.

### **Local Business Advice Centers**

You can search the government portal online to find local organizations offering business advice, mentoring and support. Each town or region has something to offer, many in person mentoring schemes or group workshops you can attend.

### **Chamber of Commerce**

There are about **42** chamber of commerce in Bangladesh offering advice and support to local businesses. Chambers provide practical advice and support to the companies trading around the world and on a practical level often provide networking, workshops and training as well as consultancy and advice to their members. Use the website above to find your local chamber.

### **Business Debt line**

If you're self-employed and struggling with debts, don't struggle alone. You can contact the free and impartial business debt line for advice and guidance on how to deal with your debts.

### **Mentors Me**

A mentor can really help you to generate new ideas and grow your business. But finding one can be tricky, which is why the Mentors Me hub is such a great portal. It's a great resource to get you the support you need.

### **Federation of Small Business**

The FSB is a membership organization for small businesses, giving advice and support as well as championing small business and bringing important issues to Government. As a member you get access to impartial advice, finance, networking and support and costs.

### **Business is Great**

An app and a comprehensive website with information and advice on finance, employment, skills, new markets, ideas and regulation for small businesses in the UK. You'll find lots of helpful blogs and it's a good starting point when looking for advice.

## **Better Business Finance**

If you're looking for funding or finance to help you start or develop your business, this website is a fantastic starting point. Their goal is to help improve access to finance for small businesses and make it easier to make an informed decision.

### **3.6 The Importance of Support Services to Small Enterprise in Bangladesh:**

Substantial money and energy worldwide has been invested in support services for the small- and mid-sized enterprises (SME) sector, as interest has grown in the development of small enterprises (Bolton Committee 1971; Birch 1979; International Labour Organization [ILO] 1992).

For example, the World Bank alone has lent over US \$3 billion between 1973 and 1989 to foster a healthy growth in this sector in developing countries (Timberg 1992).

Despite this interest, evidence suggests that the majority of programs and institutions designed to support small enterprises have reached and assisted only a minority of them. There has also been an on-going debate over what effect support services have on the development of assisted firms (ILO 1992). The evaluation of support services remains under-researched, often inconclusive, anecdotal, and ex-ante in nature.

On the one hand, empirical studies from developing countries have generally highlighted a limited impact in terms of growth, profit generated, or jobs created. On the other hand, studies by Sharma (1979) and Bhatt (1988) on SMEs in India; met Tecson, Valcarcel, and Nunez (1989) on those in the Philippines reported a significant role for support services in improving the performance of assisted firms. These tend to reinforce conclusions drawn in parallel studies in developed countries that assistance can enhance the performance of small firms.

Finding contradictory evidence about the effectiveness of support services from one study to another, from one country to another, and even within countries is not totally surprising. Conditions vary considerably both between and within countries on the nature of support services, how they are delivered, and in the characteristics and needs of the target firms.

Studies too have varied in empirical scope, methodological rigor, and in methods of analysis and interpretation.

It is an important methodological debating point whether support services can be evaluated rigorously (given the numerous variables that need to be controlled for) and if so, how evaluation should be conducted.

This article seeks to shed some insights on these issues. It reports results from a three-year empirical study on the effectiveness and role of support services on small firms in Dhaka, Bangladesh, one of the poorest countries in the world, where an unusually large network of support agencies, public and private, has developed (notably in the 1980s) to support SMEs. Of over 60 support organizations identified in 1993, 39 were involved in supporting small enterprises in part or in whole. Eleven were exclusively directed at supporting small enterprises. Despite such substantial support, the growth and development of the small firms sector in Bangladesh appears to have been slow and unsatisfactory, raising questions about the effectiveness of the support services offered.

This article takes the debate further by presenting results from a three-year research study on the nature and effectiveness of support services in Bangladesh. While it seeks some answers to this question, whether the results of this study can be generalized beyond the unique circumstances of Bangladesh's peripheral economy to wider debates concerning the effectiveness of support services on SME performance remains to be determined.

### **3.7 Difference between Business Auxiliary Services & Business Support Services:**

- BAS is services provided in relation to marketing as well as services provided to procure goods, services, processing of goods and services provided on behalf of another.

Whereas “support services of business or commerce” (BSS) means services provided in relation to business or commerce and includes evaluation of prospective customers, telemarketing, processing of purchase orders and fulfillment services, and other transaction processing.

- BAS and thus create confusion as regards with proper classification. If a service is classified under one category, the tax liability may start from earlier period than other category.

For example, service tax on Business Auxiliary Service (BAS) was levied from July 01, 2003.

Whereas, service tax on Business Support Service (BSS) was levied from May 01, 2006.

- BAS covers outsourcing transactions within specific functional areas, Whereas BSS covers outsourcing transactions in general.
- The moot distinction between the two categories is that in comparison to the BSS category, the category of BAS is more specific.

### **3.8 Dhaka Chamber of Commerce & Industry (DCCI):**

**Dhaka Chamber of Commerce & Industry (DCCI)** is the voice of SMEs serves as the first point of business contact for penetration into new market and a vibrant platform putting forward facts-based opinions, suggestions and recommendations for a brighter tomorrow in the sphere of trade, commerce and the overall economy. DCCI is the largest and most active Chamber of the country, established in 1958, was incorporated under the companies Act, V11 of 1913 as a limited company on March 10, 1959. It serves as a model of non-profit, service-oriented organization. It has rendered more than four decades of very useful services for the development of business and industry in Bangladesh. It has four classes of membership: General, Associate, Town Association and Trade Group. The Chamber is run by a Board of Eighteen Directors representing all classes of membership. One third of the Directors retire every year. A President, a Senior Vice-President and a Vice-President are elected by the Board for a term of one year. The President is the Chief Executive of the Chamber. The Board of Directors is assisted by a number of Standing Committees on various important business-related subjects and by a fully-fledged Secretariat.

