



WALTON

INTERNSHIP REPORT

Presented By

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Presented To

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Lecturer

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Executive Summary

This report represents my professional experience during a three-month internship at Walton High Tech Industries Ltd. Walton is a leading Bangladeshi multinational company famous for its electronics and electrical products. The internship gives a significant chance to obtain practical knowledge in the field of digital marketing and corporate communication. This internship was a very impactful learning experience that helped me connect my educational studies in journalism, Media and communication with real applied practices.

This report emphasizes my weekly activities like content planning, analyzing social media metrics, scheduling digital content, tracking content, audience engagement, report writing, drafting and editing documents, proofreading journals, translating documents, campaign planning, and internal corporate communication.

The internship gives a beneficial advantage to encounter professional adversity, increase my problem-solving skills, creativity and gain a larger understanding of the versatile demands of digital marketing and communication in a corporate environment. This internship also gave an immeasurable chance to grow necessary skills. It has made me understand the processes of digital marketing and communication and the significance of a wide range of skills in challenging work environment.

The reports thoroughly document my internship journey, made up of organizational structure, knowledge and skill development, responsibilities, hands-on experiences, corporate environment, demonstrating the combination of theoretical knowledge with real-world practice in a corporate environment.

Letter Of Transmittal

10th December,2025

Md Meherabul Haque Rafi

Lecturer

Department of Journalism, Media & Communication

Daffodil International University

Subject: Internship Report Submission-My Experience at Walton

Dear Sir,

I am writing to inform you that the internship required for my Bachelor of Social Sciences (B.S.S) program in the Department of Journalism, Media and Communication has been successfully completed.

My academic journey reached a new phase by this internship. Walton is one of the most famous multinational electronics & electrical companies in Bangladesh. During my internship, I have gained detailed practical experience in the field of digital marketing and communication. I was able to apply my academic knowledge into practical work and learn detail knowledge digital marketing, content creation, digital media terms, analyzing social media, brand communication and online media strategies. I strongly feel that this internship will shape my career path in the media and communication sector.

I thank my department and university wholeheartedly for offering this meaningful opportunity and for their guidance. Sir, I appreciate your vital guidance and instruction. I am confident you will find this report informative and acceptable.

Sincerely yours,



Selima Hossain Jerin

Student ID:221-24-035, Batch:45

Department of Journalism, Media and Communication

Daffodil International University

Certificate of Approval



This is official certification that the internship report presenting the experiences at Walton Company as an intern, prepared by **Selima Hossain Jerin, ID:221-24-035** from the Department of Journalism, Media and Communication, has been Officially accepted for defense. This report was accomplished during the fall 2025 semester.

The information and data comprehend in the report are the authentic work of **Selima Hossain Jerin**.

Selima Hossain Jerin has exhibited probity and positive attitude during the internship. I wish her all the success in his future life.

Md. Meherabul Haque

A handwritten signature in black ink, appearing to be 'Md. Meherabul Haque', written in a cursive style.

Lecturer

Department of Journalism, Media & Communication

Faculty of Humanities & Social Science

Daffodil International University

Certificate from Walton



Acknowledgement

I express my sincere appreciation to Almighty Allah for blessing me with the strength and resilience to successfully complete my internship and prepare this report. This internship has contributed greatly to my Bachelor of Social Science (B.S.S.) degree at Department of Journalism, Media and Communication at Daffodil International University.

I would like to express gratitude to my university and department for granting me the Chance to do an internship at Walton High-Tech Industries Ltd. This opportunity has given me the chance to acquire real-life exposures and practical skills in the field of digital marketing and communication which has developed my knowledge and occupational skills. I wish to express my profound appreciation to Md. Meherabul Haque, Lecturer, Department of Journalism, Media and Communication for his precious supervision, encouragement and inspiration during my internship journey. His instruction and continuous assessment help me to finish this report efficiently.

I am truly grateful to Md Faisal Mahmud and digital Marketing and Communication Team at Walton for their professional support, guidance, assistance, cooperation and encouragement. Their assistance and support made my internship experience encounter both enjoyable and exciting.

I want to express gratitude all my faculty, friends, and family members for their support and motivation during this journey. This internship proficiency at Walton High-Tech Industries Ltd. has been one of the most beneficial and remarkable parts of my educational life. I will forever remain indebted for it.

