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**BBA**



**BRITISH AMERICAN  
TOBACCO  
BANGLADESH**

**SUCCESS AND RESPONSIBILITY GO TOGETHER**

00058

BBA

**REPORT**  
**ON**  
**BRITISH AMERICAN TOBACCO BANGLADESH**  
**COMPANY LIMITED**

**Prepared For**

Dr. Tanbir Ahmed Chowdhury  
Associate Professor  
Business Administration Department  
East West University

**Prepared By**

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ID # 1999-03-10-039

Report-66



# ACKNOWLEDGEMENT

All praises to almighty Allah for enabling me to complete the report on “**BRITISH AMERICAN TOBACCO BANGLADESH COMPANY LIMITED**” with good and sound health.

My deepest thanks to the department chairperson Mr. Salauddin Ahmed, Department of Business Administration, East West University as, I have completed my BBA from this department.

I would like to extend my gratitude towards my honorable supervisor Dr. Tanbeer Ahmed Chowdhury, Professor of Finance, Business Administration Department, for giving me necessary suggestions and helping to prepare this report on **BATB**.

My heartiest and cordial thanks to Mr. Ahmed Iqbal Parvez, Manager, Legal Affairs of BATB for helping and giving me required information regarding this report.

Finally, I would like to pray my apology if you find any unwilling mistake in this report.

Thank you

Rokeya Sultana

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# PREFACE

Practical work makes the theoretical knowledge perfect and appropriate for the real life. A perfect co-ordination between theory and practice is very important in the perspective of the modern business and economic world. In order to resolve the dichotomy between these two areas the Business Administration department offers an internship program. It brings the students closer to the practical world of business and their policy and thereby helps to substantiate their practical knowledge.

I was assigned to prepare a report on my internship work, which was in British American Tobacco Bangladesh Company Limited.

To draw the conclusion, I can say that I tried my best to cover all significant dimensions of the topic. All my effort will be meaningful and I will feel a great pleasure if this report serves the purpose effectively.



# Letter Of Authorization

October 1, 2003

Rokeya Sultana

ID # 1999-3-10-039

Business Administration Department

Dear Rokeya,

I am assigning you a report on British American Tobacco Bangladesh Company Limited as a part of your internship.

You are required to follow the proposed system and methodology and present accurate data. The university will appreciate any additional benefit that can be obtained from your report.

You are required to submit the report on January 1, 2004.

I wish you all the best.

Sincerely

Dr. Tanbir Ahmed Chowdhury

Associate Professor

Business Administration Department

East West University

# Table of Contents

## CHAPTER – I

### ❖ INTRODUCTION

- 1.1 An Overview of BATB
- 1.2 Objectives of the study
- 1.3 Scope & Methodology of the study
- 1.4 Limitations of the study
- 1.5 Vision of BATB
- 1.6 Brands of BATB
- 1.7 Peoples of BATB
- 1.8 Smoking – BATB's view
  - 1.8.a. An Adult Choice
  - 1.8.b. High Awareness of Risks
  - 1.8.c. Social Issues
- 1.9 Corporate Social Responsibility
- 1.10 Acknowledgements- BATB's pride
- 1.11 Marketing Standards of BATB
  - 1.11.a. Content Standards
  - 1.11.b. Media Usage Standards
  - 1.11.c. Promotion and Event Standards
  - 1.11.d. Sponsorship Standards
  - 1.11.e. Packaging, Sales and Distribution Standards
  - 1.11.f. Youth Access and Minimum Age Restrictions

## **CHAPTER – II**

### **❖ AN APPRAISAL OF LITIGATION INFORMATION DATABASE**

- 2.1 An Overview of CORA
  - 2.1.1 The CORA Vision
  - 2.1.2 Structure of CORA
  - 2.1.3 Activities of CORA
- 2.2 An Overview of Legal & Secretarial
- 2.3 Functions of Legal & Secretarial
- 2.4 An Overview of Legal Database
- 2.5 Appraisal of Legal Database
  - 2.5.1. Objectives of Legal Database
  - 2.5.2. Litigation Information Database
    - 2.5.2.a. Case Information
    - 2.5.2.b. Notice Information
    - 2.5.2.c. Lawyer Information
    - 2.5.2.d. Glossary Information

## **CHAPTER – III**

### **❖ PROBLEMS OF LITIGATION INFORMATION DATABASE**

- 3.1 Problems of Legal Database

## **CHAPTER – IV**

### **❖ CONCLUSION**

- 4.1 Recommendation
- 4.2 Conclusion
- 4.3 Bibliography



# INTRODUCTION

## 1.1 AN OVERVIEW OF BATB

British American Tobacco P.L.C. is the world's most international tobacco group. Based in London, UK it is a market leader in more than 50 countries selling over 300 brands in some 180 markets world-wide with the strength of almost 90,000 employees.

British American Tobacco Bangladesh, a market leader in the country, is a subsidiary of British American Tobacco p.l.c. Operating in Bangladesh since pre-independence, the company headquarters and cigarette factory are based in Dhaka, with a tobacco leaf processing operation in Kushtia. The company employs more than 1300 people and provides indirect employment to a further 24,500 farmers, distributors and suppliers.

British American Tobacco Bangladesh is a company with world class people, products, systems and processes and tools. They are the first company in Bangladesh to be awarded Class A status as part of the international and prestigious total business excellence programme, MRPII, audited by internationally renowned consultants Oliver Wight. They have a total company commitment to excellence and drive for continuous improvement, aspiring to be among the very best in the world.

BATB's world class people work as a team to meet challenges in an ever-changing business environment. They have an open and transparent culture with customer service that exceeds expectations. They continuously seek to improve their manufacturing efficiency without compromising on quality. As a result their company is recognised as benchmark for quality in the region when they were the first company to be given the licence to manufacture Benson & Hedges inhouse, within this region of BAT Group which stretches from Pakistan to Australia. BATB's utilisation of information technology is at the core of their business strategy and is a benchmark among other fast moving consumer goods companies in the country.

## 1.2 OBJECTIVES OF THE STUDY

- ❖ To present an overview of British American Tobacco Bangladesh Company Limited.
- ❖ To appraise the litigation information database of British American Tobacco Bangladesh Company Limited.
- ❖ To find out the drawbacks of the present legal database.
- ❖ To suggest remedial measures for the development of legal database of BATB.

## 1.3 SCOPE & METHODOLOGY OF THE STUDY

In this research an attempt has been made to evaluate the litigation information database of BATB. The existing method procedure of legal database will appraise. The data has collected mainly from secondary sources. For getting primary information some executives of BATB were interviewed.

## 1.4 LIMITATION OF THE STUDY

The hurdles that were evident for the difficulty while preparing this report and were hard to overcome for the perfect analysis of the study as follows:

- ❑ Shortage of timeframe to complete the report.
- ❑ The area of the study is a confidential area of the company.
- ❑ There has lack of past data since they destroy all past data due to company's rules and regulations.



## 1.5 VISION OF BATB

The Vision that motivates BATB's people and drives their operations is the desire to extend the market leadership through world class performance across all areas of their business.

### *Four Guiding Principles*

#### **- Strength from Diversity:**

Actively utilising diversity - of people, cultures , viewpoints, brands, markets and ideas - to create opportunities and strengthen performance.

#### **- Open Minded:**

Being an active listener , genuinely considering others' viewpoints and not pre-judging.

#### **- Freedom through Responsibility:**

The freedom to take decisions and act on them obliges us to accept personal responsibility for the way they affect our stakeholders.

#### **- Enterprising Spirit:**

The confidence to seek out opportunities for success, to strive for innovation, and to accept the considered risk-taking that comes with it.

## 1.6 BRANDS OF BATB

British American Tobacco Bangladesh is proud of their reputation for manufacturing high quality cigarette brands, which are enjoyed by millions of adult smokers. Their portfolio includes a range of brands for different consumer preferences. Well-known international brands such as Benson & Hedges (Lights and Regular), State Express 555 and John Player Gold Leaf (Lights and Regular) complement the national Star, Scissors and Capstan families of brands.

They are in business to serve their customers and consumers, they continuously seek to improve their products and services to deliver world class quality standards

## 1.7 PEOPLES OF BATB

British American Tobacco Bangladesh is a company of great strengths - especially in people. Significant investment in people development through local and international training and embedding their corporate values has fostered a culture that encourages global interaction of talent. Currently they have 8 managers in other British American Tobacco group companies, while 6 expatriates are based here.

As a well respected local company fostering freedom of expression and independent thought in a business culture which values diversity, creative thinking and an enterprising approach to challenge, they are privileged to attract and retain experienced managers and graduates of the highest calibre in the country.

### ***Take partners in the road to excellence***

British American Tobacco Bangladesh is widely respected among its business partners. In the journey towards continuous improvement and excellence in every area of their operations, they always strive to take their valued business partners with them – for acquiring skills and expertise which they apply to develop their own businesses as well.

