



Journal Homepage: [-www.journalijar.com](http://www.journalijar.com)

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)

Article DOI:10.21474/IJAR01/11977
DOI URL: <http://dx.doi.org/10.21474/IJAR01/11977>



RESEARCH ARTICLE

THE OPPORTUNITIES AND BARRIERS OF BICYCLE EXPORT FROM BANGLADESH: A STUDY ON M & U CYCLES LTD, MEGHNA GROUP

Md. Ali Ahasan Habib; E-Mail: mdaliahasanhabib@gmail.com; Mobile: 008801718824711

Manuscript Info

Manuscript History

Received: 01 September 2020
Final Accepted: 05 October 2020
Published: November 2020

Abstract

The cycle industry, M & U Cycles Ltd is a sister concern of Meghna group was established in 1982 in Gazipur, Dhaka. At Present 600 nos. or above worker works in this M & U Cycles industry. In The Last year from this M & U Cycles industry total 1, 30,000 Pcs bicycle assembled/produced and exported to different countries. The Product of Bicycle which exports from Bangladesh has great opportunities to earn foreign exchanges i.e. foreign currency can be used to develop this country. Now a Days, as per we know the total annual turnover of M & U Cycles Ltd only from export 30 million USD per year .That's why this is great opportunities by exporting bicycle from Bangladesh. While my study for preparing this internship report it seems to me that particular sector (Bicycles) is very much facing the financial problem. The loan interest rate is too high for the sector to accomplish export processing, and also that sector is very much depended on import of raw materials. It seems to me that **M & U Cycles Ltd**, is always try to get their sustainable growth in the competitive market. In very recent time the government of Bangladesh has taken some significant decision to face the situation of economic recession. The governments takes a package of Tk 25000-30000 crore in order to priorities protection of the export oriented industries, agricultural growth, employment generation and social security to offset the negative effects of the global economic crisis. They also recommended creation of an export stabilization fund, retention and skill development for returning migrant workers, infrastructure development and simplification and streamliner of rules and procedures to help entrepreneur. According to IMF gradation, Bangladesh ranked as the 48th largest economy in the world in 2008. The economy has grown at the rate of 6.7%. The Bicycles industry sector must be played a very significant role there. In spite of economical recession of the world as well as in the country, **M & U Cycles Ltd** is one of the participators of earning foreign currency in Bangladesh. In the package are also measures like adoption of effective steps to provide necessary scope and facilities to workers and employees to perform social responsibility by management to fulfill compliance with standards set by the foreign buyers, reducing import dependence through ensuring supply of quality local raw materials in production of Bicycle exports.

Copy Right, IJAR, 2020,. All rights reserved.

.....
Introduction:-

Only two companies export bicycle from Bangladesh. Such as:

1. M & U Cycle Industry, Meghna Group of Bangladesh
2. German-Bangladesh company Ltd.

The Product of Bicycle which exports from Bangladesh has great opportunities to earn foreign exchanges i.e. foreign currency can be used to develop this country, Bangladesh. Now a Days, as per we know the total annual turnover from export 30 million USD .That's why this is great opportunities by exporting bicycle from Bangladesh.

The economic status of Bangladesh is dependent on agriculture since liberation. The country is mostly covered by country side and the fertile lands have forced people's dependability. Bangladesh is a developing country where poverty is co-exists with almost half of total population. For the sake of poverty alleviation and development of life standard in rural people government initiated number of projects and more importantly number of NGOs are conducting several programs. But this policy is not being buttressed currently attributed to monopolistic strategy. Thus, beside agriculture, the development of export sector is under greater consideration.

The cycle industry, M & U Cycles Ltd of Meghna group was established in 1982 in Gazipur, Dhaka, and Bangladesh. At present 600 or above workers work in this industry. In The Last year from this industry total 1, 30,000 Pcs bicycle assembled/produced and exported to different countries. In 2008, the cycle industry, M & U Cycles Ltd achieved **DHL Award** as best of the year through export products.

So, as far I know that with my experience particularly in that organization, the importance of bicycles sector in the economy system of Bangladesh is very significant. Our company M & U Cycles Industry, is also plays a very vital role in the development of our economy. This reason has made the encouragement for me to prepare this internship report on M & U Cycle Industry.

Origin of the report:

Internship is an important and unavoidable part for completing the graduation in business studies. While preparation of my internship report I just want to say only my organization is the part from where I just collect data and information to accomplish my internship report. This is a very interesting experience for me while working with the department's employee under a specific assignment.

Review of Literature:-

At first we want to know what's bicycle. A bicycle, also known as a bike, push bike or cycle, is a pedal-driven, human-powered, single-track vehicle, having two wheels attached to a frame, one behind the other. A person who rides a bicycle is called a cyclist or a bicyclist

Bicycles were introduced in the 19th century and now number about one billion worldwide, twice as many as automobiles. They are the principal means of transportation in many regions. They also provide a popular form of recreation, and have been adapted for such uses as children's toys, adult fitness, military and police applications, courier services, and competitive sports.

The basic shape and configuration of a typical bicycle has changed little since the first chain-driven model was developed around 1885. Many details have been improved, especially since the advent of modern materials and computer-aided design. These have allowed for a proliferation of specialized designs for particular types of cycling

The Initial Objective in this Research:

At the initial stage of this research, it was the objective to find out A Great Opportunities of a product Bicycle export from Bangladesh.

Methodology:-

The Methodology of that internship report is the source of information & research design of my internship report.

Source of Information:

The source of information to prepare that internship is divided by two ways:

Primary Source:

Primary source of that internship is the main element. That is collected by me from company's website and from procurement department.

Secondary Source:

The secondary source also helps me to gather knowledge about company's changing environment to choose the correct techniques which I think reflected on my internship report.

Secondary data were gathered from annual report and literature provided by the organization.

Research Design:-

The research design has included the following things:

1. Select criteria for performance evaluation
2. Explain ratio analysis
3. Evaluate the values of the result
4. Prepare the report based on the findings

Objective of this thesis:-

Primary objective:

1. To analyze my organizational performance.
2. SWOT analysis of that company.

Secondary objective:

1. To get transparent and practical knowledge of the organizational marketing situation with marketing & competitive analysis.
2. Risk analysis
3. To introduce new environment & new situation
4. To present a simple presentation of our organization that anybody can be able to understand the feasibility report.
5. To make a recommendation after analyzing the feasibility report of our organization.
6. To increase my efficiency, capability and to grow up my confidence level.

Scope and Limitations:

Scope:

There is a large scope for doing the internship in any organization in Bangladesh. Internship provides the practical knowledge to the MBA student about their particular field. The MBA student can share their managerial knowledge with the organization. The student can familiar with organizational culture, after studying this report they will able to know about the financial performance and growth trend, strength and weakness of the organization and also try to know about the competitors marketing styles.

Limitations:

There are some limitations that I had in completing my internship report. They are as follows:

1. Time Constraints: As a **Senior Engineering Officer (Planning)** I have very limited time to spend for my internship report. I think if I could give much more time to utilize in my study then it would be more believable and my report would be evolving rationally.
2. Lack of Support: Some body directly or indirectly show their negative attitude regarding the internship report preparing.
3. Physical Verification: Some times I have to collect the secondary data from the different sector of M & U Cycles Ltd, regarding the internship report. So, this data may be incorrect and which reason the internship report may not be show the actual report.

Organization of this thesis:

This thesis has been organized into ten chapters. It has been written in a way so that a reader who is not acquainted with internship can get a working idea to understand the work. For this purpose it contains chapters with introductory concepts on Marketing & Competitive Analysis. After these chapters introducing the elementary issues in the previous topics. In the next chapter "Analysis of Findings of the organization ". Here is a roadmap for the readers willing to go through the literature.

Organization Information:

Brief History of Bicycle Industry in Bangladesh

Bangladesh started receiving investment in the Cycle Industry sector in the early 1995s; some Bangladeshis received free training from Korean "Kazerne Company". After these workers came back to Bangladesh, many of them broke ties with the factory they were working for and started their own factories.

