

TEAM

A SPECIAL SUPPLEMENT BY

The Daily Star

DHAKA MONDAY OCTOBER 16, 2023

ASHWIN 31, 1430 BS

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Bangladesh's commitment to WHO protocols has been showcased globally.

We had to pivot our strategy, focusing more on digital platforms, re-evaluating our supply chains, and ensuring the safety of our employees. From only 52 employees on Microsoft Teams before the pandemic, in just six months, this number reached 600. It was a period of intense learning, but it also reinforced the importance of adaptability in business.

How do you ensure that your organisation is operating in an ethical and socially responsible manner?

Ethical operations and social responsibility are at the core of my and Team's values. We have stringent policies in place to ensure that our processes align with the highest ethical standards. Regular audits, both internal and external, help us maintain transparency.

Moreover, our commitment to sustainability, labour rights, and community outreach programs underscores our dedication to operating responsibly. All of our factories have fair-price shops and outstanding medical facilities. We also currently have 53 people with disabilities working for us, who are no less than any of our other members.

How do you ensure that your organisation is staying competitive in a rapidly changing market?

Our organisation's competitiveness is ensured through a multifaceted approach that places a strong emphasis on our workforce's well-being and skill development. Investing in our employees, providing them with a happy and supportive work environment, and fostering their skill growth ultimately leads to better efficiency and effectiveness.

This approach helps us retain our skilled workforce, which is crucial in keeping pace with market changes. While some competitors may prioritise short-term commercial profits, we focus on nurturing a workforce that is not only highly skilled but also deeply committed to our organisation's goals and values.

In essence, our organisation's competitiveness is not solely measured by commercial gains but also by the profound impact we make on our employees' lives and the positive returns we receive in terms of their dedication, efficiency, and ability to navigate market dynamics.

How do you balance the needs of your customers, employees, and shareholders in your decision-making process?

Balancing the needs of our customers, employees, and shareholders is achieved by having a customer-centric approach, prioritising employee well-being, keeping shareholders engaged, and emphasising a common goal of satisfying customers. This alignment fosters collaboration and ensures sustainable success.

And the ultimate truth is that all of this is tied together. The company's goal is to support the customer, the employees' goal is to keep the company, and the shareholders' goal is to help the employees in order to achieve our mutual goal.

Recently, you won the Kotler Award 2023 as Entrepreneur of the Year. As a successful business leader, how do you see the change in the economic landscape in the upcoming years? How ready is our economy to face this sort of challenge?

Winning the Kotler Award was a humbling experience. It's a testament to the hard work of not only me but our entire team. When it comes to understanding the changes in the economic landscape in the upcoming years, a critical factor in achieving sustained economic growth is the transformation of both mentality and mindset among people.

As we approach the threshold of becoming middle-income countries, we must address various challenges and issues. One fundamental aspect is the need to prioritise ethical standards in our economic activities, shifting our focus from purely profit-driven motives to a more holistic perspective that considers the well-being of both people and the planet, ultimately bridging the gap between developed and developing nations.

Additionally, a strong emphasis on human development indices, such as education, healthcare, and living standards, is essential to ensure our economy's readiness to face future challenges, creating a more resilient and sustainable economic landscape.



A Tale of Growth and Rejuvenation

In the dynamic world of business, few tales are as compelling as that of Team Group, a beacon of innovation and resilience in Bangladesh's corporate landscape. Under the visionary leadership of Abdullah Hil Rakib, this conglomerate has not only redefined success but has also played a pivotal role in revitalising industries that once seemed lost.

From humble beginnings to a business behemoth

The story of the Team Group is intrinsically tied to Mr. Rakib's journey. His ambition was unambiguous from the start: to craft a globally recognised, forward-thinking organisation. In 2009, this dream took root with Team Sourcing & Co. Ltd. and four RMG manufacturing units. Fast forward to today, and what began as a modest venture now boasts 13 thriving business units and a workforce of 20,000 dedicated individuals.

It's worth noting that the Team Group's growth wasn't merely organic. Team Group acquired four factories in 2009 when it started its operations. 4A Yarn Dyeing, Brothers Fashion Ltd., Southend Sweater Co. Ltd and Gramtech Knit Dyeing & Finishing Garments Industries Ltd

They strategically infused life into industries that had been left behind. For instance, Mars Stitch Limited and C.B.M. International Ltd., once dormant factories, were acquired and rejuvenated under the Team Group's banner. This proactive approach to business is a testament to their commitment to not just growth, but sustainable and inclusive growth.

A tapestry of diverse ventures

While Team Group's roots lie in the RMG sector, their aspirations knew no bounds. Their diversification strategy was evident when Twelve Clothing was launched in 2012. This brand, which transitioned into a private limited company in 2019, now graces the country with 38 retail outlets, solidifying Team Group's prowess in adapting to market demands.

Their foray into the pharmaceutical sector is another feather in their cap. Team Pharmaceuticals Limited, in a relatively short span, has emerged as a formidable player in Bangladesh's pharma arena. With 132 products under their belt and a robust export portfolio, they've carved a niche in a fiercely competitive market. The addition of Pharma IMEX Limited in 2019 further bolstered their pharmaceutical footprint.

In 2018, the tech world witnessed Team Group's innovative spirit with the introduction of Intellier. In a remarkably short span, Intellier's product, Nidle, earned

national acclaim by winning awards. Other Intellier products include Trims ERP, iPOS, E-Commerce Solution, ESG Dashboard etc. Some more services offered by Intellier include Mobile Apps, Web Solutions, IoT Solutions, AI and ML Solutions, Software Testing Services etc.

Real estate is yet another domain where Team Group has made its mark. Team Developers Limited, established in 2019, is not just offering housing solutions but is also championing sustainable building practices, setting a new standard in the industry.

Accolades: a testament to excellence

While Mr. Rakib's personal achievements, including the esteemed Kotler Award in 2023 and accolades from the Marketing Alumni Association, are commendable, the company's collective accolades, including multiple prestigious awards from the ICT Division and the Bangladesh Brand Forum, among many others, deserve equal spotlight. These recognitions are not just a nod to their excellence but also a testament to their unwavering commitment to industry and nation-building.

Mr. Rakib's leadership extends beyond business. As a three-time director of BGMEA, he has been instrumental in initiatives like the New Market Development and the Innovation Centre. Furthermore, his role as a member of the Board of Trustees at BUFT showcases his dedication to the broader community.

A legacy in the making

Team Group's narrative is more than just a business success story. It's about visionary leadership, diversification, and an unwavering commitment to sustainable and inclusive growth. From revitalising the RMG sector to making strides in pharmaceuticals, IT, real estate, and retail, Team Group's journey is emblematic of what's possible with the right vision and ethos.

As we gaze into the future, Team Group stands as a paragon of promise and progress. Their legacy, built on innovation, sustainability, and inclusivity, is set to inspire countless entrepreneurs and visionaries for generations to come.