The registered farmers receive seed and advice on planting, growing and harvesting from BATB. They apply their tobacco growing skills to growing other agricultural crops as well. It is through the farmers that BATB has been able to sustain such a successful afforestation programme.

BATB's distributors are fully integrated into their business, continually improving standards in partnership with the company.

Their local suppliers benefit from skills transfer of modern, cost effective working practices, resulting in increased velocity and efficiency in their own internal processes.

## 1.8 SMOKING – BATB'S VIEW

### ***1.8.a. An Adult Choice***

British American Tobacco companies produce superior quality products that provide pleasure to many millions of adult smokers around the world. Along with the pleasures of cigarette smoking come real risks of serious diseases such as lung cancer, respiratory disease and heart disease. They also recognise that, for many people, smoking is difficult to quit.

It is for these reasons that they have long considered that the choice to smoke or not is one exclusively for adults. They do not want children to smoke and actively support programmes to prevent and reduce under-age smoking.

Public health authorities have been successful over decades in publicising their conclusions that smoking is a cause of disease and encouraging smokers to quit. Every pack of cigarettes BATB manufacture worldwide carries a health warning.



### ***1.8.b. High Awareness of Risks***

Some argue that smoking, whilst lawful, must be the result of a lack of information about the risks, an "addiction" or the power of cigarette advertising. However, there are ample surveys from around the world that demonstrate a remarkably high awareness of smoking risks, and there is nothing so powerful about the pleasure of smoking that prevents a smoker from reaching and carrying out a decision to quit, as hundreds of millions of former smokers demonstrate. Moreover, the cigarette market is mature, so advertising promotes a choice between brands for those who have already decided to smoke. Social factors, not cigarette advertising are the principal reasons why people start smoking. Public health authorities have been successful over decades in publicising their conclusions that smoking is a cause of disease and encouraging smokers to quit. Every pack of cigarettes we manufacture worldwide carries a health warning.

The statistics that demonstrate the real increased risks of smoking also show that these risks are lower in groups of people who smoke less – start smoking later, quit earlier and smoke fewer cigarettes. The statistics have not demonstrated a risk free level of smoking, nor that a particular individual smoker will avoid an associated disease by smoking less. Statistics are unable to predict what will happen to an individual and science is still to determine which smokers will get a smoking related disease and which will not. BATB continue to support relevant research.

### ***1.8.c. Social Issues***

There are some people who will argue that leaving the choice to individuals ignores the claimed health risks to others posed by environmental tobacco smoke. However, statistics do not demonstrate that environmental tobacco smoke is even a risk factor associated with the development of any long-term health effects or disease. BATB agree with public health authorities that it is proper not to smoke for prolonged periods around young children, but public smoking, which they recognise may be an annoyance and is therefore a social issue, can be resolved by having sensible regard for other people.

## 1.9 CORPORATE SOCIAL RESPONSIBILITY

Over the years British American Tobacco Bangladesh has made significant contributions to the socio-economic development of the country. They are one of the highest taxpayers in the country, contributing more than Tk 1400 crore to the government exchequer annually. Through various projects and initiatives, they are involved in improving the environment, supporting philanthropic organisations and promoting arts and culture and assisting with disaster relief.

Some activities as corporate social responsibility are as follows:

- ◆ A longstanding afforestation programme, planting and distributing more than 39 million trees across the country since 1980.
- ◆ A one of a kind bio-filter installed in our factory to reduce odour emissions is now used as an example for emulation by other industries.
- ◆ Support for programmes like Shandhani's posthumus eye donation, polio vaccination and blood donations.
- ◆ Involvement in a vegetable seed multiplication programme.
- ◆ Assistance to tobacco farmers in crop cycle planning and optimum utilisation of land.
- ◆ Run programmes to promote farmers' literacy, health, hygiene, education, family planning awareness and bank accounts. Provide prompt relief and generous support to affected communities in cases of natural disaster.
- ◆ Commitment to the principles of sustainable development through high international standards of environmental, health and safety practice.



## 1.10 ACKNOWLEDGEMENTS- BATB'S PRIDE

British American Tobacco Bangladesh has been the proud recipient of a number of awards, including the National Export Trophy (2000), the Prime Minister's 1st Prize for Tree Plantation in 1999 and the Food & Agriculture Organisation (FAO) Award for pioneering the development of the vegetable seed industry in Bangladesh in 1999 and Prime Minister's Afforestation Award in 1993.

## 1.11 MARKETING STANDARDS OF BATB

As a responsible market leader in a controversial industry British American Tobacco Bangladesh has proactively introduced a Code of Conduct regarding the marketing of tobacco products. They have always conducted the business responsibly and they are committed to demonstrating that sensible self-regulation is appropriate for their products, which carry health risks and should be consumed by adults only.

The Code of Conduct is a set of provisions and principles, which clarifies the position on and guides all aspects of their marketing activities. They aim for this clarification to be established as the industry standard for responsible and reasonable tobacco marketing activities in Bangladesh. Key features of their Code of Conduct are:

- ◆ The parties subscribing to these Standards (the "Participants") wish to record their belief that tobacco products should be marketed in a responsible manner and that reasonable measures should be taken to ensure that the promotion and distribution of tobacco products is:
  - directed at adult smokers and not at youth, and
  - consistent with the principle of informed adult choice.
  
- ◆ These Standards should be observed in both their letter and intent.



- ◆ In subscribing to these Standards, the Participants wish to encourage:
  - all others who manufacture or market tobacco products to join them as Participants; and
  - all others who are associated with the manufacture, sale, distribution or marketing of tobacco products to embrace the principles of these Standards.
- ◆ The practices of the Participants should not be less restrictive than these Standards unless required by law, but any more restrictive legal requirement or voluntary undertaking shall take precedence over these Standards.
- ◆ The Participants should incorporate these Standards into their own internal codes.
- ◆ The Participants intend to support the comprehensive incorporation of these Standards into national laws.
- ◆ These Standards do not apply to the relationship between Participants and their suppliers, distributors or other trade partners, although those parties are encouraged to comply with the Standards in any dealings they have with consumers.
- ◆ The Participants shall take reasonable measures to prevent third parties from using their tobacco product brand names or logos in a manner which violates these Standards.
- ◆ These Standards are not intended to prohibit the use of any trademarks as brand names or on packaging.
- ◆ A Participant shall comply with these Standards as quickly as possible, and in any event no later than 12 months from the date that it subscribes to the Standards or, where existing contractual provisions prevent earlier compliance, in any event by December 31, 2002, provided in all cases compliance is not in breach of relevant laws. The timetable for compliance with the Sponsorship Standards is set out in paragraphs 17 and 19.

## DEFINITIONS

The following definitions are provided to assist in the interpretation of these Standards.

**Adult:** A person who is at least 18 years old, except where legal requirements or voluntary undertakings entered into by the Participants specify a higher minimum age for the lawful sale, purchase, possession or consumption of tobacco products, in which case the term "adult" means a person of at least that minimum age.

**Advertisement:** Any communication by or on behalf of a Participant to consumers which has the aim of encouraging them to select one brand of tobacco products over another.

**Promotional event:** An event or activity organised by or on behalf of a Participant with the aim of promoting a brand of tobacco product, which event or activity would not occur but for the support given to it by or on behalf of the Participant.

**Sponsorship:** Any public or private contribution to a third party in relation to an event, team or activity made with the aim of promoting a brand of tobacco product, which event, team or activity would still exist or occur without such contribution.

**Tobacco products:** Manufactured cigarettes, cigars, cigarillos, pipe tobacco, fine cut tobacco, and pre-formed tobacco rolls.

**Youth:** Any person who is not an adult. The term also includes the plural.

## 1.11.a. CONTENT STANDARDS

The following Content Standards are intended to cover all communications by or on behalf of a Participant to consumers which have the aim of encouraging them to select one brand of tobacco products over another. Certain communications associated with sponsorship activities are subject to separate requirements set out in paragraph 19.

### 1. No advertisement shall:

- be aimed at or particularly appeal to youth
- feature a celebrity or contain an endorsement, implied or express, by a celebrity
- depict any person under or appearing to be under 25 years of age
- suggest that any of the following is enhanced by smoking:
  - sporting or athletic success,
  - popularity,
  - professional success, or
  - sexual success, or
- suggest that most people are smokers.

### 2. All new advertisements published or disseminated after subscription to these Standards, including renewals and replacements of existing advertisements, shall contain a clearly visible health warning except those which:

- appear on point of sale material the advertising display area of which is smaller than 250 square centimetres,
- or, either individually or in deliberate combination with other advertisements, smaller than 25 square centimetres and are placed on promotional merchandise, or
- until December 1, 2006 are used at and connected with sponsored activities



## 1.11.b. MEDIA USAGE STANDARDS

### **3. Print:**

3.1 No advertisement shall be placed in any printed publication unless there is a reasonable basis upon which to believe that

- (a) at least 75% of the readers of such publication are adults, and
- (b) the number of youth who read it constitute less than 10% of all youth in the country of circulation.