In Bangladesh only two companies exports bicycle from Bangladesh such as:

1. M & U Cycles Ltd.
2. German-Bangladesh company Ltd.

The cycle industry, **M & U Cycle Industry of Meghna group** was established in 1982 in Gazipur, Dhaka, and Bangladesh. At Present 600 or above workers work in this industry. In The Last year from this industry total 1,30,000 Pcs bicycle assembled/produced and exported to different countries.

The Cycle Industry sector is expected to grow despite the global financial crisis of 2009. As China is finding it challenging to make textile and footwear items at cheap price, due to rising labor costs, many foreign investors are coming to Bangladesh to take the advantage of the low labor cost.

Location of the Organization:

Mr. Mizanur Rahman who is the our Chairman constituted a plan to run "M & U Cycles Ltd" in the early 1982 in their own land at Nayanpur, Sreepur, Gazipur. Before planning of the construction and factory plan layout the Managing Director also gathered some practical knowledge in this relevant field and subsequently he got much confidence to run such an organization.

Some of the important elements and descriptions of the organization are as follows:

Basic Information

Company Name	: M & U Cycles Ltd.
Business Type	: Manufacturer.
Product	: Different types Bicycle.
Location	: Nayanpur, Sreepur, Gazipur.
Famous for	: Quality, quick shipment, manufacturing Services.
Bank Mohakhali, Dhaka.	: Dutch Bangla Bank Ltd.

Ownership & Capital:

Year Established	: 1982
Registered capital	: Tk 20crore
Business owner	: Md. Mizanur Rahman

Trade & Market:

Main Market	:	Different countries of Europe & U.S.
Main Customer SPORTS, DERBY.	:	RALEIGH, KAZERNE, CENTRO, MOTOR &
Total annual sales	:	\$ 2 million USD
Export percentage	:	100%

Vision & Mission Statement:

Vision guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable growth

People:

Bring a great place to work where people are inspired to be the best they can be.

Profit:

Maximizing long-term return to Customers while being mindful of our overall responsibilities.

Customer satisfaction:

Customer satisfaction is our one of the vision.

The **Mission** of M & U Cycles Ltd, are as follows:

1. To create value and make a difference everywhere we engage.
2. Try to fulfill the requirement of our customer everywhere we engage.

M & U Cycles Ltd has the following **value**:

Quality:

No compromise with quality.

Leadership:

The courage to shape a better future .

Accountability:

If it is to be, it's up to me.

Objective:-

Main objective is to meet up the requirement of our buyers from all over the world. And participate in economy development of Bangladesh. And there also some objective like as:

Quality:

To ensure

Passion:

Committed in heart and mind.

Market Leader:

Be a market leader for its quality & quantity export in the

Foreign country:

Integrity:Be real.

Corporate Focus:

The corporate office of this organization is situated at Lotus Kamal Tower, Nikunja-2, Khilkhet, Dhaka. The corporate office is responsible for all of the planning to guide line the factory production and forecasting budget and try to control of its instrument. So, corporate office integrated all of the sections operation and distributed the responsibility among the different sectors.

SWOT Analysis:

Strength: Strength is something a company is good at doing or a characteristic that gives it important capabilities. Our company's strength side is:

1. Proprietary technology
2. Skilled employee
3. Loyal Customer (Buyer like Raleigh, Kazerne etc.)
4. Cost advantage

Weakness:

A weakness is something a company takes or does poorly or a condition that places it at a disadvantages. Our companies weakness side is :

1. Internal operating problem
2. Financial problem

Opportunity:

Opportunity is something where the company can obtain benefit from the other company or buyer or the government. I think our company's has the following opportunity.

1. GSP Certificate
2. Cash incentive facility
3. To create employment situation

Threat:

Threat is something that may be the reason for hampering of production or may delay the shipment of the production. The threats of our company's perspective are:

1. Political or social unrest
2. Quota system
3. Change of buyer's test.

Management Committee:

The Management committee of M & U Cycles Ltd is as follows:

Corporate Governance:

Corporate governance is the set of process, customs, policies, laws, and institution affecting the way a corporation is directed, administered or controlled. An important theme of corporate governance is to ensure the accountability of certain individuals in an organization through mechanism that try to reduce or eliminate the principal-agent problem.

M & U Cycles Ltd is also following the above condition and term of corporate governance.

Board of Directors:

SI No	Name	Address	Age	Qualification	Position/ Status
1	Md.Moshiur Rahman	Park Road, Baridhara, Gulshan-2, Dhaka	50 Years	B.Sc in Engineering (Mechanical Engineering)	Managing Director

Company Organogram:

Organogram of M & U Cycles Ltd												
						Chairman						

						Managing Director								
GM Planning						Executive Director							Director Finance	
						GM Admin & HR								
			Manager Marketing			Manager HR & Compliance & Admin			Manager Information System					
AGM-Planning			Executive			Executive			Executive					
Senior officer				Senior officer-production			Manager Stores		Manager Commercial				Manager Accounts & Finance	
Executive				Executive			Executive		Executive				Executive	

Fig:-Organ gram of M & U Cycles Ltd

Social Responsibility:

Social responsibility is an ethical or ideological theory that an entity whether it is a government, corporation, organization or individual has a responsibility to society. This responsibility can be “negative”, meaning there is a responsibility to refrain from acting (resistance stance) or it can be “positive”, meaning there is a responsibility to act (positive stance).

Many Non-government organization (NGOs) accept that their role and the responsibility of their members as citizens is to help improve society by taking a proactive stance in their societal roles. It can also imply that corporations have an implicit obligation to give back to society.

M & U Cycles Ltd also has been carrying the responsibility to the society of some noble-deed since it’s started to till date. Its social responsibilities are given below:

1. It has taken the Environment Treatment Plant (ETP) for protect the ecological damage.
2. It has some donation payments transaction for disaster people, Orphan and some social development program.
3. It has created the employment opportunity
4. Regular annual payments of government tax from its earning before tax profit (EBT).

Function & responsibility of Accounts department:

The function and responsibility of accounts department is very significant for any business organization. Somebody say’s that it is the heart for all kind of activities of any organization.

The function and responsibility of accounts sections **M & U Cycles Ltd** are as follows:

1. To purchase all foreign document to the Bank
2. To collect money from the Bank
3. Ensure the quantity of wastage sales record
4. To check the accounts payable bill
5. To check the accounts receivable bill

6. To ensure all of the employee's salary payments.
7. Preparation of Balance sheet and Profit & loss account.
8. Checking ratio analysis for determination of financial analysis
9. Provide the important data to the management for any decision making process.
10. Ensure internal audit.
11. Preparation of enrolment for accounts payable & receivable.
12. What is the company's due position?
13. If the necessary requirement received by accounts department for money collection than accounts department realize that from where the chance are present to collect money.
14. To maintain the L/C status.
15. Maintain the good relationship among the other sectors.
16. Calculate the actual salary tax deduction from the salary sheet and subsequently deposit that amount to Bangladesh Bank.
17. Forecasting of annual budget
18. Concentration of utility billing & record maintenance of Fixed Asset.

Companies Benefit Through The Report:

While studying my report I have found something in the arena of procurement section and as well as other section regarding the activity of **M & U Cycles Ltd** employees. The organization gets the following benefit through my report:

1. There is a practice for procurement department for preparing the Profit & loss a/c, Balance sheet in monthly and quarterly basis in order to analysis the financial situation of that organization.
2. As I am collect and verifying different data from production and finance section, it is automatically treat as an internal audit and it helps them to maintain the correct data.
3. While my studying of internship report they became starting to maintain the fixed asset register in order to fulfils my studying requirement.
4. While I am checking the different type of payments voucher, there is showing some lack of authenticate person's signature to approve the particular bill in order to show the transparent transaction, so automatically there is development of internal policy of accounts section to ensure the bills and payments verification.
5. Factory Production & Planning department becomes well recognized as they start to maintain the head name of transaction according to Head-office inventory software. That system avoids the miss understanding between the factory Production and corporate office planning department in order to sure the nature of transaction.