## **3.9 Services Provided by Dhaka Chamber of Commerce & Industry:**

### **3.9.1 Assistance to the members:**

The Chamber provides assistance to its members in three main ways. These are Representations, Services and Contacts:

#### **Representation:**

DCCI puts forward its suggestions and recommendations to the Government of Bangladesh on all important financial, fiscal, trade, investment policies of the Government. DCCI has representation in about 70 Government, Semi-Government and Autonomous Bodies. Its main activity is policy advocacy. DCCI acts as a strong platform for the business community.

#### **Services:**

Dhaka Chamber provides some other services like; supplying of Business Information, Documentation, Email, Telex, Facsimile, Photocopy, Commercial Library, Computer Services etc. The Chamber's aim is to provide opportunities to its members which otherwise would have been almost beyond their reach.

DCCI Services also cover training courses, seminars, workshop, dialogues, discussion meetings, press meets and different type of publications. Members are kept posted with all important notifications /Circulars/tenders issued by the Government and Autonomous Bodies concerning trade, commerce, industry, money, banking, finance, labor etc.

#### **Contacts:**

Dhaka Chamber holds discussion meeting with various Ministries, Government Agencies/Bodies, Chambers, High Commissions/Embassies and high Government officials; receives and sends foreign delegations; organize buyer's-seller's meet, trade fairs, expositions etc.

### **3.9.2 Standing Committees:**

To monitor developments in the industry trade and economy and to carry out the activities as mentioned above, DCCI constitutes a number of Standing Committees every year. The Standing Committees give specific and timely recommendations which provide the Board necessary inputs for decision. There are 18 standing committees in DCCI.



### **3.9.3 Secretariat:**

DCCI has a full-fledge Secretariat with branches of administration, Finance , Business Information & Library, Training and Knowledge Center for providing various services to its members.

### **3.9.4 Research Department:**

DCCI Research Department acts as the think tank and focal point to receive and process information, formulates DCCI's views and ideas on trade and economy, provides inputs for policy advocacy and disseminates the same to all concerned. DCCI Research involves in analyzing trade and investment scenario both of Bangladesh and global. DCCI Research also prepares various fact sheets and analytical papers on commerce.

### **3.9.5 Membership Development:**

DCCI has been supported by a large number of small and medium scale entrepreneur members engaged in business in Dhaka. Multi-disciplinary members are the special characteristic of the Chamber. It has exporters, importers, producers, bankers, developers and other service oriented organizations such as C&F Agents, PSI Companies, businessmen engaged in shipping lines etc.

### **3.9.6 DCCI Foundation:**

DCCI has got registration of DCCI Foundation and received Certificate of Registration from Registrar of Joint Stock Companies and Firms, Bangladesh in September 2009. Under the banner of DCCI Foundation, the Chamber will be further equipped to contribute more in enhancing skills by establishing educational institutions, providing vocational trainings and extending social services especially to the vulnerable section of the community. DCCI Foundation is actively involved in Social and CSR activities.

### **3.9.7 Business Information Library:**

Dhaka Chamber has a well-equipped library having a good collection of reference books, commercial directories, government reports, parliamentary publications, commercial journals, financial bulletins, international tenders, magazines and newspapers of different countries with reading room including internet facilities.

### **3.9.8 DCCI Business Institute (DBI):**

Dhaka Chamber of Commerce & Industry (DCCI), an ISO 9001-2008 certified chamber in Bangladesh, is an excellent research-oriented, non-profit making trade and investment promotional body. Apart from providing traditional services to its members, it aims at bringing diversification in need-based human resource development and business education. Human Resource Development (HRD) is an act of humanity. It is an attempt to enrich the lives of others by expanding their ability to deal more successfully with the world in which they live.

With HRD in view, DCCI established a Training Centre with the technical assistance of International Trade Centre (ITC), Geneva in 1991. This was upgraded into DCCI Business Institute (DBI) in 1999. The main objectives of DBI are to upgrade attitude, knowledge and skills of entrepreneurs, business executives and job seekers through imparting short, medium and long-term business-related training courses & curricula which include Certificate/ Diploma on Modular Learning System in Supply Chain Management (MLS-SCM) and Professional BBA/MBA so that the participants can face the challenges of globalization and exploit emerging opportunities in a competitive global market.

#### **Services of DCCI Business Institute (DBI):**

- ❖ Short Training Courses (Daylong, 3 half-days and 5 half-days).
- ❖ Diploma, Advanced Certificate & Certificate Courses on Modular Learning System in Supply Chain Management (MLS-SCM(P)), jointly with International Trade Centre (ITC) - UNCTAD/WTO, Geneva.
- ❖ BBA Honors' (4-year course) under National University.
- ❖ Tailor-made Training Courses, Workshops, Advisory / Consultancy Services and Special Projects with emphasis on capacity - building of SMEs.
- ❖ Provide Training Venue and Logistic Support for any Trade and Investment related Events.

### **3.9.9 DCCI Knowledge Centre (KC):**

DCCI Knowledge Centre (KC) is an extended wing of DBI. It is equipped with high speed internet connection, modern office facilities & training equipments, a computer lab, CD-ROM services and a business library inside a spacious well decorated air-conditioned Hall.