3.2 No advertisement shall be placed on the packaging or outside cover of a magazine, newspaper or similar printed publication intended to be read by consumers.

3.3 Reasonable measures shall be taken to ensure that no advertisement is placed in printed publications adjacent to material that particularly appeals to youth.

### **4. Outdoor and Billboard:**

No advertisements shall be placed on any billboard, wall mural or transport stop or station which:

- is located closer than 100 metres from any point of the perimeter of a school attended predominantly by youth, or
- either individually, or in deliberate combination with other such advertisements, exceeds 35 square metres in total size.

5. **Cinema:** No advertisement shall be displayed in a cinema unless there is a reasonable basis upon which to believe that at least 75% of the audience are adults.

6. **Television or Radio:** No advertisement shall be placed on television or radio unless and until:

- (a) each person seeking access to the channel or programme on which such advertisement is placed provides verification that he or she is an adult, and
- (b) the broadcast is restricted to countries where such advertisements are not prohibited by law.

7. **Internet:** No advertisement shall be placed on the Internet unless and until:

- (a) each person seeking access to the Internet site on which such advertisement is placed provides verification that he or she is an adult, and
- (b) access is restricted to those countries where such advertisements are not prohibited by law.

8. **Video, Audio and Computer:** No electronic advertisement shall be incorporated within any video or audio cassette, compact disk, digital video disk or similar medium unless reasonable measures have been taken to ensure that the intended recipients of the item are adults. For the avoidance of doubt, Participants may distribute video or audio cassettes, compact disks, digital video disks and similar media provided that the contents, cover, packaging and means of distribution comply with these Standards.

9. **Product Placement:** There shall be no direct or indirect payment or contribution for the placement of tobacco products, advertisements or items bearing tobacco brand names, within the body of any:

- motion picture,
- television programme,
- theatrical production or other live performance,
- live or recorded performance of music,
- commercial film or video,
- video game, or
- any similar medium where such medium is intended for the general public.

## 1.11.c. PROMOTION AND EVENT STANDARDS

### 10. **All activities and communications concerned with**

- promotional offers
- promotional events
- promotional items, or
- sampling shall comply with the Content Standards.

### 11. **Promotional Offers**

11.1 Promotional offers and programs for specific brands which appear on the package, at the point of retail sale, by mail or through other communications shall be directed only to adults and, unless prohibited by law, only to smokers.

11.2 Reasonable measures shall be taken to ensure that youth and (unless prohibited by law) non-smokers are excluded from direct mailing lists.

11.3 Participation in promotional offers by the general public will be conditional upon evidence of age eligibility and (unless prohibited by law) confirmation of smoker status.

11.4 Where promotional offers permit an adult smoker to be accompanied by other persons at a third party event or in an activity, such other persons shall be adults.

12. **Promotional Events:** Each Participant shall ensure that only adults are allowed access to promotional events.

### 13. **Promotional Items:**

13.1 No advertisements shall be placed on:

- items where those particular items are marketed to, or intended to be used predominantly by, youth, or
- shopping bags.



13.2 No advertisement larger than 25 square centimetres - either on its own or in deliberate combination with other advertisements - shall be placed on any items (other than on items with a smoking-related function) which are to be sold, distributed or offered to the general public.

13.3 Any item of clothing which is offered for sale or distribution by or on behalf of a Participant shall only be offered in adult sizes.

14. **Sampling:** Reasonable measures shall be taken to ensure that:

- (a) sample tobacco products are not offered to youth or to non-smokers
- (b) samples are only offered in a segregated area access to which is restricted to adults
- (c) personnel employed directly or indirectly by Participants to offer sample tobacco products or to conduct promotional activities
  - (i) are at least 21 years of age, and
  - (ii) verify the age and (unless prohibited by law) smoker status of those to whom the samples and promotions are offered, and
- (d) unsolicited tobacco product samples are not distributed, either directly or through a third party, by mail.

## 1.11.d. SPONSORSHIP STANDARDS

### **Sponsored Events**

15. No sponsorship shall be provided for:

- an event or activity which bears a tobacco product brand name, unless there is a reasonable basis upon which to believe that all persons who compete, or who otherwise take an active part, in the sponsored events or activities are adults, or
- a team or an individual which bears a tobacco product brand name, unless all persons sponsored by Participants are adults.

16. As from December 1, 2006, no sponsorship shall be provided unless:

- (a) there is a reasonable basis upon which to believe that attendance at the sponsored event or activity will comprise no less than 75% adults, and
- (b) there is a reasonable basis upon which to believe that the sponsored event or activity will not be of particular appeal to youth, and
- (c) the Participant does not anticipate that the sponsored event or activity will receive exposure, other than as a news item, on television or radio or the Internet, unless such exposure complies with these Standards, and
- (d) success in the principal activity associated with the sponsorship does not require above-average physical fitness for someone of the age group of those taking part.

### **Sponsorship Advertising**

17. All individuals authorised to bear tobacco product advertisements, logos or brand names at sponsored events or activities shall be adults.

18. All forms of advertising associated with or ancillary to sponsorship shall comply with the provisions of these Standards. The following are excluded from these Standards until December 1, 2006:

- on-site signage at sponsored events
- incidental television and radio broadcasts of sponsored events
- applications of trade marks or logos to people or equipment participating in sponsored events.

#### 1.11.e. PACKAGING, SALES AND DISTRIBUTION STANDARDS

19. Cigarettes shall not be sold or distributed to consumers in packages containing fewer than ten sticks.

20. Fine cut tobacco shall not be sold or distributed to consumers in pouches smaller than 10 grams.

21. No incentive or materials shall be provided to support the sale of cigarettes in single sticks.

22. All cigarette packs and all primary packaging for other tobacco products shall carry a clearly visible health warning.

23. All cartons and bundles offered for sale duty-free shall carry a clearly visible health warning.

24. Reasonable measures shall be taken to prevent youth having access to cigarettes in vending machines.



## 1.11.f. YOUTH ACCESS AND MINIMUM AGE RESTRICTIONS

25. **Youth Access:** The Participants shall make sustained efforts, in co-operation with governments and other regulatory agencies, customers and others to prevent youth having access to tobacco products. They shall also seek ways in which to reinforce and give effect to measures that will prevent youth having access to tobacco products.

26. **Minimum Age Restrictions:** The Participants are committed to the enactment and enforcement of minimum age restrictions for the lawful sale or purchase of tobacco products in every country in which their tobacco products are sold. The Participants support efforts by appropriate authorities, manufacturers of tobacco products, distributors and retailers to ensure the effective enforcement of such restrictions.

**AN APPRISAL  
OF  
LITIGATION INFORMATION  
DATABASE**

## 2.1 OVERVIEW OF CORA

The Corporate & Regulatory Affairs Department (CORA) of the company is dedicated towards achieving the company's fifth strategic imperative, which is: To be a responsible company in an industry seen as controversial.

Globalization and increased scrutiny of businesses by consumers and the general public mean that companies are today judged not only by the quality of products that they produce but also the manner in which they carry out their business activities. It is therefore, an imperative that corporate bodies are responsible not just in their businesses but also in the social domain that they operate in. British American Tobacco's philosophy has been to be conscious corporate citizens wherever they operate, respectful of local cultures

The company recognizes that it manufactures a product, which carries significant risks. In this light, the company believes that only informed adults should use its products and that under-age persons should not smoke. It also believes that the company must act, behave and carry out its business activities in a manner accepted by society at large as responsible. This includes dissemination of the company's positions on issues.

The Corporate & Regulatory Affairs function is charged with driving reputation management to the heart of the business and ensuring the company's involvement as a leading development partner of the country.

**2.1.1. The CORA Vision:** *To become the most respected FMCG company among key stakeholders*

Reputation management involves identifying and prioritizing the company's stakeholders and preparing and implementing plans to engage and communicate with these stakeholders.



### **2.1.2. Structure of CORA:**

The Corporate and Regulatory Affairs Department programs are lead by the Head of Corporate Affairs who is assisted by the Company Secretary and the CORA Managers. The company's Legal and secretarial function also reports in to the Head of CORA. The Company Secretary looks after the legal sides of the company such as trademark Protection, Infringement of Company Rights, Distributor Agreement, and Trust Fund etc. He also looks after the share market activities of BAT shares.

### **2.1.3. Activities of CORA:**

The Corporate and Regulatory Affairs Department of the company is dedicated for maintaining a good image of the company to the society by keeping customers, media, government, suppliers etc. contended. The company believes that as a corporate citizen, it has a conscious duty towards the societies well being. The company promotes and sponsors various community development programs to increase its image in the society.