Production Information:

Production performance:

Hence M & U Cycles Ltd, is one of the Manufacturing company it always follow the production role and processing system. While my studying of the internship, the operation function and overall performance is to up to satisfy my expectation. M & U Cycles Ltd always increases its annual turnover rapidly from year to year. There is a one type of example regarding operation performance of M & U Cycles Ltd:

SL No.	Year	Turnover
1.	1996	US\$ 0.06 million
2.	1997	US\$ 0.50 million
3.	1998	US\$ 1.14 million
4.	1999	US\$ 1.70 million
5.	2000	US\$ 1.50 million
6.	2001	US\$ 1.01 million
7.	2002	US\$ 1.47 million
8.	2003	US\$ 2.05 million
9.	2004	US\$ 2.00 million
10.	2005	US\$ 2.05million
11.	2006	US\$ 2.15 million
12.	2007	US\$ 2.04 million
13.	2008	US\$ 2.01 million
14.	2009	US\$ 2.00 million

So, the above enrolment of the annual turnover show the efficiency and capability of the production department and as well as the management of the organization. Although the table of annual turnover has shown the positive sign of the organization, it is found some of the lacking from the production department during my studying of internship which is describe in the finding section part in that internship report.

Production Process:

There are 5-main sections in **M & U CYCLES LTD.** Such as:

1. Wheel section
2. Welding section
3. Phosphate coating section
4. Paint with decals section
5. Assemble section

Wheel section > Welding section > Phosphate coating > Paint > Assemble section > Packaging.

1. Wheel section / units:

1.1. Rim preparation:

Rim profile → bending operation → cutting operation → joining process → punching operation
 only Rim ok.

Wheel preparation:

- Rim storage → manually spokes are joining with Hubs spokes disc → Spokes are joining with Rim by nipples → oiling (Lubricating oil) → Tightening (4 head m/c) spokes in rim → alignment manually alignment automatically (Holland m/c) → (arrangement spokes in Rim) → Rim tape setting → Reflector setting in Wheel (F/R) → Rim is wired by tubs and tyres (also valve settings) → free wheel connecting with rear wheel → **complete Wheel OK.**

Operations in Wheel sections:

Bending operation: (In bending m/c):

- Bending operations are done by bending m/c, company – china, volt-400 V,
- Frequency – 50 Hz
- The electric power is supplied to bending m/c by 3 phase induction motor.

Motor Rating: output- 5 HP
 Power- 3.7 KW, Frame- 112 m
 Frequency – 50 Hz, IP – 54
 Volt- 200-400 V
 Current – 15 ~75 Amp

(Motor using in bending m/c)

Cutting operation: (in cutting m/c):

Product –Taiwan
 Volt – 400V
 Frequency – 50Hz

Punching operation: (in punching m/c):

The electric power is supplied to punching m/c by 3-phase induction motor.
 Motor Ratings: volts-400V
 Frequency – 50Hz
 Power – 7.5 KW
 RPM – 975
 Weight – 113 kg
 Current – 26 Amps

Tightening process: (in 4 –head m/c):

Spoke is tightening in Rim by automatically in 4 –head m/c.

Alignment Process: (in Holland Mechanics m/c):

1. Arrangement of spokes perfectly
2. Using laser / optical / Ray to same fault (Accept / receive way)

Holland Mechanics m/c ratings:

1. Type. DC-C
2. Weight -450 kg
3. Air pressure max -10 bar
4. Oil pressure max- x bar
5. Volt -220 V
6. Current – 4 amp
7. Frequency : 50 ~60 Hz

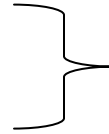
Dia m/c (used for compressor):

1. Dehumidification to reduce moisture from inlet air to compressor using in paint section.

Some important themes:

1. **Punching in rim** always – 36 holes for entering spokes
2. **Rim size** – 700c C/wall with drum hubs or 26” S/ wall
3. **Tension in spokes (rim)** (by tension meter – Hozan meter)

(When < 110 loose 1 spoke accepted but more than 1 spokes –rejected)



Rear drive side (wheel) – 120-130
-Non drive -110- 120 N/m
- Front drive side – 120 – 130 N/m

* **Rim profile –length-** 5400 mm, 26” dia = 3 Rim

* **Reflector connecting** in wheel (F/R) – white / orange color

* **(Tube Nozzle)-DB valve** (local) / American valve

* **NUT** (Axle Hubs) + **Cap** (tube) > free wheel Connecting

Welding Section:

In welding section – 3 jobs are being done:

1. Handle bar units
2. Fork units

Frame (Basic):

1. Steel frame
2. Alloy frame – Maximum order

Handle Bar units:

From steel factory → steel pipe in Length – 6m

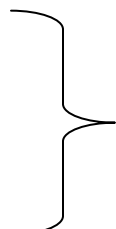
1. Steel pipe → cutting operation (Short Pieces) → Facing / Champhering in both ends → bulging m/c →

Handle bar ok

2. If needed, Handle bar can be bending with design in 2 m/c (2 types)
3. Total number of power press 2 m/c (2 types)
4. Total number of power press m/c – 7 Pcs.

Fork Units:

1. Major Parts of Fork:
2. Fork blade – 2 Pcs
3. Unicorn – 1 Pcs
4. Fork Crown – 1 Pcs



These parts are called shortly CKD

(All – Imported)

- When form assembles complete then it is known as SKD.

5. Fork ends – 2 Pcs

Front Fork:

Front Fork Stem → Joining to unicorn (Welding) → Drilling in 2 Blades 2 Holes → Unicorn(for Mudguard) –Drilling 2 Holes → Fork Blade Joining to each other (Welding) → Fork 2 Blade Bending with Design → Pivot (Brake system) – Welding → Fork end welding → Switching (Tapering), Dia Less – Brazing → Stem (Externally Thread Cutting with Design) → **Fork completely OK**

Frame:

Steel frame (basic)
Alloy frame (basic)

Steel frame (basic):

- Front side (Front triangle) set
- Rear side (Front triangle) set

*CKD (Different Parts) is imported

Front side Set:

- In Down Tube – Cable Guide (Upper) – Joining (Brazing) → Stopper (Down) Joining (brazing) Automatically in Spot m/c – these process completion Front Jig m/c – tacking to assemble set of (Seat Stay + Chain Stay + Rear Ends) Joining (Brazing) Seat caller –Joining (in 5 Welding) Set Tube Slot cutting Front (Alignment) Set → **Front side set OK.** →

Rear Side Set:

- Rear Jig m/c → Tacking of (Top Bridge with Seat Stay + Down Plate with chain Stay) → Joining (Welding) of top bridge in seat stay and Down plate in chain stay Rear pivot (Rear Brake system) – tacking in Pivot tig m/e → Line Welding (Joining -10 joins) → Joining (Welding) of Chain cover clamp (If needed) → Reaming operations (Seat Post internal Dia increase) → Rear Alignment → Lock (Seat Stay) + Cover Nut Joining (Brazing) → Lock drilling Manually → Filing → **Steel Frame OK**

Alloy Frame (Basic): -**1. Front side set:**

- CKD -4 Parts (Top Tube , Down Tube , Seat Tube , Head Tube) are imported → wash in phosphate coating section → Joining (Brazing) – Water Bush (Bottle) in Seat Tube / down tube (If required with approved Design) → Joining (Brazing) of stopper (Down) + Cable Guide (Upper) in down tube → Chemically washing in phosphate coating section → Front Jig m/c – Tacking → Joining (Welding -5) → → Front (Triangle) set Alignment → **Front Side Set OK**

Rear Side Set:

- Rear Ends tacking → Joining (Welding) in chain stay → Top bridge / Top plate Tacking → Joining (Welding) in seat stay → Rear Jig M/C → Chain Stay + Seat Side + Front Side) → Tacking Pivot M/C (braking system) → Pivot – Board → Joining (Welding) in seat stay → Joining All (Line Welding Serial) → **Complete Frame OK**

Alloy Frame → Conveyor → T-4 M/C (Set up in Paint Section) for Heat Treatment – all Joining Place Equal Hardness – up to 45 minutes Rear Side Alignment (for rear end to contain Wheel not friction) Rear Wheel Alignment (QC) → T-6 M/C for → (Hardness increase) heat treatment → temperature Up → time up to 8 hours → Reaming operation Seat tube to increase allowance for entering seat post (Internally dia increasing) → Head tube chambering operations → Facing / Chambering –BB shell Seat tube slot cutting → BB shell – (internally thread cutting) → Filing (on table)

Alloy Frame OK**For Handle bar Assemble m/c used:**

- Cutting m/c – AD 440 V

- Facing m/c
- Bulging m/c
- Knurling m/c
- Bending m/c – 2 Types.