1. Holding Workshops
2. Internet Browsing & E-mail
3. Printing & Scanning
4. Photocopying & Spiral Binding
5. CD & DVD Reading and Writing
6. Registration of companies / organizations with Registrar of Joint Stock Companies (RJSC)
7. Advisory & Consultancy Services and
8. PC & Internet

### **3.9.10 B2B Match Marketing:**

DCCI is the first point of contact for business and the only ISO 9001-2008 Certified Chamber in Bangladesh, with the brand new version of Quality Management System Standard published by International Organization for Standardization. It facilitates trade and commerce for both local and foreign entrepreneurs catering to their demands and requirements. DCCI is now more committed to maintain quality and customer satisfaction sincerely through its services provided to its members.

DCCI offers an effective and tailor-made Business-to-Business (B2B) Matchmaking service to business people who would like to explore new business opportunities in Bangladesh. Relevant Bangladeshi exporters and importers are screened and identified by DCCI on the basis of the specific business interests as expressed by the international company. Only Bangladeshi companies that are validated by the international companies in advance of the meeting will be subsequently invited for pre-arranged scheduled B2B appointments.

### **3.9.11 Member Services:**

The desired economic growth is stimulated and encouraged through the professional services of the DCCI, serving its entire range of members with advocacy representation, services and contacts.

1. Research and Business Development

2. Dispute settlement
3. Consultancy
4. Documentation
5. Business matching
6. Trade and Business Information both Electronic and Paper based

### **3.9.12 DCCI Business Institute (DBI) College:**

DCCI Business Institute introduced BBA program, a 4- year's graduate degree in the academic year 2011-2012 under the syllabus and curriculum of National University.

The primary objective of this program is to develop knowledge and skills that will enable the students to undertake responsibility of the young executives in business organization successfully. The 4- year BBA program is divided into eight semester of at least 19 weeks duration and semester final examinations are conducted by National University under its curriculum at the end of each semester. The medium of instruction of the program is English. The combinations of courses in the program are multi –disciplinary with specialization in major areas like Accounting, Finance, Management, and Marketing.

### **3.9.13 Cooperation Agreements of DCCI:**

DCCI has been actively cooperating with various international agencies like;

- UNCTAD
- UNDP
- WTO
- ITC
- ESCAP
- UNIDO
- USAID
- CBI World Bank
- ICC
- GTZ
- ZDH
- APO
- JICA
- IFC
- JETRO

- CIPE
- SEDF etc.

In carrying out various joint project activities for creation of a favorable investment climate and promotion of trade and industry. Besides, DCCI signs Memorandum of Understanding (MoU) with other Chambers of the World for Promotion of bilateral trade and economic cooperation.

### **3.9.14 Publications of Dhaka Chamber:**

DCCI brings out a good number of regular publications. Of these:

1. Trade Information Bulletin.
2. Monthly Review.
3. Tax Guide.
4. SME Guide.
5. Introducing DCCI.
6. Training Calendar.
7. Women Directory.
8. Different Economic Policy Papers.
9. Business Directory, Workshop / Seminar Reports.
10. Annual Reports.

### **3.9.15 DCCI Help Desk:**

As the largest representative of the private sector in Bangladesh, DCCI always tries to provide the best services to its members and business community of the country. DCCI in cooperation with International Finance Corporation (IFC) is looking forward to supporting its members and non-members business entrepreneurs from home and abroad through its Help Desk that will provide one stop services.

## **3.10 Proposal of Dhaka Chamber of Commerce & Industry:**

### **3.10.1 DCCI seeks 7% VAT, Tk 3.5 lakh non-taxable income ceiling**

Dhaka Chamber of Commerce and Industry (DCCI) on Monday called for reducing VAT to 7 percent from the existing 15 percent and raising non-taxable income ceiling to Tk 3.5 lakh from Tk 2.5 lakh, reports UNB. A DCCI delegation, led by its president Abul Kasem Khan, placed its 49 proposals before Chairman of National Board of Revenue (NBR) Md Nojibur Rahman at a pre-budget discussion held at the

NBR. The trade body proposed the NBR to introduce smart tax and smart VAT cards. "We're recommending that the VAT should be 7 percent instead of 15 percent in the new VAT Act 2012, which to be implemented from next July," the DCCI president said.

Noting that now the tax card is provided at limited scale, he said the volume of the tax card needs to be increased and the card can be turned into electronic smart card as well. Like the tax card, the VAT smart card should be introduced as only 30,000 BIN holders out of 8,40,000 ones give VAT, he added. Abul Kasem proposed Tk 3.5 lakh as tax free-income limit for individuals and Tk 4.75 lakh for war-wounded freedom fighters. He proposed reducing corporate tax rate for merchant bank to 35 percent from the existing 37.5 percent, 30 percent for non-public trade companies, 22.5 percent for public trade companies and 32.5 percent for brokerage operations.

The DCCI president said VAT exemption on internet use will help materialise the dream of Digital Bangladesh soon. "Frequent changes in duty structure sometimes hamper the momentum of industrialization. So, the DCCI has requested government to formulate a static duty structure at least for 3-5 years." For small traders, DCCI demanded 'No VAT' up to Tk 50 lakh turnover and 3 percent VAT for the turnover from above Tk 50 lakh to Tk 1.2 crore.

The NBR chairman said the tax fair and tax week systems of Bangladesh are acclaimed by many countries. "We're going to take innovative measures. We want to organize tax camps even in remote areas such as union and municipality levels to widen the tax net," he said. DCCI Senior Vice President Kamrul Islam, Vice President Hossain A Sikder, Directors Asif A Chowdhury, Akber Hakim, Imran Ahmed, K Atique-e-Rabbani, KMN Manjurul Huque, Mamun Akbar, Md Alauddin Malik, former Senior Vice President Haider Ahmed Khan and Secretary General AHM Rezaul Kabir were also present. (Sources of News Bangladesh.com)

### **3.10.2 DCCI requests government not to raise existing gas price**

Dhaka Chamber of Commerce and Industry (DCCI) requested the government not to raise existing gas price at this moment for maintaining country's economic growth. Gas price hike is likely affect the country's import substitute and export-led industries including Ready Made Garments (RMG). DCCI made the request that the government proposed 88 percent hike, on an average, of the gas price.