The department maintains good and continuous liaison with the media, government and other pressure groups in order to protect its business image from any unwanted situation in the context of prevalent anti smoking campaign, nationally and internationally.

The company enjoys credibility with a majority of stakeholders for its transparent business systems and as an honest taxpayer. In 1999, the company generated Tk 980 crore from its turnover of about Tk 1400 crore.

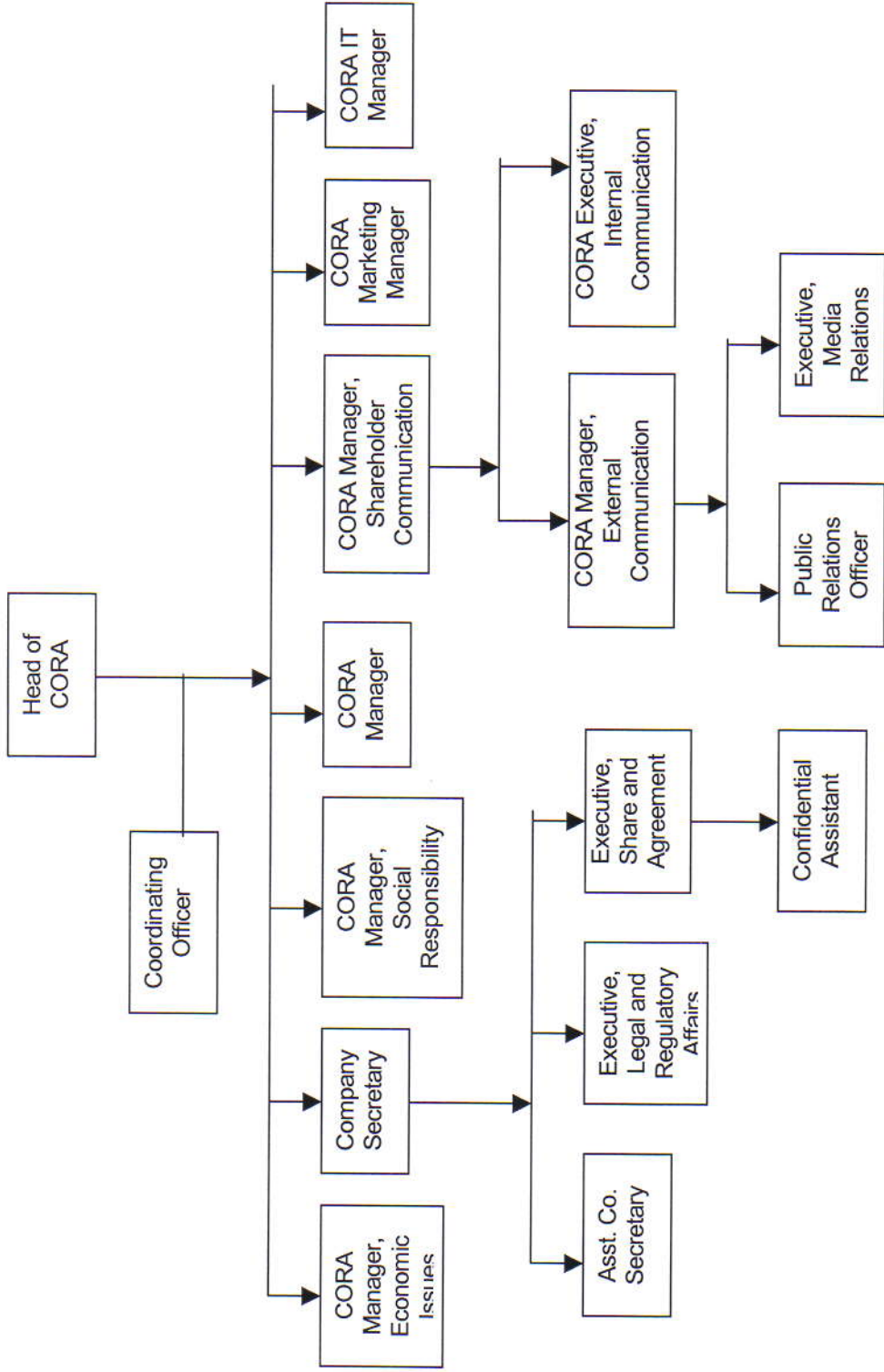
As a conscious corporate citizen, BATB has been actively involved in the promotion of national art, culture and sports. Sponsors of BAT are well known. In the sports field the company sponsored quite a few national and international events. In addition, the company also gave financial and material assistance to Diabetic Association of Bangladesh.

Shandhani, Red Crescent and Center for the Rehabilitation of the Paralyzed, Jahangirnagar Teachers Club and Bangladesh Botanical Society.

Academic institutions, literary associations, cultural groups, charitable institutions and community development projects continued to receive support from BAT. To ensure that the country's wood fuel reserves are not depleted as a result of curing tobacco leaf by firewood, BAT launched its afforestation program, which is still continuing in preservation and development of the environmental and natural resource of the country. As part of the community development programs, BAT distributes seeds and seedlings of vegetables to the interested farmers free of cost every year. The company has pioneered commercial production of quality vegetable seeds in the country leading to it being awarded by the Food and Agriculture Organization. The company believes that as a corporate citizen, it has a conscious duty towards the society's well being. The company promotes and sponsors various community development programs to increase its image in the society.

CORA is also entrusted with upholding the image of the company as a good corporate citizens through a range of activity that include issue based relationships with key stakeholder groups such as media, government and suppliers. The company's contribution to society as a whole is well known i.e. an afforestation program that has seen 30 million trees planted in 20 years. This has led to it being awarded first prize in the Prime Minister's award for afforestation in 1999. International bodies such as the FAO and the World Bank have recognized this program as an exemplary initiative by a private sector company.

# CORA ORGANOGRAM

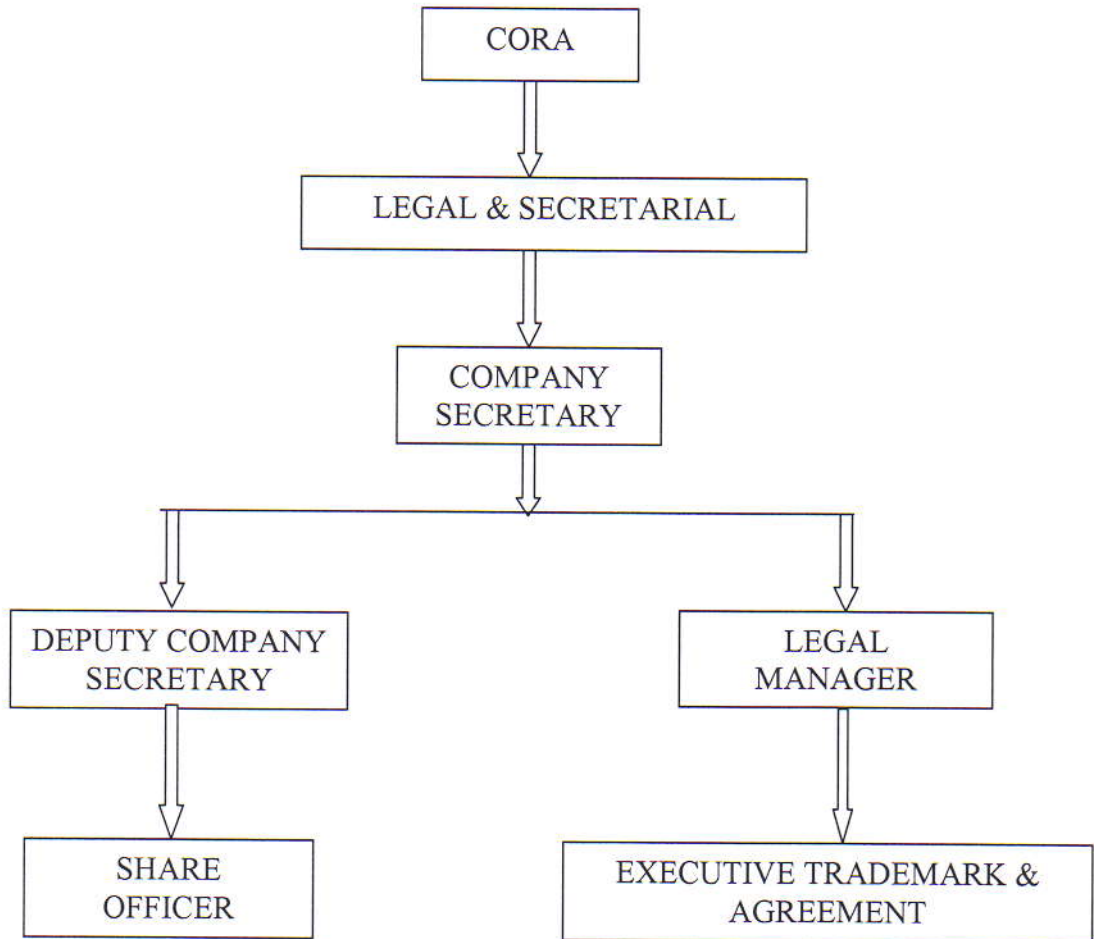




## **2.2 AN OVERVIEW OF LEGAL & SECRETARIAL**

Legal and Secretarial Department is an inevitable part of the company. This department is under the supervision of CORA (Corporate Regulatory Affairs). Legal and Secretarial department provides the leadership and ensure attainment of Legal and Secretarial team's mission and support other business process within the organisation to deliver their business result. They discharge Company's duties or obligations under the Companies Act and the Rules & Regulations of the various regulatory bodies and ensure benchmark service provider status in Bangladesh to the shareholders. The Legal team ensures legal compliance and safeguard of Company's interest through offering value added legal assistance. They try to implement & drive routine activities of the department to ensure benchmark service to the shareholders of all corners. They drive all the activities of share section. This department also assist in Managing Intellectual Property of the Company and defend their own right in the court and other related regulators. The Legal and Secretarial department manage contract or agreement process of the Company and maintain all the original agreement of the Company.