Sincerely,



Selima Hossain Jerin

ID:221-24-035, Batch:45

Department of Journalism, Media & communication

Daffodil International University

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Chapter 1:

Introduction

1.1 About internship

An internship is one of the most vital parts of a student's educational life because it facilitates bridging the void between theoretical knowledge and practical life experience. Through an internship, Students get the chance to perceive how professional companies work and how teamwork, commitment, interaction play a role in attainment. My internship at Walton company has been a big scope to probe the practical applications of what I have attained in my university coursework. It has provided me hands-on exposures and enhanced knowledge of how digital marketing and communication work in a corporate environment.

As a student of journalism, Media and Communication, I was very eager to do an internship at Walton, a famous multinational company in Bangladesh. Walton is renowned for its broad range of products. The company has also constructed a resilient prestige for its digital marketing and communication strategies. Working 3 month with the digital marketing and communication team provided me a full understanding of how a leading company manage its brand, communications with customers, and maintain its digital presence.

The internship permitted me to gain expertise firsthand, gave me a clear idea about how digital marketing is changing the way through companies gain people's trust. The digital marketing and communication team at Walton is responsible for managing all online activity. I was involved in various tasks that made me understand how digital marketing and communication strategies are organized, performed, analyzed.

One of the major advantages of this internship was experience to a big and industry-based corporate environment. Before doing an internship at Walton I had only theoretical knowledge about corporate communication but after the internship I learned how a big company harmonize with other teams, like branding, creative teams, to uphold trustworthiness in communication.

The internship also played a role in my professional growth. I learned how to work under pressure, meet deadline, communicate clearly, teamwork, take responsibility.

I also got the chance to work with various agencies like purple peach, Media Com, TGRMC (PVT) and Brand Practitioners BD.

Through this internship I improved my communication skills, In the beginning I was timid about expressing my ideas in team meeting, but my teammates motivated me to share my opinions. With time I become confident in communicating and sharing ideas.

Another major learning experience was understanding how digital marketing strategies are applied in real-world situations. I learned about audience targeting, performance analytics, how Seo and paid promotions help companies to reach larger audience.

My internship at Walton High tech industries Ltd. has been a notable journey for my career in these perspective ---

- Well versed the professional word of digital marketing and communication
- Encourage my growth both personally and professionally by developing confidence
- Aid my progress by learning discipline, teamwork, time management, meet deadline.
- Strengthen my skills specially in digital content, report writing, tracking and analysis content
- Gave real-world experience in a corporate environment
- Learned about digital media metrics, analytics, Seo, paid promotion
- Gain knowledge about maintaining company brand image through digital platforms
- Develop creative thinking in developing digital marketing content
- Acquired confidence and real-world experienced by working on real projects
- Learned about digital marketing and communication for audience engagement
- Enhanced problem -solving skill
- Learned to analyze audience feedback, audience engagement to improve online communication
- Built my career in digital marketing and communication, which encouraged me to follow this field

1.2 Introducing the professional journey: The motivation Behind choosing Walton Group

Prior to beginning my bachelor's degree at Daffodil International University, I was not very sure about what I want to do in the future. I was very shy and introverted person, and I did not have any career plan, but after admitted to the Department of journalism, Media and communication my frame of mind started to evolve. I learned about different sectors like Media, communication, public relations, advertising. Slowly, I realized that I was more

interested in Digital marketing and communication because they connect creativity with technology.

During my academic life I came to understand how significant digital marketing and communication are in today's digital era. Every company relies on digital platforms to reach people, increase audience engagement, share messages and promote brands. This encouraged me to look for internship where I could acquire practical experience in the field of digital marketing and communication.

When I started searching for an internship, Walton caught my attention. Walton is a famous multinational company renowned for its electronics and electrical products. I always looked up to how Walton presented to the public through digital Marketing and communication. Their strategies are very creative, eye catching and professional.

Another reason for choosing Walton is I wanted to see how corporate communication works in a large organization. Their work culture and corporate environment have driven me more. I had heard from seniors and previous interns that Walton provides a friendly and welcoming environment for learning and development. Interns get the opportunity to work closely with experienced people, which helps them learn real-world situations.