The proposal includes 140 per cent hike for domestic use, 130 per cent for captive power plants and 62 per cent for industries, the release added. The chamber said gas price hike is likely to affect transportation cost, cost of doing business, cost of electricity production, cost of living, prices of essential commodities etc. Besides, it may create an excuse for illegal and immoral manipulation for price hike affecting purchasing power of the common people.

Price hike of gas used in fertilizer production will increase the production cost of agricultural goods which may increase the overall inflation in the country. DCCI suggested the government to import low-cost fuel from the international market to meet the domestic industrial demand as an alternative of gas price hike as the fuel price in the international market is quite low than the previous years. (Sources of Nirapad News)

### **3.10.3 Anti-dumping duty on Bangladeshi Jute: DCCI concerned over Indian decision.**

Dhaka Chamber of Commerce and Industry (DCCI) has expressed deep concern over India's move to impose anti-dumping duty on jute and jute products imported from Bangladesh.

"If this proposed anti-dumping duty comes into effect, it could have adverse impacts on our local growers, producers, exporters and spur further trade imbalance of Bangladesh with India," DCCI said in its statement. It urged the commerce ministry, Tariff Commission and other concerned government agencies to immediately take up the issue to review the entire technical process of anti dumping investigation made and negotiate with Ministry of Commerce of India to reconsider this trade unfriendly decision in order to safeguard Bangladesh jute industry in the greater interest of bilateral trade between Bangladesh and India.

Following the anti-dumping investigation into imports of jute goods from Bangladesh in 2015, the probe body of Directorate General of Anti-Dumping and Allied Duties (DGAD), India is going to propose imposition of anti-dumping duty on jute items imported from Bangladesh, DCCI said. "Anti-dumping authority, India has proposed 25-30 percent duty on the jute imported from Bangladesh and Nepal based on the investigation outcome though there is no clear finding of injury caused by our exported price and volume on Indian local finished producers," DCCI said.

Bangladesh usually exports jute and jute goods such as yarn, twine, sacks and bags worth around US\$900 million to many world destinations of which 20 percent goes to Indian market. The 20 per cent jute export to India accounts for eight percent of entire Indian local market share. When Bangladesh is working hard to improve and maintain a justified cross-border bilateral trade relations with India, this sort of decision is likely to be a blow to this Endeavour, DCCI said. (NTV News)

### **3.11 Project Activities of DCCI:**

#### **3.11.1 Creating 2000 new Entrepreneurs (E2K):**

Dhaka Chamber of Commerce & Industry (DCCI) in cooperation with Bangladesh Bank has taken up an ambitious and a mega project namely “Creation of 2000 New Entrepreneurs (E2K)” across the country. The activity of the project has started since April 2013 and the project is being operated by DCCI under the guidance of Bangladesh Bank.

#### **The aims of the project are:**

1. Create and foster 2000 new entrepreneurs.
2. Initiate a platform for the new and innovative entrepreneurs for network building.
3. Share inspired stories and journeys of successful entrepreneurs.
4. Disseminate information to establish an Idea- Shop and help enhancing capacities of the new entrepreneurs.
5. Encourage age-old reputed chambers, trade bodies, sectoral associations, NGOs and Public and private universities/educational institutions for creation of new entrepreneurs in the country.
6. Encourage policy makers to modify education policy and curriculum for pro-entrepreneurship education system in the country.
7. Reduce dependency on searching jobs and generating employment through entrepreneurship development.

#### **The Support Services to the 2000 Entrepreneurs:\**

- ❖ Training on: motivation, leadership, understanding business, business operation, HR policy, marketing and branding strategy, use of technology, banking, investment, revenue etc.



- ❖ Orientation for the development of new projects and ideas to make them more business oriented and profitable.
- ❖ Support services for copy right, RJSC registration and insurance etc.
- ❖ Developing business website, software and other technological solution. HR recruitment and Necessary marketing and branding materials/policies.
- ❖ Establishment of business incubator.
- ❖ DCCI Help Desk for instant support from DCCI

### **3.11.2 Resource efficient supply Chain for metal products in Building Sector in South Asia (METABUILD):**

DCCI inked the project deal (Consortium Agreement) on February 15, 2016. The project was undertaken by a consortium consisting of a number of organizations from India, Nepal, Sri Lanka, Bangladesh, Austria and Germany for 48 months until 2020.

#### **Objective of project:**

1. Improved production process in metal components for building sector in Bangladesh, India, Nepal, and Sri Lanka.
2. Improved Environment quality in target location.
3. Improved working and living condition through emission reduction and resource efficiency throughout the entire supply chain management process focusing metal components.

#### **Target Group:**

SME Metal finishing suppliers, Financial Institutions, Building materials procurers and Public Officials, Building consulting Firms.

### **3.11.3 Enhancing Export Capacities of Asian LDCs for Intra-regional Trade:**

DCCI signed MoU with ITC on 20 September, 2014 for the implementation of the activities related to the Project for "Enhancing Export Capacities of Asian least developed countries (LDCs) for Intra-regional Trade" (Project INT/22/09A) (duration of three years) which aims at increasing exports of small and medium sized enterprises (SMEs) from 6 Asian LDCs, including Bangladesh and China.

### **3.11.4 METI Global Internship Program in FY 2014:**

The Overseas Human Resources and Industry Development Association (HIDA) and the Japan External Trade Organization (JETRO) are jointly conducting 'the METI

Global Internship Program for FY 2014', entrusted by the Ministry of Economy, Trade and Industry' of Japan (METI).

