

# Business and Career Development

Business Landscape of Bangladesh  
Introduction to Business Functions  
Management Consultancy as a Career

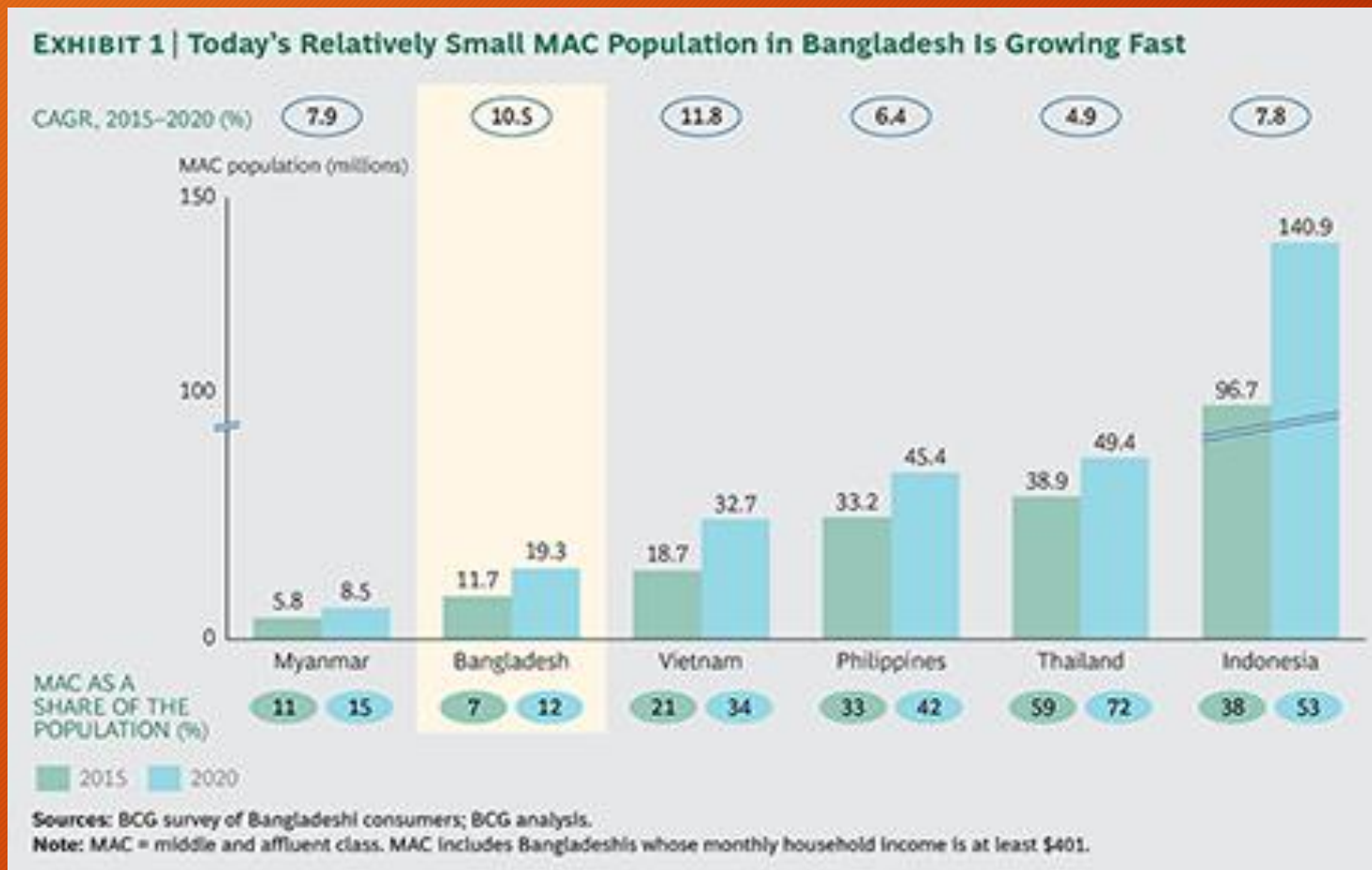
# C1:Class Schedule

Topic	Schedule	No. of Class
Introduction to the Course	1 Seminar	1
Understanding and Managing Organizations	4 Seminars + 1 Case Discussion	5
Developing Strategy and Competitive Advantage	4 Seminars	4
Managing Disruptive Innovations	4 Seminars	4
Becoming an Entrepreneur	5 Seminars	5
Entrepreneurship Live Project	5 Exercise + 1 Presentations	6
Class Test	TBA	3
Total		28