For steel frame and Fork Assemble:-

- Brazing m/c (Auto) –operation. Rear End /Fork End –chain Stay / Seat Stay
- Spot m/c- stopper , cable guide
- Bending m/c – Fork blade
- Alignment m/c–Fork Assemble
- Fork tacking m/c
- Fork pivot m/c

***Frame (Basic):**

- Front tacking m/c (TIG-Tungsten Inert Gas Welding)
- Line welding-Voltage range (200~250 V)

Phosphate Coating Section:

D.I Unit – Water Purity Section → Pcs:

- Steel
- Alloy

Step – Steel Frame – Load Basket:

Step – 1: Degreasing – Chemical mixture FC-4360 → Cleaning (oil, Gases) up to 17-20 min – temperature -50-60°C

[Heated by electric heater]

- Titration ratio Factor- 26~29
- 1 pt – 5 kg FC added to fulfill

Step: 2 → Water Rinse – Water Wash – to clean FC Normal (1-2 minute)

Step: 3 → Acid Pickling – 15 minute in HCL – Rush Remove → Air + Water Spray to remove Rust water Rinse

Tank 2 - acid Pickling section 2 – HCL mixtures – 15 minutes. → Finally remove Rust

1 pt increase needs 90 kg HCL, Power 10-15 – HCL Point age

Again – water rinse – Air + Water spray wash finally

Finally Normal Water Wash

Step 4: Neutralizer – 2 minute

Soda ash (Na₂CO₃)-

- Acidity Neutralize
- Total 6 kg Soda Ash
- Per day 1 kg Soda Ash added
- Ph – 9-10

Step 5: Surface Conditioning

1-2 minute

PL – ZNP

Primary Unit before Phosphate Coating

PH – 8~9.5

Step 6: Zinc Phosphate Coating: up to -15 minutes

1. PAL – BOND
PB- 1038R
2. Accelerator

3. Soda Ash

*Total Acid – test PALBOND value 21 – 24 pt

*1 pt increasing needs 7 kg PALBOND

*Accelerator test – Saco Meter

*Re – agent powder

*Meter reading – 1.5 – 3.5

*Soda Wash test – free acid test

*Pt. – 0.8 ~ 1.1

0.1 Decreasing 250 gm Soda Ash added. Temperature : 50 – 60 ° C

3-D.I – Water Rinse – 1-2 Minutes

Finally Wash → Woven (temperature – 150 ° C for 20 min)

➤ Paint section (for steel frame or Forks its longevity is 8 hr)

3.3. Alloy Phosphate coating (before welding section just after imported ckd/skd):

Step 01: Soak – Clean – 5 minutes

Cleaning agent: YT-660 > as cleaning agent

YT-1167 > Detergent

Mixture ration: 2:1

Per container 30 kg

Step 02: Water Rinse -1-2 min

Air + Water spray from compressor.

Step 03: adjusted – 5 min

Detergent + cleaner – neutral

➤ YT- 860 + water

➤ Per 3 days – 5 gallons YT-860

Step 04: Again water Rinse

➤ Woven – 10 min dry

➤ Tem- 120 – 130 °

(Alloy frame before assemble)

Phosphate coating of Alloy frame:

Step 01: Soak Clean – 5 min

YT-103 – to clean Grease or oil

Step 02: Water Rinse – 1 min

Step 03: Water Rinse – 1-2 min

Step 04: Replenishing Phosphate Coating – 7 min

➤ YT- 650 A

➤ YT- 651B

Mixture ratio: 10: 6

➤ Coating > to hold color for long time → as golden color layer.

➤ Titration ratio 7-10

➤ Third Rinse 4th – 5th (DI water)

➤ Gas Woven – temp 120 ° - 130° C

➤ Paint → Store

➤ Longevity: 1 year.

Paint Sections with Decals:

1. Load Sheet Note → Air Clean

2. Disc M/C → Paint

***Electrostatic Automatic Spray – Painting Control System**

3. Woven – Paint Manually

4. Dry From Woven 1. Primer

5. Manually Paint

6. Dry Woven → Finish

7. Check Accept / Reject color

8. Clear burnish Disk M/C

9. Manually – Burnish – 4 coating → Decals

10. Manually Decals – from Sticker Paper

11. Check – Accept / Reject

12. Clear Burnish – Manually / Disc M/C

13. Dry – Woven –

- **Color Code – 2 types**

- 1. YS – Type (number) i.e. YS -7329 → [Yung Shang Chemical Industry Co.Ltd]

- 2. TC – Type (number) i.e. CT-6282 → [Tai – Chung Ware House]

***CKD – SKD Store:**

*Frame all components are being stored

*Rear ends → when replace then it is called dropouts

*FSS0044 – 700C * 480 (mm) (here 700c = 700 mm of wheel diameter + 480= seat tube length)

- Print – Frame (SKD)

- Fork (CKD)

- Frame (CKD)

- Right Chain Stay – 2 hole both side to identify

- Left C.S – only 1 taping

- Seat stay → pivot (pivot + Nut + Cap)

*Chain Stay / Seat Stay- round / square → both same

*Head Tube >min → 90 mm

*Stopper → including slot cutting (single / double / triple)

*Cable Guide (round hole solid type) → (single / double is made with two singles/ triple)

***Inventory Code:**

*FRS = Fork Rigid SKD i.e. (FRS0052)

*FRC 0040 – Fork Rigid CKD

*FAC 0008- Frame Alloy CKD

*FSC 0011 A – Frame Steel CKD

*FSS 0009 – Frame Steel SKD

*FSS 0009 – Frame Steel SKD

***Decals-**

-Under Clear Decals

-Normal Decals

***Fork –**

-Suspension form (Alu)

-Rigid Fork (Steel)

***Brake –**

- V – Break
- U – Break
- Hydraulic break
- Disc type break
- Roller type break
- Mechanical breaks

***Handle bar –**

- Low rise bar below < 45°
- High rise bar (> 45° or same as 60°)
-

5. Assemble Section:

***Rim – CNC – double wall / single wall.**

Fork + Frame → frame is added with fork adjusting head set → Washer leap → rear derailleur → BB set
 down side → cable guide Automatic → Kick stand (bottom burnish) → rear mudguard – bottom bridge /
 plate - Rear end - Fork → Mudguard → lamp → chain → handle bar (suspension system)

- **Handle Bar** → stem → lever brake → shifter → grip → alignment → **Handle Bar Assemble OK**

***Cable casing (Plastic)** → Manual → cover → bar code → wheel rear setting chain cover → (BB set + rear Seat tube) → cable cap → Handle bar + Full Fork without stem → cable tie → Saddle seat post → paddle / bell / Fork Reflector / Steam / Saddle with seat post

- Front Wheel + Carrier set binding + Fork protector / Axle Protector if needed
- Seat clamp size – 84(with CNC) - 12 – 138 – 155.