The Program aims to develop human resources that can serve as a bridge for strengthening economic cooperation and developing business ties between Japan and host countries. To that end, this internship program dispatches young and promising Japanese people to governments, government agencies, industrial organizations, local companies, and Japanese companies overseas, in developing countries.

DCCI takes the Program as an opportunity to strengthen bilateral relations through the creation of networks with Japanese companies, the acquisition of knowhow and knowledge on Japanese business customs and attitudes, and the revitalization of the companies/organizations themselves as they guide and interact with interns.

### **3.11.5 NTF III Bangladesh Project:**

The NTF III Bangladesh project is part of the Netherlands Trust Fund phase III program and builds on the achievements of the project deployed in Bangladesh under the previous Netherlands Trust Fund phase II (NTF 11) program (NTF II Bangladesh project), which took place between October 2010 and June 2013.

The NTF III Project will continue to strengthen institutional marketing capacities, including the B2B capacity of the Dhaka Chamber of Commerce & Industry (DCCI) and Bangladesh Association of Software & Information Services (BASIS) and both on and offline and working with foreign trade representatives.

NTF III Project Bangladesh has already recruited 40 companies in selected growth segments of the IT & ITES industry, such as mobile, web and image processing among other areas. The NTF 111 Bangladesh project aims to increase the income of Bangladeshi IT & ITES exporters by enhancing the competitiveness of the sector, ultimately contributing to sustainable economic development i.e. create and maintain jobs.

In order to achieve this objective, the project will focus on strengthening the portfolio of services of the partner TSI, Bangladesh Association of Software & Information Services (BASIS) and Dhaka Chamber of Commerce and Industry (DCCI), with a view to ensure the sustainability of the interventions.

### **3.11.6 Business Initiatives Leading Development (BUILD):**

Dhaka Chamber of Commerce & Industry (DCCI), Metropolitan Chamber of Commerce and Industry (MCCI) and Chittagong Chamber of Commerce & Industry (CCCI) have joined hands to establish Business Initiative Leading Development (BUILD) as a legal entity. BUILD is a platform for Public Private Dialogue (PPD) that assists in the development of Bangladesh's private sector by addressing investment climate constraints. Since its inception in October 2011, BUILD has been working proactively with the private sector and government of Bangladesh to carry out research on policies, practices and regulations affecting businesses in Bangladesh with the objective of developing recommendations for their reform. BUILD is now registered under the Trust Act for the purpose of carrying out its activities according to the Deed of Trust signed on November 3, 2013.

### **3.12 Achievements & Awards of DCCI:**

#### **3.12.1 DCCI wins the “MLS-SCM (P) Best Network Partner Institution Award 2010” of International Trade Center (ITC) UNCTAD/WTO, Geneva:**

Dhaka Chamber of Commerce & Industry (DCCI) was awarded with the “MLS-SCM (P) Best Network Partner Institution Award 2010” of International Trade Centre (ITC) - UNCTAD/WTO, Geneva, among 120 partner Institutions in 69 countries, at the “MLS-SCM (P) Global Network Roundtable, Malaysia, 2011”, held at Kuala Lumpur during 06-08 April, 2011.

Roundtable was organized by ITC jointly with MAPICS, Malaysia with the support of the Govt. of Switzerland. Sixty Nine (69) participants from different countries participated in the Roundtable. A five-member delegation, headed by Asif Ibrahim, President, Dhaka Chamber of Commerce & Industry (DCCI) participated in the Roundtable. The other members of the delegation were the lead trainers of DCCI Business Institute (DBI), namely, Syed Asgar Ali, Enayet Hossain, Kamruzzaman and Md. Rashid Ali. During the Roundtable, the President of DCCI presented a power point presentation regarding the achievement of DCCI in promoting and developing the Modular Learning System in Supply Chain Management (MLS-SCM (P)) of ITC in Bangladesh.

See the appendix no: 1.2

### **3.12.2 ISO certification for the Chamber:**

DCCI has achieved ISO 9001:2008 certification on 13 October, 2010 with the assistance of a consultant firm named Quality Institute of England. The certificate of ISO 9001:2008 was awarded by Australian business improvement firm SAI GLOBAL Limited- an US accredited body for SAI Global clients. Dhaka Chamber of Commerce and Industry (DCCI) is now certified to ISO 9001:2008, the brand new version of Quality Management System Standard published by International Organization for Standardization.

See the appendix no: 1.3

### **3.12.3 World Chambers Competition Award 2007:**

Chamber of Commerce & Industry (DCCI) has won the “World Chambers Competition Award 2007” in “Best Skills Development Programme” category from the World Chambers Federation (WCF). The WCF, ICC’s specialized division for Chambers affairs organized “5th World Chambers Congress” on 4-6 July, 2007 at Istanbul, Turkey.

See the appendix no: 1.4

## **3.13 Business Support Services Provided by other Chamber of Commerce:**

### **3.13.1 Metropolitan Chamber of Commerce and Industry, Dhaka (MCCI):**

Metropolitan Chamber of Commerce and Industry, Dhaka (MCCI) is the oldest and the pre-eminent trade organization of Bangladesh. Its membership roll encompasses leading commercial and large industrial organizations of the country, including public sector corporations and local as well as multinational companies. Presently, almost all major enterprises of the manufacturing and service sector are among its members. The Chamber provides a wide range of professional services to its members.

#### **MCCI Services:**

#### **Economic Research:**

- ✓ Database Management.
- ✓ Market Research.
- ✓ Financial Market Analysis.
- ✓ World Commodity Market Tracker.