# LEGAL ORGANOGRAM



## 2.3 FUNCTIONS OF LEGAL WING

As per the organogram the head of the Legal Wing is the **Company Secretary**. The functions of the Company Secretary are as follows:

- Prepare Legal and Secretarial strategic and operational plan in line with Company vision & mission and execute the plan. Monitor expenditure and run the department within the agreed budget
- Ensure legal compliance, organise statutory meeting and maintain all statutory books of the company as required by law.
- Look after the administration affairs of all directors, especially the non-executive directors, organise induction activities of non-executive directors and ensure timely and relevant dissemination of information to the non-executive directors. Liaison with Chairman and non-executive director of the Board on Company activities.
- Review and finalise annual and half-yearly accounts in line with regulatory requirement to the shareholders and ensure dividend payment on time.
- Lead and manage Company's intellectual property right protection. Execute and review various deeds, contracts and agreements where the company is party. Ensure and company's interest at all levels: statutory, legal, arbitration and other legal matters. Negotiate and analyse major risks on all transactions on behalf of the Company
- Provide legal services to all business units of the Company through interpretation, drafting, advice, negotiation, research and analysis of the legal and regulatory environment.
- Interpret new legislation/amendments to existing legislation, determine their relevance to the Company's operations and ensure correct implementation of relevant provisions by the Company



- Coordinate with Regional Legal Director, Company Secretarial team at Globe house, Litigation support unit and regulation team on developments. Liaison with company lawyers, Trade Marks Attorneys, Registrar of Joint Stock Companies, SEC, DSE & CSE etc.
- Ensure compliance of company policies on insider Trading, standards business conduct and records management company wide.
- Plan and drive sensible regulation objective of the Company and lead a cross functional team to achieve the objective. Analyse and communicate company position on FCTC and liaison with the Govt, centre and region.
- Proactively defend Company in all Industry related cases and ensure business interest.
- Provide secretarial support to the 5 trust fund of the Company.

In the next position there have the **Deputy Company Secretary** and the functions of the deputy company secretary are as follows:

- Complete legal formalities i.e. file statutory returns within specified time in accordance with the Companies Act 1994, Securities & Exchange Commission Rules and the Dhaka /Chittagong Stock Exchange Regulations.
- Assist in organising the Board meetings, AGM/EGM of the Company
- Verify signatures of shareholders and ensure proper check and balance to prevent fraud in this area. Maintain share register of the Company and appropriate back up of share management system
- Provide benchmark service to the shareholders and ensure delivery of printed annual, half-yearly and dividend payment on time. Assist any legal issue arising out from Shareholders.
- Maintains regular liaison with SEC, RJSC, DSE, CSE & CDBL authority and resolve the day to day requirement.

- Closely monitor the CDS development in the Country and proactively work with the CDS authority and ensure Company interest as agreed
- Assist in managing Secretarial part of five (5) nos. Retirement Benefit Funds; hold Trustee Board's meetings, produce minutes etc., timely encash investments on maturity, invest surplus fund in the most profitable Govt. securities, ensure safety and protection of the investment portfolios, Coordinate with Auditor of the funds.
- Manage legal conformity of Company's properties. Maintain Company's original Properties documents. Assist Lawyer in preparing, examining properties related agreements in all respects.
- Assist HR in expatriate issues & any other things as required.
- Monitor regulatory development in company secretarial function and assist company secretary in this regard.
- Work as a team member of sensible regulation and ensure company interest as defined.
- Assist Company Secretary in Records Management implementation throughout the Company and Standard of Business Conduct Compliance.

Next come from the legal team the **Legal Manager**, and his functions are:

- Monitor development of cases in the court and prepare company position, brief and obtain feedback on individual cases with lawyer.
- Safe guard companies interest in ALL legal cases and represent company in the court and evaluate legal implication while drawing legal agreements.
- Deal with the special legal consequences arising out of day to day business of BATB and providing legal advise and guidance on a wide range of issues affecting business.
- Take appropriate measures in issuing and replying legal notices in consultation with Company Secretary and Legal Manager.



- Coordinate in obtaining legal opinion from legal expert in particular matters/issues or cases.
- Maintain legal database and review all cases on a monthly basis.
- Maintain liaison with relevant Law making authorities of Govt and ensure Company's interest proactively while pursuing matters from any departments of the company to Ministry of Law and other Ministries.
- Handle Industry related cases and defend company interest Proactively.
- Participate in drafting, vetting, providing opinion in relation to government regulations.
- Take care ALL legal issues relating to all agreement.

The other personnel of the legal wing is the **Share Officer**, and his functions are as follows:

- a) Process share transfer, new certificate, dividend warrant, Duplicate share certificates, Duplicate dividend warrant, shareholders signature verification within the specified time, according to decision of the team.
- b) Maintains share register, shareholder index, GM attended books, old shares cancel books, Share verification books, and specimen signature books and other books relating to shareholders management.
- c) Assist to manage shareholders and provide benchmark services as requested by the shareholders as per requirement of the law and assist the deputy company secretary in this regards.
- d) Efficiently handle and ensure world class Share Management System and prevent share fraud. Liaison with Software Developer regarding the system. Take backup of the Share Management System for both onsite and offsite location.



- e) Purchase or maintain share transfer stamp, non-judicial stamp, cartridge paper, printed share certificate/ dividend warrant, make inventory of return dividend warrants and keep records of all share related documents.
- f) Timely raise purchase order and process of all invoice/ bills in relation to Legal & secretarial handle petty cash when required and keep accounts maintain two daily bases help hands arrange payment.
- g) Assist to introduce the CDS impact of Present share system. All the times lesion with valuable stakeholder i. e. DSE, CSE, CSE, RJSC, ICB, SKS, SBC, CDBL and government offices. Organise timely distribution of give-aways i.e. brand samples, calendars, greetings cards, afforestation letter etc.
- h) Process, print and delivery Dividend Warrants, Notice, Annual and Half-yearly Reports & Accounts to all shareholders within specified date and time as agreed with the team.
- i) Monitor & record daily BATB share movement at Dhaka Stock Exchange.