→ **Packaging.....** →

Main product including all Brands:

The organization determines for 100% export to its customer in the different countries of the world, they are:

SL NO.	Buyer/Customer Name	Country Origin	Brand/Bicycle Name
1.	Kazerne	Belgium	RUN & BIKE
2.	Saracen	England	TUFTRAX
3.	Raleigh	UK	EUROTREK
4.	Mima	Sweden	FRIDHEM
5.	Centro	Ireland	PLANET
6.	Motor & Sports	Ireland	KLONDYKE
7.	Aktive Shop	Germany	TOP PEDO
8.	Appollo Bike	Germany	BOOMER
9.	Derby Bike	Germany	KALKHOFF

M & U Cycles Ltd, also try to focus for producing other different type of product in coming future.

Production Capacity:-

- i) Welding section : 420 Pcs/Day
- ii) Phosphate section : 415 Pcs/Day
- iii) Paint section : 339 Pcs/Day
- iv) Wheel section : 880 Pcs/Day
- v) Assembly section : 400 Pcs/Day

Production status:

Export Status FOR 2009 Production					
--	--	--	--	--	--

Customer Name	Brand	PO	PO Rec Date	ETA	P/I	Quantity	Month of Production
Raleigh		2012407	09.04.09	18.01.10	MU-03-498	100	December-09
Raleigh		2012560	30.04.09	28.09.09	MU-03-507	175	December-09
Raleigh		2012640	13.05.09	06.11.09	MU-03-516	215	December-09
Raleigh		2013079	13.07.09	15.01.10	MU-03-536	2155	December-09
Raleigh		2013079	13.07.09	25.01.10	MU-03-536	170	December-09
Raleigh		2013253	14.08.09	15.01.10	MU-03-541	150	December-09
Raleigh		2013276	18.08.09	15.01.10	MU-03-542	200	December-09
Motor & Sports					MU-09-533	3050	December-09
Centro					MU-12-534	1200	December-09
Kazerne					MU-14-535	1607	December-09
Derby		161319	07.08.09	30.02.10		200	December-09
Derby		161320	07.08.09	20.01.10		500	December-09
Derby		161415				250	December-09
Aktive Shop					MU-23-539	347	December-09
Raleigh		2013337	01.09.09	01.02.10	MU-03-545	150	December-09
Raleigh		2013387	11.09.09	15.01.10	MU-03-546	1120	December-09
Raleigh	JJB	2013389	11.09.09	11.01.10	MU-03-548	320	December-09
Raleigh	Halfords	2013417	17.09.09	01.02.10	MU-03-585	320	December-09

Order from Raleigh and Forecast						
Raleigh order for 2010						
As per October-2009/2010 forecast				As per November-2009/2010 forecast		
Month	Actual order	Forecast	Difference	Month	Actual order	Forecast
January-10	4530	5258	-728	January-10		
February-10	5935	8150	-2215	February-10		
March-10	7945	4195	3750	March-10		
April-10	3180	4132	-952	April-10		
May-10	375	4965	-4590	May-10		
June-10		4040	-4040	June-10		
July-10	555	3955	-3400	July-10		
August-10		4700	-4700	August-10		
September-10	0		0	September-10		
October-10	0		0	October-10		
November-10	0		0	November-10		
December-10	0		0	December-10		
Total	22,520	39,395		Total		

Marketing & Competitive Analysis:

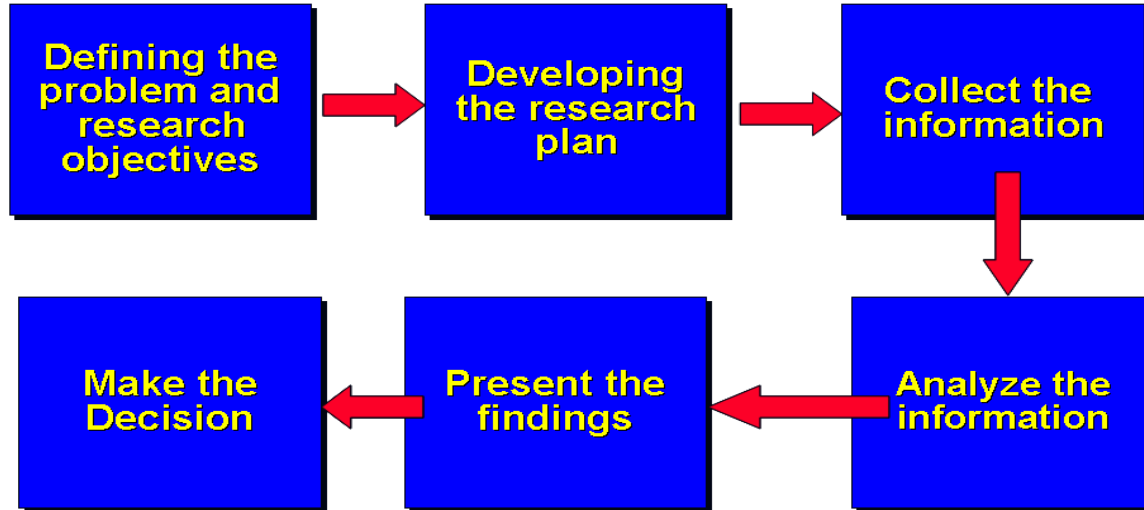
Importance of Marketing Analysis:

Marketing analysis is one of the most important elements of the management control system and which assure that resources of the organization are obtained and used effectively and efficiently in the accomplishment of the organization's objects. The management control system is concerned with planning and control function of management and exercised through asset of policies, procedures and process that the managers used to determine whether or not operations are going as planned.

Marketing analyses are two types such as given below:

1. **Trend appraisal:** This type of analysis is made by evaluating a simple set of marketing statements over a period of years. It indicates the trend of variables as sales, cost of production, profits etc.
2. **Structural analysis:** Evaluating a simple set of marketing statement prepared on a particular date makes this type of analysis.

The Marketing Research Process



Shipment Report:

CONTAINERS 2008	Supplier	Part Numbers	FEB		MAR		APR		
			%	Qty	%	Qty	%	Qty	
AT05	M & U	17" Ladies	AT01708L					30%	105
	M & U	20" Ladies	AT02008L					20%	70
	M & U	17" Gents	AT01708M					10%	35
	M & U	20" Gents	AT02008M					40%	140
AT10	M & U	14" Ladies	AT11408L						
	M & U	17" ladies	AT11708L						
	M & U	20" Ladies	AT12008L						
	M & U	14" Gents	AT11408M						
	M & U	17" Gents	AT11708M						
	M & U	20" Gents	AT12008M						
METRO	M & U	15" Ladies	ME1508L	10%	30	Use 30 from 2008594			
	M & U	18" ladies	ME1808L	40%	120	Use 120 from 2008594			

	M & U	18" Gents	ME1808M	10 %	30	Use 30 from 2008594			
	M & U	21" Gents	ME2108M	40 %	120	Use 120 from 2008594			
METRO LX	M & U	15" Ladies	MLX1508L					10 %	30
	M & U	18" Ladies	MLX1808L					40 %	120
	M & U	18" Gents	MLX1808M					10 %	30
	M & U	21" Gents	MLX2108M					40 %	120
ZERO G	M & U	24" Boys	ZER2007						
			TOTALS		300			0	650

Applications of bicycles in the world:

Bicycles have been and are employed for many uses:

1. Utility: bicycle commuting and utility cycling
2. Work: mail delivery, paramedics, police, couriering, and general delivery.
3. Recreation: bicycle touring, mountain biking, BMX and physical fitness.
4. Racing: track racing, criterion,
5. Military: scouting, troop movement, supply of provisions, and patrol. See bicycle infantry.
6. Show: entertainment and performance, e.g. circus clowns. Used as instrument by Frank Zappa.

Figure for bicycle is being used:



Fig:- Racing bicycle is being used picture was collected from internet.

Sample of Export documents:

The data of purchase order has been received before production such as given in the following purchase order.