**Issuance of Certificate:**

- Certificate of Origin (COO): Database Search.
- Instructions for Filling COO Form.
- Amendment of Certificate

**MCCI Business Networking:**

- ◆ Guideline.
- ◆ Registration

**3.13.2 Bangladesh Women Chamber of Commerce and Industry (BWCCI):**

Bangladesh Women Chamber of Commerce & Industry (BWCCI) is the first chamber of commerce in the country exclusively working on women's economic and social empowerment. It is a non-profit, non-political organization established in June 2001 with an enlightened aim to encourage and strengthen women's participation in the private sector as entrepreneurs through promoting a women friendly business environment.

**Objective of BWCCI:**

- ❖ Increase Business opportunities.
- ❖ Cost Benefits.
- ❖ Build Skills.

**3.13.3 Foreign Investors Chamber of Commerce & Industry (FICCI):**

The Foreign Investors' Chamber of Commerce & Industry (FICCI) was established on the 1st of July 1963 in the port city of Chittagong under the name and style of the "Agrabad Chamber of Commerce & Industry" ('Agrabad' being the name of the

commercial hub of the city) with the initiative of the foreign companies located in and around Chittagong. It may be mentioned here that, at that point of time, most of the foreign companies, mainly British, had their establishments located in that region of the country.

Subsequently, after the emergence of Bangladesh as a sovereign and independent country in 1971, it was felt that the Chamber's office should be shifted to Dhaka, the capital of Bangladesh for practical reasons and that the name of the Chamber should be suitably changed in order to include foreign companies located outside Chittagong region. Accordingly, in June 1987 the Chamber assumed its present name i.e. the Foreign Investors' Chamber of Commerce & Industry and had its office shifted to Dhaka from Chittagong.

**Objective of FICCI:**

1. Bridging the communication gap digitally.
2. Ensuring energy security for the nation.
3. Introducing international-standard financial services.
4. Facilitating Exports.
5. Developing the key business sectors.

**3.13.4 Chittagong Chamber of Commerce & Industry (CCCI):**

The **Chittagong Chamber of Commerce & Industry (CCCI)** established in 1959, is an industry-led and industry-managed organization which represents the business and corporate sector in Chittagong, Bangladesh. The organization acts as a major advocate promoting the strategic economic development of Chittagong as the nation's business capital and a regional economic hub. Mahbubul Alam is the present president of the organization.

**Objective of CCCI:**

1. To promote and protect the trade, commerce and manufactures of Bangladesh in general, and the trade, commerce and manufactures of Chittagong in particular.
2. To encourage the development and progress of the Port and Town of Chittagong.
3. To promote or oppose legislative and other measures affecting trade, commerce and industry.
4. To establish just and equitable principles in trade, commerce and industry.

### **3.13.5 International Chamber of Commerce (ICC):**

ICC is the world business organization, helping business of all sizes and in all countries to operate both internationally and responsibly **With a global network of over 6 million members in more than 100 countries, we work to promote international trade, responsible business conduct and a global approach to regulation through our unique mix of advocacy and standard setting activities – together with market leading dispute resolution services.**

#### **GLOBAL ISSUES & TRENDS:**

1. BANKING & FINANCE
2. GLOBAL GOVERNANCE
3. TRADE & INVESTMENT
4. INNOVATION & IP
5. DIVERSITY

## **3.14 Business Support Services Provided by Different Organization.**

### **3.14.1 Bangladesh Investment Development Authority (BIDA):**

**Bangladesh Investment Development Authority (BIDA)** is Bangladesh government agency responsible for encouraging and facilitating private investment in Bangladesh. The Bangladesh Investment Development Authority was formed by the government of Bangladesh on 1 September 2016. It was formed through the Bangladesh Investment Development Authority Act. The authority was formed through the merger of Board of Investment and Privatization Commission. The authority has a 17 member governing body with the Prime Minister of Bangladesh as the chairman and the Finance Minister as the vice chairman. As of 2017 total Indian investment registered with the authority is over 3 billion USD.

#### **Function of BIDA:**

1. Pre-investment information and counseling service
2. Registration/approval of foreign, joint-venture and local project.
3. Approving work permit for the foreign nationals.
4. Assistance in obtaining industrial plots.
5. Approving foreign loan suppliers' credit, PAYE scheme etc.

### **3.14.2 Bangladesh Export Processing Zone Area (BEPZA):**

BEPZA is the official organ of the government to promote, attract and facilitate foreign investment in the EPZs. Besides, BEPZA as the competent Authority performs inspection & supervision of the compliances of the enterprises related to social & environmental issues, safety & security at work place in order to maintain harmonious labor-management & industrial relations in EPZs. The primary objective of an EPZ is to provide special areas where potential investors would find a congenial investment climate free from cumbersome procedures.

#### **Objective of BEPZA:**

- ◆ Boost up Foreign and Local Investment
- ◆ Accelerate Volume of Export
- ◆ Create Job Opportunity
- ◆ Poverty Alleviation

### **3.14.3 Business Promotion Council (BPC):**

Business Promotion Council (BPC) is a product specific sector promotion council with a mandate for export diversification - represented by government organizations and trade associations having immediate stake on the identified sector.

It was a belief that, Export diversification can be achieved if enterprises are competitive in the international market. But to increase competitiveness enterprises need to be able to produce the appropriate product within right price, using the appropriate technology and should be compliant to the requirements of the buyers.