I want to test myself to develop both personally and professionally. I knew that doing an intern at Walton not only give me technical and creative skills but also help me develop confidence, professionalism, time management, discipline.

I choose Walton for my internship was driven by academic interest in communication, my interest in digital marketing, and my aim to gain practical experience in a professional corporate setting. This internship has been one of the most important phase in my journey of learning, growth, self-development in the field of digital marketing and communication.

1.3 Duration Of internship

I worked as an intern at Walton from 1 September to 30 November, spanning 3 months. During my internship, I worked in the digital marketing and communication team, where I had the opportunity to see how a large corporate company manages its digital marketing, communication, branding through digital platforms.

From the very first day I was introduced to the company, its department and my team I would be working. My team was friendly and supportive, which helped me to adapt to the new environment quickly. Throughout my internship I work closely with several teams, like the branding team, creative team. This enabled me to gain broader knowledge of how different department work together to publicize company's image and products.

One of the most important elements of my internship was working on real-time digital marketing and communication work. I had the chance to participate in several meetings, internal discussions, and brainstorming sessions. These helped me get ready for learn real world understanding of team work, creative idea generation, practical skills in problem-solving, how to deal with challenges. My supervisor gave me supportive feedback, which improve my weekly performance.

The internship from 1 September to 30 November was a rewarding and enlightening experience. It allowed me to apply what I learned in my educational life to practical situations and guided me to prepare for professional challenges and obstacles in the workplace.

1.4 Leadership profile: A Details overview of my supervisor

During my internship I had the advantage of working under the guidance of inspiring mentors who played a major role in my learning experience. They were Faisal Mahmud (Head, Digital Marketing), Shaili Barua (Deputy director, Digital Marketing), Noman Ismail (Assistant Manager, Marketing and communication). Each of them mentored me in different ways helping me to gain knowledge about professional world of digital marketing and communication.

Faisal Mahmud was the main supervisor throughout the internship. He encourages me to learn and think creatively. He was very supportive and friendly. Noman Islam supported me to understanding how internal and external communication work together in a big organization, He help me to understand the importance of accuracy in corporate communication. Shaili Barua played a vital role in helping me learn about digital marketing. Under her guidance I learned about Seo, digital marketing metrics, paid ad, analyzing content. she always explains complex topics in simple way

Working under these supervisors was a truly beneficial experience. Their combined leadership taught me professionalism, teamwork, creativity. Their mentorship gave me confidence to face challenges and work independently.



My first day at WALTON

Chapter 2 :