Raleigh UK Ltd

PURCHASE ORDER

// COPY // Page: 1(2)

Date 15/10/08 Order no 2011488 / Rno / Supplier Z00066
 Delivery address

M & U CYCLES LTD
 Mr Sagar
 VILL DHANUA P S SREEPUR
 P O & DIST GAZIPUR
 BANGLADESH

RALEIGH UK Ltd
 CHURCH STREET
 EASTWOOD
 NOTTINGHAM
 NG16 3HT

Payment terms
 Freight terms
 Delivery method
 Delivery terms
 Currency

AS AGREEMENT
 NOT APPLICABLE
 Sea Transport
 CFR
 USD

Our reference wendybrown@raleigh.co.uk

os	Item number Your item no	Description	Qty	Purch Price	ETA Raleigh UK	Line net
1	MXDJ24RD	MAX DJ24 FT DISC 24"/12" HT RD	50	140.00	1 08/06/09	7000.00
2	MXDJ26GR	MAX DJ26 FT DISC 26"/14" HT GR	50	143.90	1 08/06/09	7195.00
3	MXDJDDOR	MAX DJ26 DISC 26"/14" HT OR	50	161.00	1 08/06/09	8050.00
4	AT117MSL	RAL FREERIDE AT10 26"/17" HT M	60	121.00	1 08/06/09	7260.00
5	AT120LWH	RAL FREERIDE AT10 26"/20" HT L	50	121.00	1 08/06/09	6050.00
6	AT120MSL	RAL FREERIDE AT10 26"/20" HT M	50	121.00	1 08/06/09	6050.00
7	AT214MCP	RAL FREERIDE AT20 26"/14" HT M	50	156.00	1 08/06/09	7800.00
8	AT514MRD	RAL FREERIDE AT05 26"/14" R M	50	107.00	1 08/06/09	5350.00
10	VO17LRD	RAL VOYAGER 26"/17" HT L	50	125.00	1 08/06/09	6250.00
11	ELE15LCH	RAL ELEGANCE 700C/15" R L	60	174.85	1 08/06/09	10491.00
12	ELE18LCH	RAL ELEGANCE 700C/18" R L	55	174.85	1 08/06/09	9616.75
13	ME15LSL	RAL METRO 700C/18 R L	50	129.40	1 08/06/09	6470.00
14	ME18LSL	RAL METRO 700C/18" R L	70	129.40	1 08/06/09	9058.00

From the above chart we get information and assurance for production is at the top although whole of the organization is carrying the satisfactory documents.

List of Bicycle Accessories:**Lists of the Main Parts commonly used in Factory:**

SL.NO	Name of the main parts	SL.NO.	Name of the main parts
1.	Axle	48.	Stem
2.	Bell	49.	Dynamo
3.	Dolly Seat	50.	Light Front
4.	Dress Guard	51.	Light Rear
5.	Frame Lock	52.	Basket
6.	Gear Protector	53.	Manual
7.	Kick Stand	54.	Tools
8.	Mudguard	55.	Fork Protector
9.	Multi Spanner	56.	Staples
10.	O. Type	57.	Bolt Set
11.	Pads	58.	Reflector Bracket Front
12.	Pumps	59.	Reflector Bracket Rear
13.	Rear and Front Career	60.	Reflector Front
14.	Streamers	61.	Reflector Rear
15.	Training wheels	62.	Reflector Wheel
16.	Water Bottle / Cage	63.	Hubs Front
17.	Brake Front / Rear	64.	Hubs Rear
18.	Brake inner cable	65.	Rim (New Bar)
19.	Brake Lever	66.	Rim (Jointing Pin)
20.	Brake outer Casing & Cap	67.	Rim Profile
21.	Brake shoe -W/Rubber	68.	Rim Tape
22.	Power Modulator	69.	Rims
23.	Chemicals	70.	Spoke & Nipples
24.	B.B Axle	71.	Spoke Disc
25.	B.B Cable Guide	72.	Tubes and Valves
26.	B.B set	73.	Tyres
27.	Bottle, Screw & Washer	74.	Saddle
28.	Fork	75.	Saddle Spring and Clamp
29.	Fork (CKD)	76.	Seat Post
30.	Fork (SKD)	77.	Seat Post Cover
31.	Frame	78.	Chain
32.	Frame (CKD)	79.	Chain Adjuster
33.	Frame (SKD)	80.	Chain Cover
34.	Freestyle Rotor	81.	Chain Guide Roller
35.	Head Badge	82.	Chain Tensioner
36.	Head Set	83.	Chain Set
37.	Paint (Clear Varnish)	84.	Freewheel
38.	Paint (Finish)	85.	Front Derailleur
39.	Paint (Primer)	86.	One Piece Crank
40.	Paint (Surface)	87.	Pedals
41.	Paint (Thinner)	88.	Rear Derailleur
42.	Paint (Powder)	89.	Shifter Left
43.	Seat Bolt / Pin/ Clamp	90.	Shifter Right
44.	Shock Spring with Nut & Bolt	91.	Alloy Welding Wire
45.	Under Clear Decals	92.	Argon Welding Wire-1.6 MM
46.	Grips	93.	CO ₂ Welding Wire-0.09 MM
47.	Handle Bar	94.	Cu Plate + Welding Flux

The Specification of Bicycle i.e. used during production as given below:

UNIT PRICE: US\$ 131.75 (F.O.B. Dhaka)

ISSUE No.:
 Prod. Code :
 Brand : **ROCK MACHINE**
 Model : 26" Surge
 Type : 26" Alloy Gents Front Sus
 Speed : 21 Speed EZ Fire

Date of Order:	
Month of Shipment:	
BATCH NO.:	
QTY:	100

Item	Description	Maker	Model	Color
FRAME/FORK Assy.				
Frame	26"x18 Alloy Gents MTB Type Frame	Meghna		F: TC-696, R: TC-695
Fork	26" Suspension Fork, Steerer: 28.60Dx25.4IDx255mmLx0T, Threadless, Black Crown, 80mm Travel, Fork Stanchion: CP	SR Suntour	XCT-V2	YS-728
Carton label	x			
Barcode label	x			
Head Badge	x			
Headset	Steel A-Head Type (Oversize)	Chin Haur	CH-281TBW	Black
BB Set	Colterless 5 Pcs	Neco	882	ED/Black
BB Axle	Steel	Neco	3P	Black
BB Cable Guide	Plastic with Bolt(M5)	Meghna	VT-001	Black
Bottle Screw & Wash.	x			
Decals	26" Rock Machine Surge (Under Clear Decals)	Transart	Surge	Graphics
Seat Bolt/Pin/Clamp	31.8mm Seat Clamp with Quick Release	H.L.Corp	AT-123 + SQR-155	Black
Freestyle Rotor	x			
Paint	Red	TC Paint		TC-696
Paint	Black	TC Paint		TC-695
BAR Assy.				
Handle Bar	Steel Straight Bar 580mmL	Meghna		Black
Swingtag	x			
Stem	Alloy A-Head Type Stem, Clip ID: 28.6mm, Ext: 110mm, 10 degree upswept (Black Body & Cap), Black Bolts	Lee Chi	MA-45	SABK
Stem Barcode label	x			
Grips	Kraton Dual density Type 125mm/125mm with RM Logo	Link	CB-3612G	Black/Grey
Bar Ends	x			
Stem end cover	Plastic	Meghna		Black
BRAKING SYSTEM				
Brake Levers	Alloy 3 Finger Type (Equipped with EZFIRE)	Shimano		Black/Silver
Front Brake	Alloy V Brakes (without any logo)	Lee Chi	TX-119L	ED/Black
Rear Brake	Alloy V Brakes (without any logo)	Lee Chi	TX-119L	ED/Black
Power Modulator	x			
Brake Inner Cable(F)	670mm	Lee Chi		Silver
Brake Inner Cable(R)	1900mm	Lee Chi		Silver
Brake Outer Casing	Standard Outer Casing	Lee Chi	2P	Black
TRANSMISSION				
Shifter Right	EZ FIRE (Black Color)	Shimano	ASTEF50R7AL	Black
Shifter Left	EZ FIRE (Black Color)	Shimano	ASTEF50LSBL	Black
Front Derailleur	Dual Pull, D: 31.8mm, For 48T	Shimano	AFDC051M6	
Rear Derailleur	TX31, DIRECT MOUNT	Shimano	ARDTX31D	Black
Chain	For 7 Speed	KMC	HV500	Brown
Freewheel	7 Speed Index 14-28T	SKC	AMFTZ077428	Brown
One Piece Crank	x			
Chainset	Triple 28X38X48T Steel Chaining, Black with 170mm Alloy Polished Cranks, Silver, Spider Black and w/o Chainguard	Pro Wheel	MY-A533+	Black/Silver
Chain Cover	x			
Pedals	Axle: 9/16" Boron Steel, Body: 1 Pc PP, Bearing: Adjustable Ball Type, Reflector: BS	Meghna	SP-872N	Black
Derailleur Cables Casing	SP Type Cable (4mmD)	Lee Chi	SP	Black
Outer Cable endcap	SP Type (4mm)	Lee Chi		Black
Inner safety endcap	Alloy	Lee Chi		Natural
Outer Cable Endcap	SP Type (4mm)	Lee Chi		Black
REFLECTOR Assy.				
Reflector Bracket(F)	Plastic	Meghna	LS-504	Black
Reflector Bracket(R)	Plastic	Meghna	LS-505	Black
Reflectors(Front)	British Standard	Cateye	RR-180-SLW	Clear
Reflectors(Rear)	British Standard	Cateye	RR-180-SLR	Red
Reflectors(Wheel)	British Standard(2 Pcs)	Cateye	RR-530-WUW	Clear
Bolt Set	M6x45mm, bolt, washer and nut	Link		UCP
Bolt Set	M6x25mm, bolt, washer and nut	Link		UCP