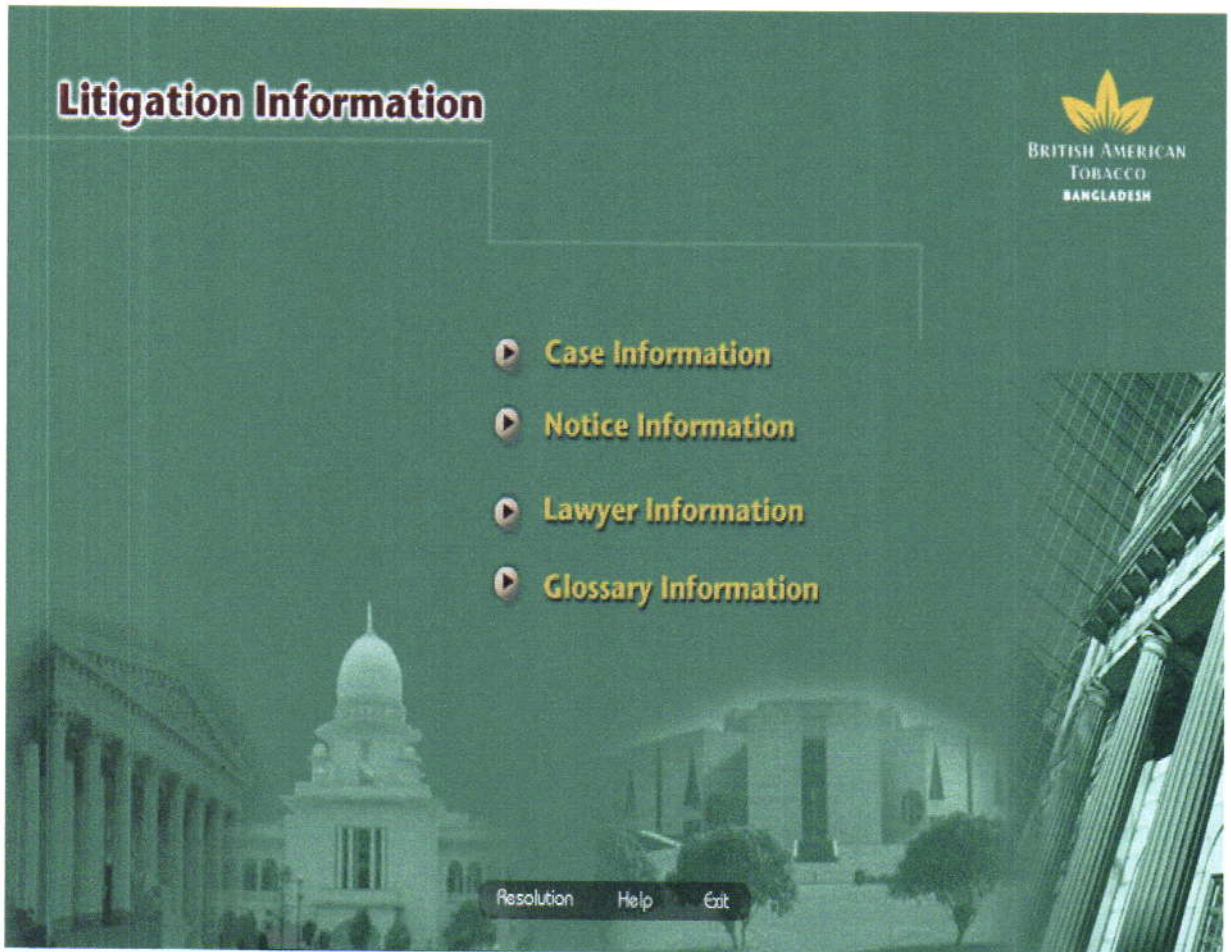
And last of all the newly appointed **Executive of Trademark & Agreement**, his principal accountabilities are:

1. Assist day-to-day management activity of Intellectual Property Rights e.g. trade marks, patents, copyright etc.
2. Arrange renewals of the existing trademarks, file applications for new marks, maintain and update list of registered trademarks, monitor and oppose any infringement of trademarks owned by both BTC and BATB.
3. Maintain regular liaison with external lawyers, Trademarks Attorneys and BATMARK to follow-up the pending and current trademark opposition/court cases; put up strong opposition/defence to obtain favourable outcome, appear personally in the court.

4. Work closely with Marketing and Security team and proactively assist in defending illicit trade. Draw and follow up Brand user's & license agreement and liaison with Group Brand team on issues and assist in royalty's payment.
5. Maintain register and follow up illicit trade related court cases and assist Legal Affairs Manager in Civil and others Criminal cases
6. Prepare and maintain trademark database and produce quarterly report including competition brand for EXCO.
7. Prepare all agreements/contracts and maintain/update contract database. Proactively assist other function in agreement management and generate monthly follow up report and ensure proper action. Ensure agreement spot check and work with Finance team regarding agreement management.
8. Maintain non-judicial stamps/cartridge stock register and ensure proper utilisation
9. Assist Company Secretary in Regulatory analysis and regulation movement
10. Assist implementation of Company Trade Policy in Marketing Area and engage with Marketing team to assist implementation of IMS and others regulation.

## 2.4 LITIGATION INFORMATION

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## LITIGATION INFORMATION

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**LITIGATION INFORMATION (LI)** is a document management application from which the users get the most recent update of current legal issues contained in the application and produce specialized reports. The application allows users to enter records, perform searches and also browse information to the relevant section. It boasts a wealth of specialized features for litigation support management.

The purpose of this application is to establish a centralized and easily accessible location for information regarding all current legal issues of British American Tobacco Bangladesh. The database will help keeping both the EXCO Team and the Legal & Shares Team up-to-date with all the relevant legal matters. The persons concerned can create new Litigation information and persons assigned will be able to update the created Litigation information.

LITIGATION INFORMATION is a document management application developed for the legal department. It maintains information on the different entities of the application. It generates the required relevant reports by the automated processing of the data input by the concerned user.

It has different interfaces for the input of information regarding the different modules of the application.

## Important Features

LITIGATION INFORMATION is a powerful, yet simple to use, matter management application for corporate legal departments.

### 1. Modular Design

The different modules identified in this application are Case Information, Notice Information, Client Information, Lawyer Information, and Glossary Information etc.

**Case Information** - It maintains information on New Legal Cases and the existing Cases.

The detailed case information is maintained in different section fields of Case Fine Points, Defendant / Appellant, Court Information, Client Information, Facts of the Case, Relief Prayed For, Our Argument, Related Issues/ Cases, History of the Case and Action Plan.

The screenshot shows a web-based form for entering case information. The form is titled "Case Information" and has a green header. Below the header, there are buttons for "New", "Back", and "Split Cases". The main form area is divided into sections: "Case Fine Points" and "Defendant/Appellant". The "Case Fine Points" section contains fields for Case Status (Ongoing Case), Case Identification, Original Case / Suit No., Case / Suit file Number, Date Format of Filing Suit (with radio buttons for yyyy, mm/yyyy, dd/mm/yyyy), Date of Filing Suit, Case Type (Civil, Criminal), Civil Case Sub Category, Case Category, and Case Sub Category. The "Defendant/Appellant" section has fields for Plaintiff and Defendant. At the bottom, there is a status indicator: "Enter Values: Ongoing Case, Disposed OR Dormant, Watching".

The screenshot shows a report titled "Case Information". The report has a green header and a sidebar on the left. The sidebar contains the following options: "New Case Information", "Case Information By", "Case Status", "Case Type", and "Case Category". The main report area is a table with the following columns: "Case Type", "Case Sub Type", "Case No.", and "Case Identification". The table contains the following data:

Case Type	Case Sub Type	Case No.	Case Identification
Disposed Of			
Demand			
Ongoing Case			

generated.

The reports on case information will generate according to the case status, case type, case number, case category, case identification, year of filing suit, cases by court, etc. Monthly status of the Cases, action taken and next action plan for the respected cases report can also be

This module is also used to maintain the Vokatnama information in different section fields of case information and Vokatnama fine points.

The screenshot shows the 'Vokatnama' application interface. At the top, there is a header with a user profile picture and the title 'Vokatnama'. Below the header are 'Save' and 'Back' buttons. The main content area is divided into two sections:

- Case Information:** This section contains several fields:
  - Case No.: Ethar Suit No. 185/1991
  - Case Identification: North H.E. state
  - Name of The Court: Subjudge Court, Court No. 1, Dist. Chitragang
  - BATB Role: Defendant
  - Plaintiff: Mr. Abdur Salam & others
  - Defendant: BATB
  - Law Firm: Advocate Anand Huj Chowdhury
  - Conducting Lawyers: (empty field)
- Vokatnama Fine Points:** This section contains:
  - Vokatnama Ref. No. (empty field)
  - Vokatnama Filed On: 13/11/2012
  - Vokatnama On Behalf of (empty field)
  - List of Lawyers/Power of Attorney (empty field)

**Notice Information** - It maintains information on New Notice Information and the existing Notices.

The detailed notice information is maintained in different section fields of Notice Fine Points, Court Information, Client Information, Facts of the Notice, Relief Prayed For, Our Argument, Related Issues/ Cases, History of the Case and Action Plan.

The screenshot shows the 'Notice Information' application interface. At the top, there is a header with a user profile picture and the title 'Notice Information'. Below the header are 'Save' and 'Back' buttons. The main content area is divided into two sections:

- Notice Fine Points:** This section contains several fields:
  - Type of Notice: Legal Notice
  - Sender's Lawyers / Law Firm: Ramby & Son
  - Notice Identification: Super Star
  - Receiver's Lawyers / Law Firm: (empty field)
  - Notice Ref. No. (empty field)
  - Is Case Started: No
  - Notice Sender: BATB
  - Notice Receiver: Alpha Tobacco Company and United Tobacco
- BATB Information:** This section contains:
  - BATB's Position: Sender
  - BATB Concern Function: TM & D
  - BATB File Number: BATB File No. T. 02

Points, Court Information, Client Information, Facts of the Notice, Relief Prayed For, Our Argument, Related Issues/ Cases, History of the Case and Action Plan.

The reports on notice information will generate according to the

Notice type, identification, sender, recipient, etc. Notice action taken and next action plan for the respected cases report can also be generated.

**Client Information** - It maintains information on different clients. This module can add a new client and again maintain information on according to existing clients and cases.