Overview of Walton

Company

2.1 Introduction to Walton company

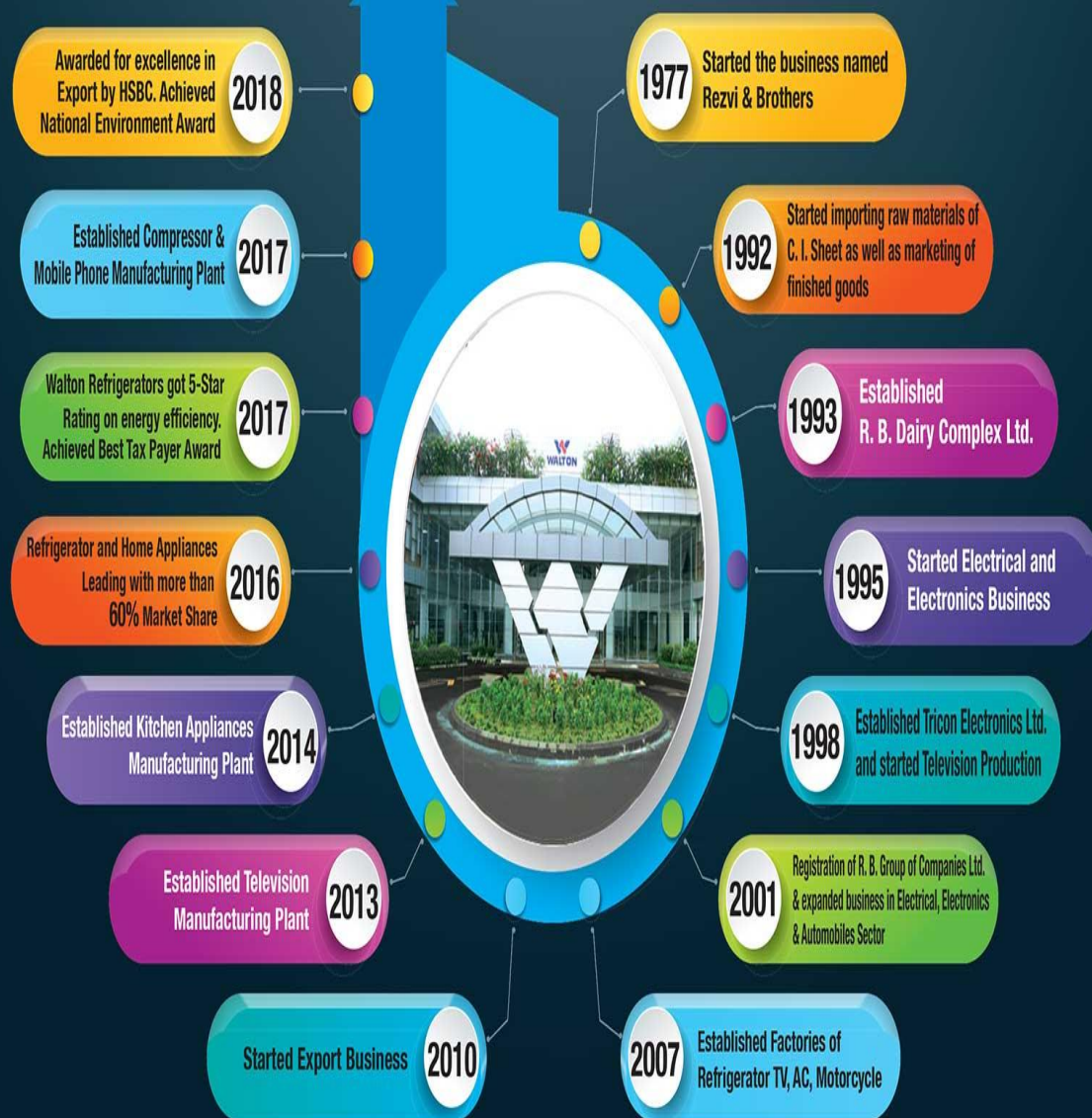
Walton High-Tech Industries PLC was formed into a legal corporation as a private limited company on April 17, 2006 under the companies act 1994. The registration certificate number is C-61272(3281)/06 and started its business in 2008. The company was enrolled as a public limited company on May 14, 2018. Walton High-Tech industries PLC is now a registered company in two stock exchanges of Bangladesh; one is the Dhaka Stock Exchange and the other is the Chittagong Stock Exchange. Walton is the Groundbreaking company in Bangladesh mostly dependent on research and innovation (R & I) for the Manufacturing of electrical and electronics products in Bangladesh. The company has broken the rule of deep reliance on imported products with advance technology and reasonable pricing for people from every class. Walton is not only famous in Bangladesh but around the world, spanning market across 40 countries in Europe, North America, Asia, West Africa and More. Waltons manufacturing plant is located in Chandra, Kaliakair, Gazipur, Bangladesh. It has been featured on national Geographic's Eminent program Super Factories. The manufacturing plant spans 94,30,540 sq ft with 65 buildings and sheds over 700 acres. Walton set up the first-ever compressor manufacturing plant at this site. With this notable success, Bangladesh became one of 15 countries worldwide producing such plants, ranking 2nd among SAARC. Walton is the first Bangladeshi company to manufacture VRF systems, lifting up Bangladesh to 9th position globally in this category.