ISSUE No.:
 Prod. Code :
 Brand : **ROCK MACHINE**
 Model : 26" Surge
 Type : 26" Alloy Gents Front Sus
 Speed : 21 Speed EZ Fire

Date of Order:	
Month of Shipment:	
BATCH NO.:	
QTY:	100

Item	Description	Maker	Model	Color
ROAD WHEEL Assy.				
Tyres Front	26X1.95 Semi-Sleek Patten	Meghna	MI-2607	Black
Tyres Rear	26X1.95 Semi-Sleek Patten	Meghna	MI-2607	Black
Tubes/Valve	26" American Valve + Tube	Kenda		Black
Rim Tape	26" Rubber	Kenda		Black
Rims	26" Alloy 36 Holes Double Wall with Side CNC Finish	Meghna		Black
Front Hub	Alloy 14Gx3.8"x36Hx108x100mm with Quick Release (KT-204N)	KT	KT-A1sFOR	Silver
Rear Hub	Alloy 14Gx3.8"x36Hx135x175mm, Nutted	KT	KT-A11R	Silver
Rim Sticker	To be advised			
Spokes	UCP (mmL)	Meghna		UCP
Spokes	UCP (mmL)	Meghna		UCP
Spoke Disc	PVC 5 1/2"	Meghna		Clear
Nipples	Standard	Meghna		CP
SADDLE Assy.				
Saddle	MTB Type Saddle	Meghna/Active	Like 3011	Black
Seat Post	Alloy, 27.2x300mm Micro Adjust Type	H.L.Corp	SP-233	SABK
ACCESSORIES				
Axles Pegs	x			
O Type	1.2mmx2pcs and 1.5mmx1pc	Link	TC-S05	Clear
Streamers	x			
Water Bottle/Cage	x			
Bell	x			
Training Wheels	x			
Mudguards	x			
Rear Carrier	x			
Spacer	Alloy Spacer (28.6mm I.D, 10mmT)	Neco		Black
MANUAL PACK				
Bag	x			
Manual	Rock Machine Manual	Meghna		
Leaflet	Printed	Meghna		B/W
Tools	Multispanner and 6mm Allen Key	Meghna		CP
PACKAGING				
Carton	85% Standard 5 Ply (Carton Size:)	Meghna		Yellow
Fork Protector	Plastic	Meghna	HP-06	Black
Axle Protector	Plastic	Meghna	HP-11	Black
Axle D/T Protector	Plastic	Meghna	HP-14	Black
Wrapping Paper	2 Ply corrugated	Local		Brown
Masking Tape	Need to use Masking Tape for wrapping instead of Cello Tape			
Long Cable ties	Plastic Strings	Local	Rafia	
Short Cable ties	x			
Staples	Steel	Local		Copper
Carton adhesive	x			
Strapping	12mm x 1mm	Local		Yellow
Build std.&%build	BS6102pt1(1992) 85%build			

Export barrier & opportunities:

Bicycle Export barrier:

There is some barriers to export bicycle from Bangladesh such as not maintain export schedule with a certain time due to some shortage of vehicles, traffic jam, political crisis/instability, hortal,L/C not opened in proper time etc.

BicycleExport opportunity:

If we want to get the advantages of GSP, during production bicycle we must be used in 40% foreign parts and 60% local parts in bicycle. M & U Cycles Ltd is a sister concern of Meghna group was achieved the best year award through only bicycle export with advantages of GSP.

Bicycle Export growth:

At present day by day it is increasing to export growth from Bangladesh. The Company Demand Vs Market Demand can be shown as below:

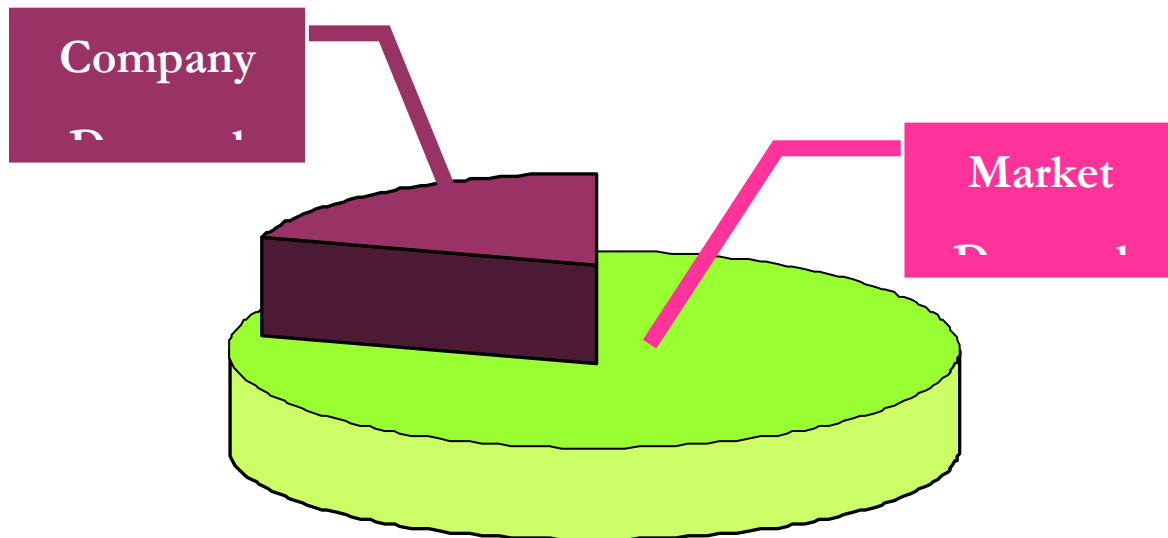


Fig:- Company Demand Vs Market Demand.