# C1: Bangladesh: The Surging Consumer Market Nobody Saw Coming

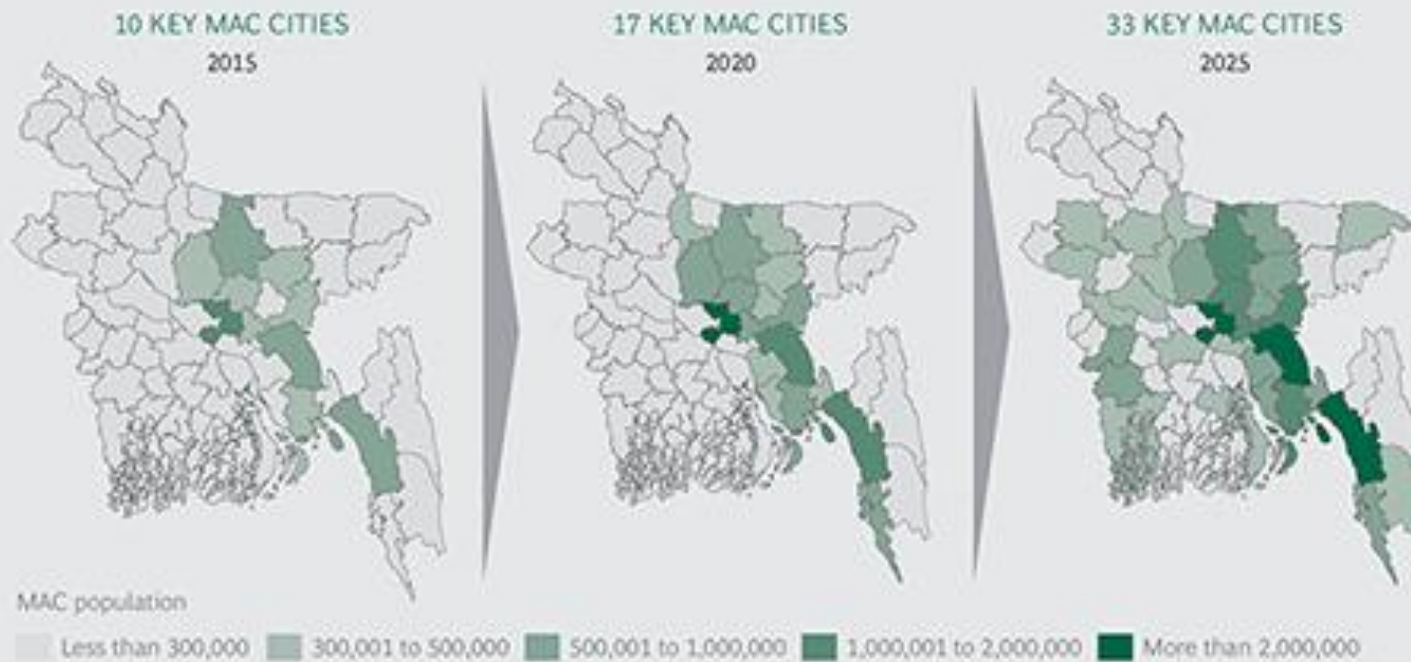
- Bangladesh is one of the fastest-growing markets worldwide
- Each year for the next decade, the annual income of around 2 million additional Bangladeshis will reach \$5,000 or more
- Another 30 million to 40 million will make the leap from poverty to the entry rungs of the middle class by 2025
- Over the past decade Bangladesh's economy has been growing at an annual rate of 6 to 7 percent
- Inflation has been moderate, and public debt levels low by world standards

# C1: Bangladesh's Burgeoning Consumer Class



# C1: Bangladesh's Burgeoning Consumer Class

**EXHIBIT 2 | High Concentrations of MAC Consumers Will Emerge Across Bangladesh in the Next Decade**



Sources: BCG survey of Bangladeshi consumers; BCG analysis.

Note: MAC = middle and affluent class. MAC includes Bangladeshis whose monthly household income is at least \$401. The highlighted cities are more commonly referred to as districts in Bangladesh. Key cities are those that have MAC populations greater than 300,000.

# C1: Insights into Bangladeshi Consumer Attitudes

- **Strong Brand Identification** - Bangladeshi consumers cited brand as the leading factor they consider when purchasing a product, followed closely by price and then quality. Factors such as impact on health, convenience, discounts and offers, and social status ranked low as priorities
- **A Willingness to Pay for Good Quality** - Consumers are willing to spend more if that means that they are getting better quality for the product categories that matter most to them. Bangladeshis are also less likely to be influenced by discounts and promotions than consumers in most other emerging economies

# C1: An Approach for Winning in Bangladesh

- **Stress quality** - Must create a strong value-for-money proposition to win over Bangladeshi MAC households
- **Establish your brand** - Begin to build brand presence in cities that currently do not have high concentrations of MAC households but are likely to have them in the future
- **Build mobile-centric digital platforms** - Start building robust e-commerce platforms designed for interacting with consumers through small digital screens—rather than primarily through computer screens—as well as e-commerce fulfillment capabilities that can meet growing mobile-enabled demand

# C1:Key Business Functions

- Human Resource Management
- Finance
- Marketing & Sales
- Research & Development (R&D)
- Operations
- Strategy