#### **Activities of BPC:**

- ◆ The BPC has recently established the Agro Products Business Promotion Council to cater to the demands of the agro processed food and horticultural products. Under the Export Policy, the government has plans to establish more sector councils, especially in the area pharmaceutical products and poultry products.
- ◆ The BPC plans to establish an international standard Aquaculture and Aquatic Food Safety Centre in Bangladesh. In this connection, an MOU is already signed among BSFF, JIFSAN, KATALYST and USAID-PRICE. The centre will be established under the Bangladesh Economic Growth



Programme (BEGP) project undertaken by the Ministry of Commerce, in which the BPC has a component.

- ◆ The BPC plans to conduct a study to explore potential export markets for fresh potato and potato flakes in partnership with KATALYST. Negotiations with KATALYST are in progress.
- ◆ The BPC will continue all its regular activities, which include training and capacity building programs, holding seminar, conducting awareness campaign etc

#### **3.14.4 Bangladesh Economic Zones Authority (BEZA):**

Bangladesh Economic Zones Authority (BEZA) was officially instituted by the government on 9 November 2010. BEZA aims to establish economic zones in all potential areas in Bangladesh including backward and underdeveloped regions with a view to encouraging rapid economic development through increase and diversification of industry, employment, production and export.

##### **Services of BEZA:**

- ◆ to identify and select sites
- ◆ to acquire land for economic zones
- ◆ to appoint economic zone developer
- ◆ to prepare infrastructure development plans
- ◆ to allot or lease or rent of land, building or site
- ◆ to create opportunities for employment
- ◆ to ensure infrastructure development of economic zones

#### **3.14.5 Small & Medium Enterprise Foundation (SMEF):**

SME Foundation is established by the Government of Bangladesh under Ministry of Industries as an apex institution for SME development in the country. The major activities of SME Foundation are implementation of SME Policy Strategies adopted by the Bangladesh Government, policy advocacy and intervention for the growth of SMEs, facilitating financial supports for SMEs, providing skill development and capacity building training, facilitating adaptation with appropriate technologies and access to ICT, providing business support services, etc.

## **Objectives of SMEF:**

- ❖ To promote, support, strengthen and encourage the growth and development of SMEs.
- ❖ To plan, program and finance interventions for delivery by private sector organizations.
- ❖ To institute SME Awards in order to promote competitiveness among the SMEs.
- ❖ To facilitate SME access to finance by creating and supporting appropriate strategies and institutions.
- ❖ To rationalize public sector approaches and support structures for SME development.
- ❖ To create a pro-growth and pro-poor business environment.
- ❖ To create appropriate incentives, mechanisms and support structures to facilitate the formation of new enterprises.
- ❖ To identify and report policy anomalies, market and institutional failures that is prejudicial to the legitimate interests of SMEs.
- ❖ To create a database on SMEs and SME sectors.

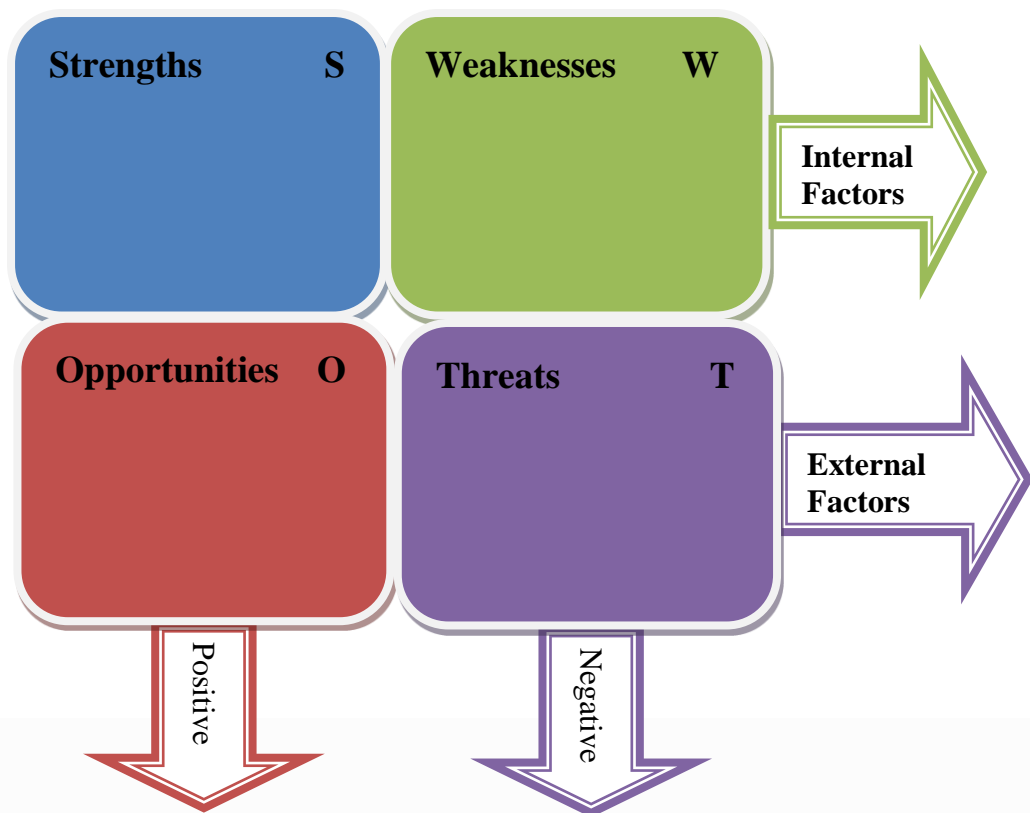
# **CHAPTER-04**

## **SWOT Analysis**

## 4.1 SWOT Analysis:

SWOT analysis is the detailed study of an organization's exposure and potential in perspective of its strength, weakness, opportunity and threat. This facilitates the organization to make their existing line of performance and also foresee the future to improve their performance in comparison to their competitors. As though this tool, an organization can also study its current position, it can also be considered as an important tool for making changes in the strategic management of the organization.