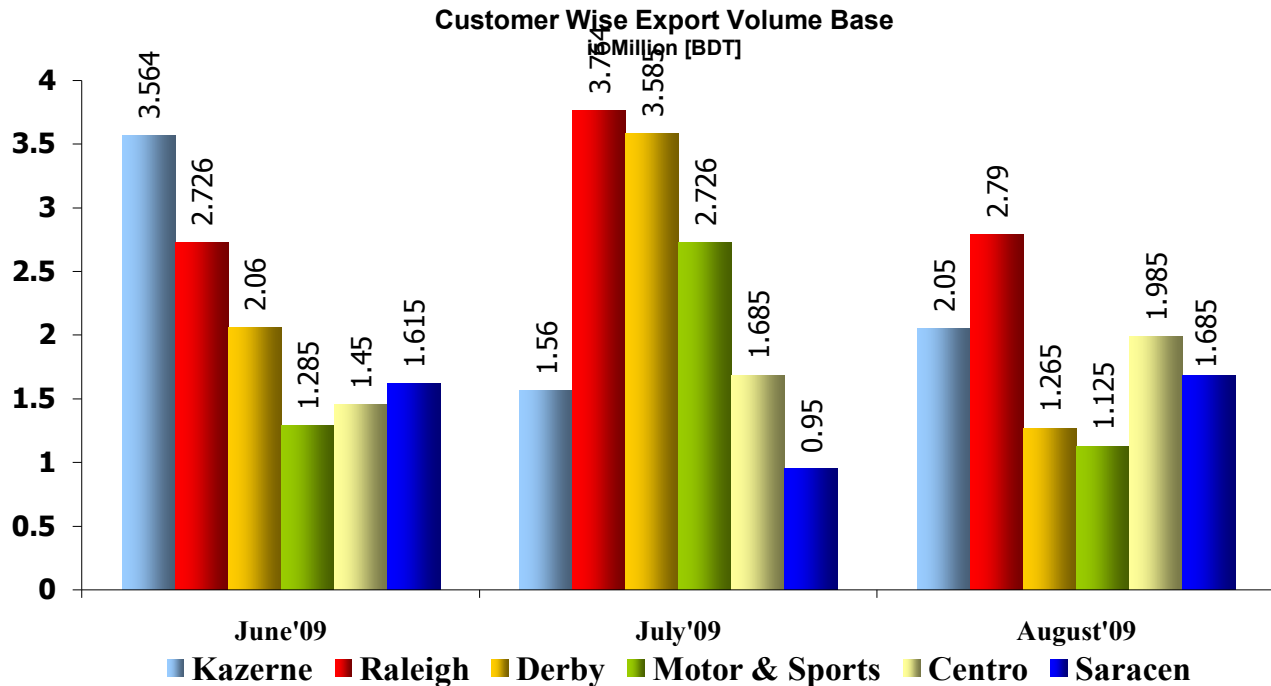
Competitive Analysis with different Brand through Export:

Now a day, in the world, it has many Brands of Bicycle with many organization. In Bangladesh only two companies exports bicycle from Bangladesh such as:

1. M & U Cycle Industry, Meghna Group of Bangladesh
2. German-Bangladesh company Ltd.

Among those two companies M & U Cycles Ltd is a sister concern of Meghna group is the best one. In 2008, M & U Cycles Ltd is a sister concern of Meghna group was achieved the best year award through only bicycle export. Bicycle Exported from Bangladesh Yearly Earning:

Now a Days, as per we know the total annual turnover through export 2 million USD by M & U Cycle Industry, Meghna Group.



Analysis of Findings of the organization:

While duration of my working period at M & U Cycles Ltd, I found some bad side and some good side of the organization. Regarding the activity of M & U Cycles Ltd employee's I want to firstly describe the lacking side of the organization.

1. Total L/C status maintain by the commercial department. But in fact it should maintain by the financial department.
2. There should introduce the HRM practice in order to proper candidate selection, training, motivation etc.
3. In accounts & financial section there should be the one authenticate person who will sign all of the voucher payments & bills.
4. Although M & U Cycles Ltd has the international standard machineries and skilled employees there are too many occurs of wastage from the production due to lack of internal quality checking of production.
5. There are not maintaining the annual budget.
6. Finance manager of the organization only concentrate to collect money from the Bank, but he should also concentrate to ensure the Banking transaction entry into the accounts software.

And now I want to tell about some excellent side of the organization:

1. M & U Cycles Ltd follows the minimum wage scale of the worker which is circulated.
2. There is the facility of the worker for medical treatment by the doctor who is recruited by the organization.
3. Extensive fire fighting equipment in order to face any fire accident.
4. There is no child labor.
5. They give the opportunity of maternity leave and payment to its female worker.
6. They follow the environmental rules as they with ETP (Environment Treatment Plant) to protect the environment damage.
7. Company has the own canteen facility for its worker.

Figure for bicycle of different world famous brand:



Fig-1:- Max 26 inch 18 speed Racing Bicycle.



Fig-2:- Metro GLX Lady's double top tube Racing Bicycle.



Fig-3:- Groove 26inch2 Bicycle.



Fig-4:- 700c Colorado Gents Bicycle.

Conclusions with Recommendations:-

Conclusions:-

The invention of the bicycle has had an enormous impact on society, both in terms of culture and of advancing modern industrial methods. Several components that eventually played a key role in the development of the automobile were originally invented for the bicycle – e.g., ball bearings, pneumatic tires, chain-driven sprockets, spoke-tensioned wheels, etc. Bicycle industries are very much dependent on import material. But for present moment the value of present import material are increased. And also Bicycle industries need sufficient money to continue its production and shipment purpose.

Somebody is worry about the feature of Bicycle industry in Bangladesh. Because China and Korea developed much to adopt themselves to this sector by the use of huge investment. There is 6000 worker in Bangladesh through this sector to maintain their live. We believe it is in everybody's interest to sustain this industry- an industry which changed the lives of so many people in Bangladesh. What has emerged quite emphatically is that for the Bangladesh industry to survive it has to take on board of the issue of "compliance" with internationally recognized social, labor and environmental standard. The Bicycle industry needs to be sustained for the benefit of all.

Thus, there is a vast field to produce bicycle and earning too much foreign currency through export bicycle from Bangladesh. If any organization wants to invest this bicycle products must be achieved a great opportunities for that company and also our country like Bangladesh.

Recommendations:-

Felt necessity to point out some areas where the company was look at further:

1. Improvement of inventory management and its control.
2. Development of budgetary control system focusing on profit control by responsibility centers.
3. Development of standard formulation for each product to improve control of material usage.
4. Improvement procurement policy.
5. L/C Status should maintain by the finance department.
6. Ensure internal audit regarding any transaction of accounts department.
7. Contribution analysis for each of the product to improve control of material usage.
8. Buyers are very price sensitive so there should be efforts to bring selling prices in the line with cost having regard to competition and other market factors.
9. Should prepare monthly or quarterly profit and loss statement and Balance sheet in order to get financial decision making process.
10. Improvement of productivity through work study and training of front line supervisors.
11. Improving accounting system in particular by the introduction of monthly budget planning and cost control.
12. Rationality and planning in materials purchase to avoid unnecessary inventory build up or shortage of materials.

13. Marketing department should very much focus on calculation of c/m after receiving an order from the buyer. If the calculation of c/m being wrong then organization may face the huge loss.
14. Every parts of production department should ensure the quality of the product in order to get the buyer satisfaction at the Inspection time.
15. Should concentrate on shipment schedule. For Bicycle industry Air-Shipment would be creating the loss situation.

References:-

Books:

Marketing Management, Eleventh Edition
By Philip Kotler

Publication:

M&U Cycles Ltd. Annual Report 2008, 2009
German-Bangladesh Company Ltd (Joint venture), Annual Report 2008
Profile of M&U Cycles Ltd.2009

Internet:

<http://www.meghnagroup.net>
<http://www.raleigh.co.uk>
<http://www.racingcycle.com>

Newspaper:

The Daily Star, Bangladesh Today, The Financial Express.

Articles:

1. ReferenceZikmund,
2. Business Research Method,
3. Lecture Sheet,
4. Questionnaire Design, Chapter-15.

Questionnaire Design :

1. Overall, do you think M & U Cycle's customer care services ensure high quality?
2. What type of service you expect?
3. Did you think that local items timely received from warehouse/Inventory stock?
4. How would you rate your overall satisfaction of M & U Cycles?
5. Do you think that warehouse Fire Extinguisher service is sufficient?
6. Do you think that more staff should be hired or appointed in factory warehouses?
7. How likely are to increase warehouse counter service?
8. Do you think, 'A Great Opportunities' of a product Bicycle export from Bangladesh?

[THE END]