# C1: Human Resource Management

- Recruitment & selection
- Performance management
- Talent acquisition
- Support organizational change
- Safeguard people's health and wellbeing

# C1:Finance

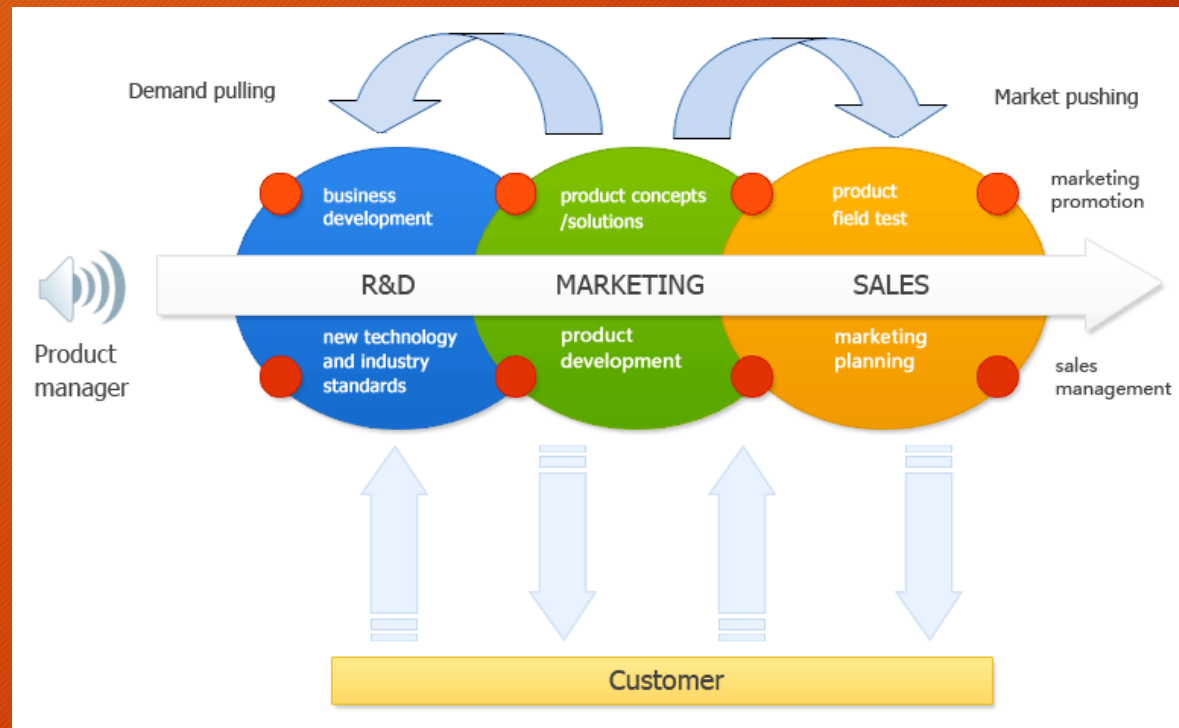
- Accounting
- Financial Reporting
- Annual Budgeting
- Financial planning
- Investment planning
- Support merger & acquisition

# C1:Marketing & Sales

- Customer value creation
- Market research
- Branding
- Advertisement
- Customer relationship management
- Product development
- Customer experience management

# C1: Research & Development (R&D)

- Develop new product or service
- Managing innovation



# C1:Operation

- Supply chain management
- Manufacturing
- Inventory management
- Quality control
- Product design
- Process management
- Outsourcing

# C1:Strategy

- Understanding competition
- Identify competitive advantage
- Market positioning
- Develop growth strategy
- Tackling disruptive forces

# C1:Management Consultancy as a Career

- Management consultants help organizations to
  - solve issues
  - create value
  - maximize growth
  - improve business performance
- Challenging role of problem solving
- Fast track career growth (go up or out after every 2-3 years)
- Lots of travel
- Big money

# C1:Consultancy Firms

McKinsey&Company

BCG  
THE BOSTON CONSULTING GROUP

BAIN  
& COMPANY



pwc



KPMG

EY  
Building a better  
working world



Deloitte.



# C1: Consulting Salary

- Associates (fresh out of undergrad hire) earn a salary of \$72,000 + signing bonus of \$5,000 + performance bonus of up to \$16,000 + profit-sharing of up to \$4,400 + 15% of salary and bonus contributed into retirement fund.
- Consultants (fresh MBA hire) earn a salary of \$135,000 + signing bonus of \$20,000 + performance bonus of up to \$40,000 + 5% of salary contributed into retirement fund.
- Project Leaders earn approximately \$250,000.
- Principals earn approximately \$500,000.
- Partners often earn over \$1,000,000.

# C1: Interview Process

- Interview process is a dialogue, designed to help us get to know each other
  - Knowing more about you - Behavioral Interview
  - Understanding how you solve problems - Working with your interviewer, you'll analyze a case study and develop solutions to the client challenge it poses (Case Interview)
  - Answering your questions