**Lawyer Information** - It maintains information on different lawyers. This module can add a new lawyer and again maintain information on according to existing lawyers and cases.

	Belongs to	Lawyer / Law Firm	Address
9	▼ Individual Lawyer		
8	▼ BATB		
		Advocate Azizul Haq Chowdhury	Chittagong
		Advocate Azizur Rahman Mostajir	Dinapur
		Advocate Khalida Rahman	
		Advocate Sheikh Abdur Razzaque and Advocate M. A.	Khulna

**Glossary Information or Lexicon** - It maintains a collection of different Legal terms. Any new term can be added and the terms can be searched in alphabetical order or according to their sources.

Together these modules give corporate counsel the ability to review basic information about each matter, track legal fees by matter and law firm, monitor budgets, identify critical events and dates, and keep a running chronology of case status and progress.

## 2. Ease of Use

LI's superior interface and design make it easy to learn and use. TechnoVista designed LI specifically for use by lawyers, paralegals and support staff with different skill levels -- from novice to expert. Unlike other systems that include a

The screenshot shows a sidebar menu with the following items:

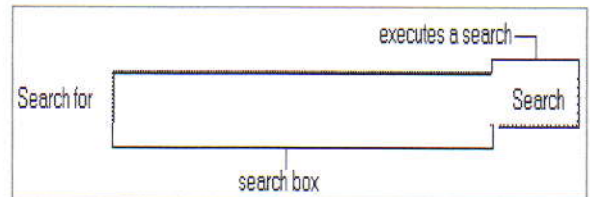
- Case Information
  - New Case Information
  - Case Information By
    - Case Status
    - Case Type
    - Case Category
    - Case Number
- Notice
  - New Notice
  - Notice Information By
    - Type of Notice
    - Notice Identification
    - Notice Sender
    - Notice Recipient
    - Action Taken
- Lawyer
- Glossary

complex and often confusing array of screens, LI includes a core group of well-organized screen displays that make it easy for the user to find and review all of the information related to a particular matter or law firm. Users can access the menu from anywhere in the application to speed navigation between the different modules.

LI's document management features allow users to press a button to view a list of documents and other electronic files related to a matter and launch those documents using their native application.

### 3. Searching

LI offers a number of enhanced features for finding and reporting information. Each of the LI modules includes a standard search template with a number of commonly requested criteria with which to select records for review.



An ad hoc query builder allows users to construct a search based on a special set of criteria. With this powerful search routine, users can query any field or combination of fields in the database and apply comparisons, connectors and operators. They can save and retrieve ad hoc queries for later use. This feature is particularly helpful when responding to special information requests.

### 4. Reporting

LI provides standard reports for printing or on-screen viewing. Each report features a

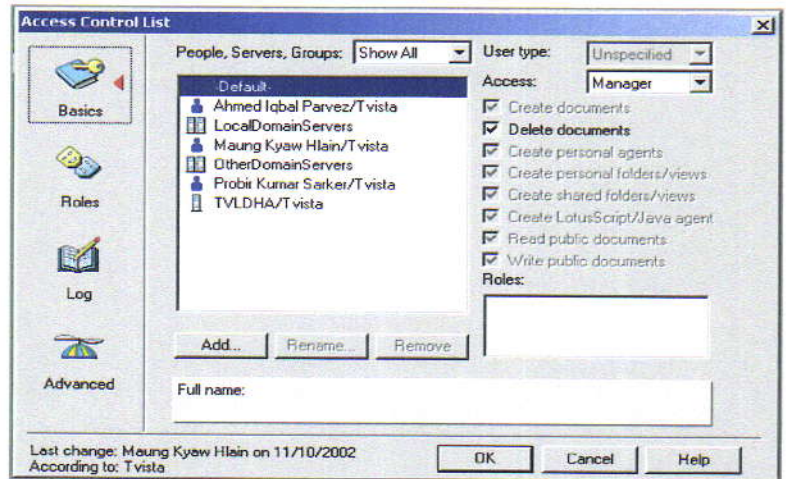
	Case Type	Case Sub Type	Case No.	Case Identification	Year of Suit
70	▼	Disposed Of			
71	▶	Civil			
8	▼	Criminal			
		Criminal Revision	CP Case no. 41/1991	Rangunia Case	1991
		Criminal Revision	Criminal Revision No. 53/1991	Rangunia Case	1991
32	▶	Dormant			

screen for specifying selection criteria and format options, allowing the user to select records for inclusion. These reports provide fast access to some of the most frequently requested information in the database.



## 5. Security

LI employs a sophisticated security scheme that controls user privileges within the application. Administrators can create access groups to protect sensitive information and to limit access for various label of user with multiple departments.



## *Impressive List of Benefits*

By reading and actually understanding what each feature is about, Litigation Information lets you:

- ◆ Stores information about Litigation management related activity.
- ◆ Case and notice related process could be initiated, observed, assigned and referred as needed.
- ◆ Updates information time to time.
- ◆ Controlled access over this database so that only authorized person can read, edit and delete any information according to the label of security.
- ◆ Auto mail notification on action status



- ◆ Auto reminder to group of responsible person before action plan to be performed.
- ◆ Retrieve only the most relevant results with intelligent concept searching technology.
- ◆ Automate more time-consuming and costly litigation support processes.
- ◆ Five most recent edit history is stored in each document
- ◆ Well-organized screen displays make easy for the user to find and review all of the information related to a particular matter or law firm.
- ◆ Provision for linking other case and notice information from any document.
- ◆ Maintains a collection of different Legal terms. Any new term can be added and the terms can be searched in alphabetical order or according to their sources.
- ◆ Keeps the detail case history for disposed of, dormant and ongoing cases.
- ◆ Notes clients run Litigation Information software on PC networks, as well as on stand-alone PCs and laptops.

## 2.5 APPRAISAL OF LEGAL DATABASE SYSTEM

### 2.5.1. OBJECTIVES OF LEGAL DATABASE

- To establish a centralized location for information regarding all current legal issues of BATB
- To form a easily accessible platform for the legal issue user
- To help the EXCO team keeping in touch with the up-to-date legal matters
- To have enough knowledge about all the legal matters including current issues by the legal team

**2.5.2. Litigation Information Database** contains four types of information:

- ❖ Case Information
- ❖ Notice Information
- ❖ Lawyer Information
- ❖ Glossary Information

**2.5.2.a. Case information** is available by the following categories:

- ➔ Case Type
- ➔ Case Category
- ➔ Case Number
- ➔ Case Identification
- ➔ Year of Filing
- ➔ Court
- ➔ BATB Role
- ➔ BATB Function
- ➔ Monthly Status
- ➔ Action Taken
- ➔ Next Action

Anyone can study the case information by the above ways if he or she has the access. From this one may get the total number of the outstanding case, total civil case or total

criminal case, How many case BATB is monitoring right now, in how many cases BATB is the defendant or plaintiff, etc.

**Case Type:** By clicking on this item one can get the case information in terms of case type, means whether the case is ongoing or in dormant nature or disposed of.

**Case Category:** This item shows whether the case is civil case or criminal case.

**Case Number:** Every case has a number, so anyone can look at the case by the number of the case.

**Case Identification:** Every case has an identification mark, such as – BATB Vs Akij Bidi. So the case can be seen by this way too.

**Year of Filing:** A case can be observed through the year of filing of the case.

**Court:** A case can be identified by the court name also. Such as, Supreme Court's case or 1<sup>st</sup> Additional Judge Court's case etc.

**BATB Role:** The cases can be recognized by the role of BATB, whether BATB is defendant or plaintiff in a case.

**BATB Function:** Cases are also acknowledged by the functions of BATB, means whether BATB is monitoring the case or directly operating the case.

**Monthly Status:** From the database one can get the monthly status of the cases – how many cases are ongoing in the present month etc.

**Action Taken:** Anyone who has access can go through the cases by action taken also. He or she can observe what types of action are taken on which cases.

**Next Action:** A case can also be recognized by its next action - which date is the next hearing date for the case etc.

The case information looks like as the following one and any body can go through the case by the above ways.