2.2 Background Of Walton

Brief History of WALTON GROUP

Beyond Dream



2.3 Mission, Vision, Corporate Culture, Values



2.4 Products and Brands

Products Walton Manufacture –

- Refrigerator & Freezer
- Television
- Air conditioner
- Lift
- Home appliance
- Kitchen appliance
- Electrical appliance
- Automobiles,
- Cables
- IT products
- Battery

Our Brands



2.5 Top -level Management

BOARD OF DIRECTORS



S. M. Shamsul Alam
Chairman



S M Ashraful Alam
Vice Chairman



S M Mahbubul Alam
Managing Director



S M Nurul Alam Rezvi
Director



S M Rezaul Alam
Director



S M Monjurul Alam Ovee
Director

BOARD OF DIRECTORS



Tahmina Afrose
Director



Raisa Sigma Hima
Director



Samsul Alam Mallick FCA
Independent Director



Prof. M. Sadiqul Islam, PhD, FCMA
Independent Director

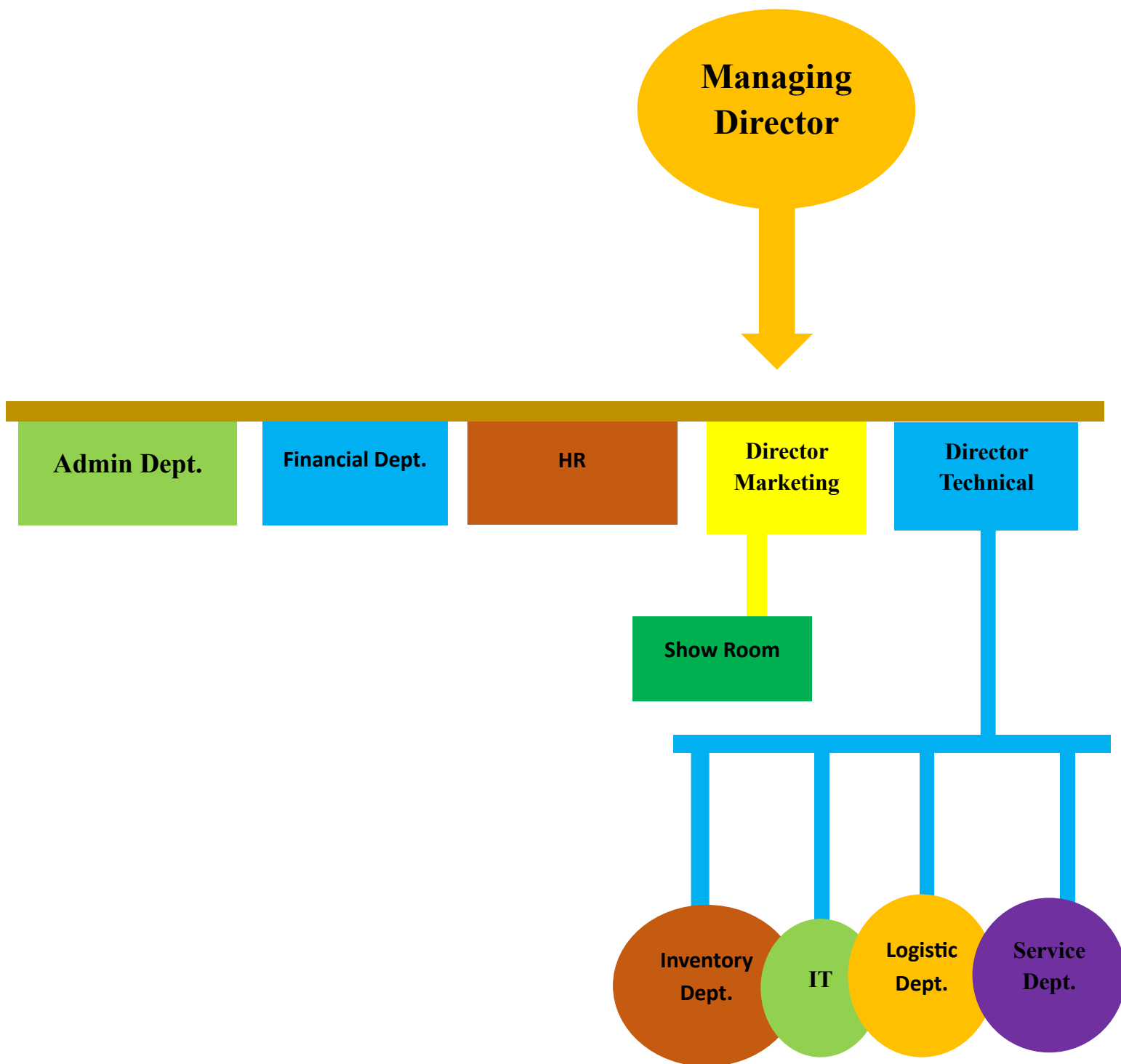


Akhter Matin Chaudhury, FCA, FCS
Independent Director

2.6 Leadership Team



2.7 Organizational Structure



2.8 Contact Details

Corporate Office: Plot No.1088, Block No.: I, Road No.: Sabrina Sobhan 5th Avenue, Basundhara R/A, Dhaka 1229, Bangladesh