Figure: 4.2 SWOT Analysis



### Strengths

- Dhaka Chamber of Commerce & Industry has already established a favorable reputation in the global industry of the world. It is one of the leading private sector commercial industries in Bangladesh. DCCI has already shown a tremendous growth in the profits and service sector.
- DCCI has provided its service with a top leadership and management position. The top management officials have all worked in reputed organizations and

their years of experience, skill, and expertise will continue to contribute towards further expansion of the organizational activity.

- DCCI has already achieved a high growth rate accompanied by an impressive profit growth rate. The number of services is also increasing rapidly.

## **Weaknesses**

- The main important thing is that DCCI has no any long-term strategies whether it wants to focus on top leading industry in Bangladesh. The path of the future should be determined now with a strong feasible strategic plan.
- DCCI failed to provide a strong quality-recruitment policy in the lower and some mid-level position. As a result the services of the DCCI seem to be Deus in the present days.
- The poor service quality has become a major problem for the organization. The quality of the service at DCCI is higher than the MCCI, CCCI, and FWCCI.

## **Opportunities**

- ❖ In order to reduce the business risk DCCI has to expand their business portfolio. The management can consider options of starting merchant banking or diversify into leasing and insurance sector.
- ❖ A large number of industries are coming into the market in the recent time. In this competitive environment DCCI must expand its product line to enhance its sustainable competitive advantage.

## **Threats:**

- ❖ All sustain foreign, private industry possess enormous threats to DCCI. If that happens the intensity of competition will rise further and DCCI will have to develop strategies to compete against an on slough of foreign industry.
- ❖ The default risks have to be minimizing in order to sustain in the market. DCCI has to remain vigilant about this problem so that proactive strategies are taken to minimize this problem if not elimination.

**CHAPTER-05**

**Findings,**

**Recommendations**

**& Conclusion**

## 5.1 Findings:

DCCI must ensure faster services by removing the problems from my study on the overall Performance and Services of DCCI. I have got some major findings, which are given below.

### **Prospects:**

1. DCCI creating 2000 new Entrepreneurs (E2K) in association with Bangladesh Bank.
2. STRATEGY 2030 Targeting to be among the top 30 economies of the world.
3. DCCI launches training program for women SME Entrepreneurs.
4. DCCI offers an effective and tailor-made Business-to-Business (B2B) Matchmaking service to business people who would like to explore new business opportunities in Bangladesh.
5. DCCI puts forward its suggestions and recommendations to the Government of Bangladesh on all important financial, fiscal, trade, investment policies of the Government.

### **Barriers:**

1. Lack of supervision over the employee in order to work effectively.
2. The Liquidity management of DCCI is very poor in the sense of balanced way.
3. Lack of technological advancement.
4. Lack of continues improvement in the training process.

## 5.2 Recommendations:

With little experience it is not so easy to recommend some suggestion to enhance the performance level of the organization. On the basis of my observation I would like to present the following recommendations:

- ✓ The management of DCCI should buy more facilities such as computers, vehicles so as to enable smooth running of the company's activities and respond to the dynamic competition environment. This technological advancement will enable the organization to change from manual to computerized methods of processing documents and proper record keeping.
- ✓ The organization should increase and ensure more supervision over the employees in order to work effectively and also eliminate workers who relax, work lazily and perform actively after seeing their supervisors.
- ✓ Must improve to make industrial training even more efficient and challenging in future.
- ✓ More research and innovative ideas should be made.
- ✓ Creating more opportunities to the students to do intern.
- ✓ The organization should give allowances to the interns most especially transport allowances to cater for transport cost most students stay far from the internship places hence increasing the expenses. Therefore the allowances can motivate to the interns and boost their productivity levels in performing their task during the field attachment.
- ✓ Continues improvement should be made in the training process which would reduce the default risk of the DCCI and increase profitability.
- ✓ Employees should be given training for better service.
- ✓ Emphasize on more advertisements should be made.
- ✓ DCCI should give more emphasize on liquidity management in a balanced way.



### 5.3 Conclusion:

Dhaka Chamber of Commerce and Industry (DCCI) is a non-profit, service-oriented, business promotion organization committed to provide various services to its members, business community, interest groups as well as Government. As an organization Dhaka Chamber of Commerce & Industry has earned the reputation of top listed chamber in Bangladesh. The organization is much more structured compared to any other listed chamber in Bangladesh. It is relentless in pursuit of business innovation and improvement. *Business Support Services* can help to operate the business efficiently and effectively. It provides comprehensive information and advice on establishing operations in Bangladesh. Business Support Services are becoming more and more important in today's competitive business world. It is all the more important in the context of Bangladesh. The tools for improving Business Support System have advanced considerably in recent years. Therefore, as a responsible and reputed Industry, DCCI has been provided various business supports to its members, large number of small and medium scale entrepreneurs, business community, interest groups as well as Government. From the study, it is evident that Dhaka Chamber of Commerce & Industry is quite sincere in their approach to provide services though there are rooms for improvement. However, they follow an in-depth procedure in assessing the Business Services by using the techniques which provides them a solid ground in the time of any settlement. From the discussion in this report, it has become clear that Business Support Service is a complex and ongoing process and therefore various organizations must take a serious approach in addressing these issues. They have to be up to date in complying with all the required procedures and must employ competent people who have the ability to deal with these complex matters. DCCI is well prepared to and capable of meeting the demand for a broad range of Business Services. It has got adequate resources, both human and physical, to provide the best possible services. DCCI has already developed goodwill among its client by offering its excellent services. This success has resulted from the dedication, commitment and dynamic leadership of its management over the periods.