Case/Suit No. :

<i>Case Fine Points</i>	
Case Status : <input type="text" value="Ongoing Case"/>	Case Type : <input type="text" value="Civil"/>
Case Identification : <input type="text"/>	Civil Case Sub Category : <input type="text"/>
Original Case / Suit No. : <input type="text"/>	Case Category : <input type="text"/>
Case / Suit Re-Number : <input type="text"/>	Case Sub Category : <input type="text"/>
Date of Filing Suit : <input type="text"/>	Verdict of The Case : <input type="text"/>

<i>Defendant/Appellant</i>	
Plaintiff : <input type="text"/>	Defendant : <input type="text"/>
Law Firm : <input type="text"/>	Opp. Party Law Firm : <input type="text"/>
Conducting Lawyers : <input type="text"/>	Conducting Lawyers : <input type="text"/>

<i>Court Information</i>	
Original Court Name : <input type="text"/>	Transferred Court Name : <input type="text"/>
Court Number : <input type="text"/>	Court Number : <input type="text"/>
Name of The District : <input type="text"/>	Name of The District : <input type="text"/>
Judges / Justice Name : <input type="text"/>	Judges / Justice Name : <input type="text"/>

<i>BATB Information</i>	
BATB Role : <input type="text"/>	
BATB Concern Function : <input type="text"/>	
	<input type="text"/>

BATB File Number :

**Facts of The Case**


**Relief Prayed For**


**Our Argument**

**Related Issues / Cases**

**History of The Case**

**Action Plan**

 **ACTION PLAN**

 **UPDATE**

Date of Action :

Type of Action :

Issues :

Next Action Date :

Next Action Type :

Next Action Issues :

Reminder :  Yes  No

Status :

Remarks/Attachment :

**2.5.2.b. Notice information** is available by the following categories:

- ➔ Type of Notice
- ➔ Notice Identification
- ➔ Notice Sender
- ➔ Notice Recipient
- ➔ Action Taken
- ➔ Next Action

***Type of Notice:*** Anyone who has access can go through a notice by its type, whether it is a dormant type notice or not.

***Notice Identification:*** There has some identification for each notice, such as – notice from Penguin Advertisement etc.

***Notice Sender:*** Notices are also identified by the sender, who sends the notice.

***Notice Recipient:*** There are some notices that is not received by BATB, but they are monitoring the notice.

***Action Taken:*** A notice has also recognized by its action that has taken.

***Next Action:*** And notices are also identified by next action.

The following one is the demo of the notice information, which has taken from the original database.



**Notice Fine Points**

Type of Notice	: <input type="text"/>	Sender's Lawyers / Law Firm	: <input type="text"/>
Notice Identification	: <input type="text"/>	Receiver's Lawyers / Law Firm	: <input type="text"/>
Notice Ref. No	: <input type="text"/>	Is Case Started	: <input type="text" value="No"/>
Notice Sender	: <input type="text"/>		
Notice Receiver	: <input type="text"/>		

**BATB Information**

BATB's Position	: <input type="text"/>
BATB Concern Function	: <input type="text"/>
BATB File Number	: <input type="text"/>

**Facts of the Notice**

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**Relief Prayed For**

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**Our Argument**

---

---

**Related Issues/ Cases**

---

---

**History**

---


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---

## Action Plan

---

 **ACTION PLAN**

 **UPDATE**

Date of Action :

Type of Action :

Issues :

Next Action Date :

Next Action Type :

Next Action Issues :

Reminder :  Yes  No

Remarks :

---

**2.5.2.c. Lawyer information** is available by the following categories:

- ➔ By Lawyer
- ➔ By Case

***By Lawyer:*** Lawyer information can be seen by lawyer's name and

***By Case:*** It can be viewed by case

**2.5.2.d. Glossary information** is available by the following categories:

- ➔ By Term
- ➔ By Source

***By Term:*** Glossary information can be viewed by term, and

***By Source:*** Glossary information can be viewed by source.

The samples of the Lawyer Information and Glossary Information are as follows:



Lawyer / Law Firm	:	<input type="text"/>	Address	:	<input type="text"/>
Type	:	<input type="text" value="Individual Lawyer"/>	Phone Number	:	<input type="text"/>
Lawyer Belongs To	:	<input type="text"/>	Fax	:	<input type="text"/>
Major Clients	:	<input type="text"/>	E-mail	:	<input type="text"/>
Cases	:	<input type="text"/>	URL	:	<input type="text"/>
			Remarks	:	<input type="text"/>

<b>Term</b>	:	<input type="text"/>
<b>Definition</b>	:	<input type="text"/>
<b>Example</b>	:	<input type="text"/>
<b>Related Terms</b>	:	<input type="text"/>
<b>Source</b>	:	<input type="text"/>
<b>Remarks</b>	:	<input type="text"/>

Litigation Information Database of BATB is made recently. It has not implemented yet. As it has not reached to the end user, no problem has been found. Whenever a new thing is established all the attributes seems as benefits not as useless. All the benefits of the database has mentioned earlier. But as per my experience, it is not necessary to divide a single case in so many types. This results the problem of data redundancy. That means the same data is repeated. Another problem is shortage of human resource. There has only one lawyer in BATB. It is too difficult to maintain all the legal matters of such a big company by one lawyer. Though they have several external lawyers, it cost a large amount.

The problems that I faced are not that much burning issue. As I said earlier, this database has not reached to the end user; no problem has been noticed yet. The problems will be recognized after using by the end user.



**PROBLEMS  
OF  
LITIGATION INFORMATION  
DATABASE**

### 3.1 PROBLEMS OF LITIGATION INFORMATION DATABASE

The Litigation Database of BATB has not implemented yet. As a newly made database, its difficult to sort out the problems until it reaches to the end user. The authority is planning to implement this database in January 2004. Since I have been working on this Database for last three months, I have sort out the following problems:

- As per the category types of the case information there occurred **data redundancy**. This means the database consists of the same data, which is repeated several times. It happened as one single case is categorized in several different categories. From the case information we have seen that a user can observe a single case in twelve different ways. Though it is a benefit for the end user the redundancy problem has occurred.
- A severe problem, on which nobody has anything to do, is **crash of the hard disk**. Though the database has limited access to the end user, it could cost an unresolved damage. This database is on the company's in-house server, which is known as **Lotus Notes**. Though every body has the access of the in-house server, very few have access on the database. Mainly it is built for the EXCO (Executive Committee) team of the company.
- Another problem can be **lack of human resource**. BATB employed one Lawyer in their company as Legal Manager. It is difficult to maintain all the legal matters of such a big company by one lawyer. Different agreements have been made for different types of work by different departments. Such as – presently one agreement for building the canteen has been made. The Legal Manager is responsible for this and not only this, he has to do such agreement very frequently. BATB maintains all its records up-to-date. Among all the country's company that British American Tobacco operates Bangladesh's company is in 3<sup>rd</sup> position in terms of records management. So, it is too difficult to take care of all the legal matters by a single Lawyer.

- BATB has different **contracts with Lawyers and Law firms**. They have to spend a huge amount for maintaining these types of contract. As a tobacco company BATB has to monitor the market, Government's rules and regulations regarding tobacco and tobacco goods, other tobacco companies of Bangladesh, etc. That's why they made several contracts with different Lawyers and Law Firms. Again BATB has many Distributors in different districts of Bangladesh. Sometimes the distributor files a case against BATB. At that time they have to contact with a Lawyer of that district. Thus they have to maintain different contracts for what they have to spend a lot.





CONCLUSION

## 4.1 RECOMMENDATION

From my experience of working directly on the Legal Database, I revealed the above problems. My suggestion regarding the problems are as follows:

- They may minimize the category of the case. It is unnecessary to sort out a case's category, again a sub-category. The EXCO team, who will follow up the Database, is the business people. They are not familiar with the legal language. So, as the main purpose of this database is to serve the business personnel, it is not required to have so many categories of a single case.
- As I said earlier no one has anything to do for crashing the hard disk, they can take the hard copy of the information. They can keep the printed copy of all the case information, notice information etc.
- BATB may separate the Legal Department with more lawyers for effective monitoring of all the legal matters. The personnel, those are working in Legal Department at present, all of them are not lawyer. They have their own duties as well. If there has more lawyers and the department become detached, it will increase the efficiency of the Legal Wing of the company.
- Another benefit will be for separating the legal department with more internal lawyers is minimization of cost. As BATB spends a large amount for the external lawyers and law firms, if they employed more lawyers they have to spend far less amount than previous.

## 4.2 CONCLUSION

British American Tobacco Bangladesh was previously known as Bangladesh Tobacco Company (BTC). On March 22, 1998 the company changed its identification and established commitment to the highest international standards. The Company's main business is tobacco, which involves growing, processing, manufacturing and marketing of tobacco leaf, cigarettes and pipe tobacco. The company also exports processed tobacco leaf in the international market, mainly in the European Countries with its effort to create an international market of its products.

The Company has its Head Office and the cigarette factory in Dhaka, a Green Leaf Threshing Plant in Kushtia and a number of Leaves and sales Offices throughout the country.

British American Tobacco Bangladesh is one of the best multinational companies in our country. While working in this company I understand the mystery of their reputation. All of the employees are dedicated towards their work. In fact, they motivate their employees in such manner thus they become dedicated towards the company. Another thing - they always work as a group. Teamwork is their strength. Last of all I would like to say – any company or organization can be the best if it is well organized and well operated.



## 4.3 BIBLIOGRAPHY

- ❖ Web site of BATB – [www.bat.com](http://www.bat.com)
- ❖ Internal web server of BATB