Headquarters: Chandra, Kaliakoir, Gazipur, Bangladesh

Company Website: www.waltonplc.com

Telephone: +8809606555555

Company Contact: Contact Person: Md Rafiqul Islam, FCS (Company Secretary)

Email Address: Cswhil@Waltonplc.com

Chapter 3:

Learning Experience

3.1 Responsibilities

During my three-month internship at Walton, I had the chance to gain knowledge about how large corporate company manage its brand identity, online communication, digital marketing Activity. My roles help me to use my educational learning from the Department of journalism, media and communication in practical situations. I was given a diverse task that help me to expand my skills in content creation, teamwork, maintain deadline, social media analysis, communication planning.

One of my core responsibilities was to analysis social media and analysis of competitive pages. Through this I acquired knowledge of how important analysis is to maintain active online presence.

A major part of my work involved content idea writing, editing reports, proofreading, and translating. This improves my writing skills, and I gain knowledge of how to write for a corporate company.

I also responsible for assisting the team for digital marketing campaign. I joined various agency meetings where the team discussed campaign goals, target audience, share their plan.

Another significant responsibility was monitoring social media, tracking digital marketing metrics. I have learned about engagement, reach, impressions, consideration, conversation. I also write Seo friendly content.

I also engage in corporate communication both external and internal communication. I also work to engage with audience through replying to their questions.

I also work with branding team and creative team to give ideas about content. joining brainstorming sessions where team discussed idea.

I have acquired knowledge about professional behavior, time management, meet deadlines. I had to reach office by 9 am, finish the task timely, attend the meeting and inform about meeting schedule, good communication with team.

My responsibilities at Walton facilitated my comprehension of how digital marketing and communication works in the practical world.

Summary of my core Responsibilities-

- Help To develop creative content for regular posts
- Assist in managing audience engagement
- Supporting the team in writing content, editing, proofreading and translating
- Worked with the brand team, creative team for quality content
- Monitor social media performance to understand audience
- Preparing social media analysis report for regular updates
- Prepare competitor activities, track competitive page and prepare comparison notes
- Assisted in scheduling meetings
- Participate in meetings
- Prepare corporate communication task such as drafting updates or summaries
- Researching recent trends, audience inclination.

3.2 Activities During Internship Period

During my internship at Walton in the digital marketing and communication team I continued a regular office schedule of six days a week from 9:00 am to 6:00 Pm. This routine helps me balance my office responsibilities smoothly. Intermittently I had to stay for extended hours when I was learning new things or had urgent meetings or tasks.

My core responsibility during the internship involved assisting the team in planning and managing digital marketing and communication activities. This is necessary for teamwork with the creative team and the branding team. My work included helping developing content, gathering information, drafting content, translating, proofread content, writing reports. I also learned the importance of external and internal communication. I have learned the significance of accuracy creativity. I also help track social media performance. this included tracking engagement, reach, comments and audience feedback. I entered the data into the tracking sheet and assisted my team in analyzing results. I got to know how company understands what their audience likes and how they improve their content. I took part in weekly meetings where the team discussed upcoming projects and weekly goals. This activity helps me to gain knowledge about how internal communication plays a key role in a corporate environment. My internship helped me grow both personally and professionally. This experience reinforced my understanding of digital marketing and communication and build confidence, help me to gain practical experience, develop skills that will help my future career.

3.3 Weekly Journal

❖ Activities

1st week

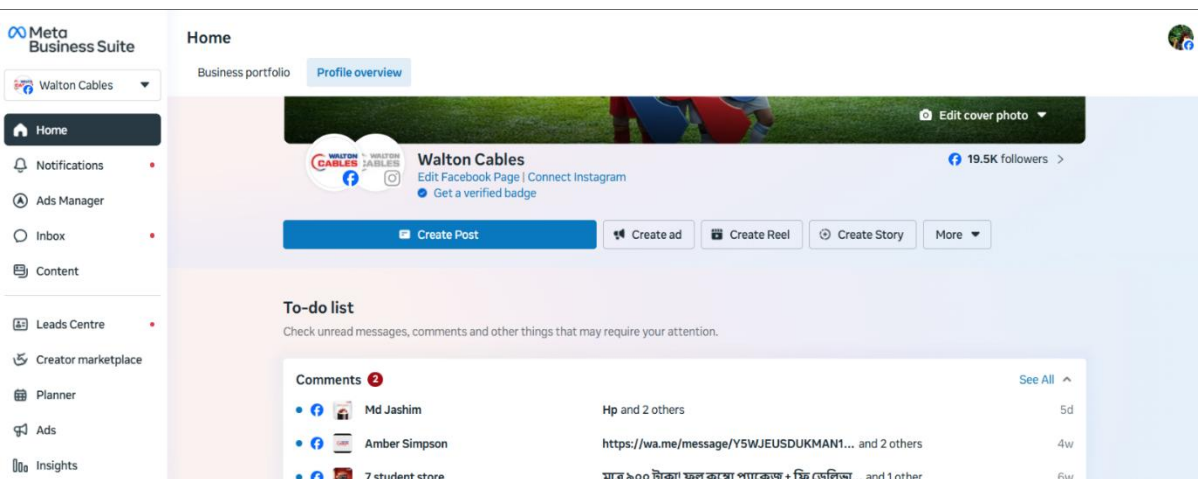
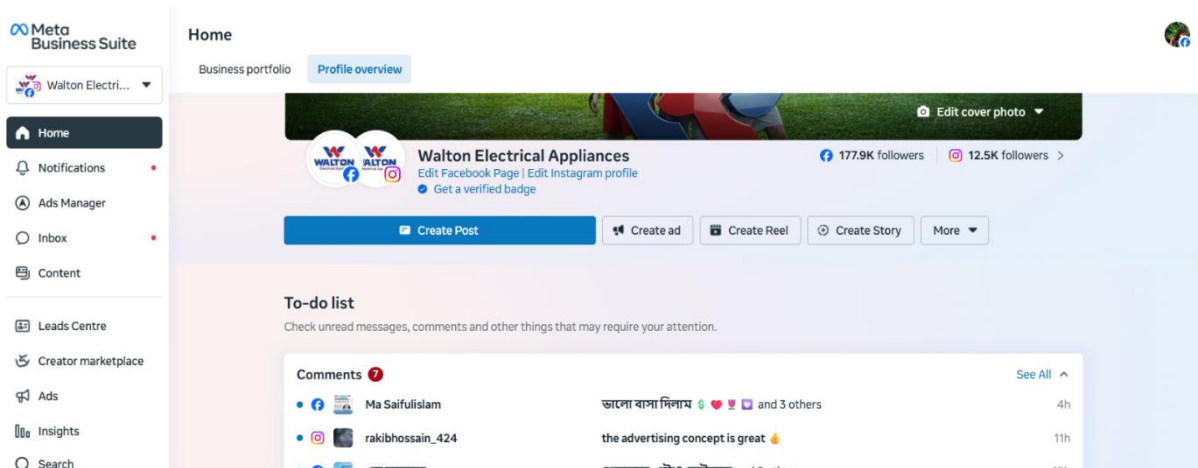
1 September-7 September

- Learning and briefing about digital marketing Terminology /metrics. Learned how to use meta business suite.
- Communicate with Brand manager and brief about the program
- Modified Survey Questionnaire of new Product launch
- Assisting survey

❖ Learning

During the First week of my internship at Walton, I gained knowledge of many new things about digital marketing. This week enable me to develop fundamental knowledge of how digital marketing works in a corporate environment. I was introduced to digital marketing - metrics. I learned about reach, impression, engagement, consideration, conversion, digital marketing funnel, click per rate, traffic, lead generation, paid ad, meta-ad, google ad, Seo, google insights, landing page, pay-per-click and how these things help a brand. I also communicate with brand manager to inform about upcoming campaign and fix a meeting with the team. This improved my communication skills and gave me confidence. Another key part of my learning was a modified survey questionnaire that was make to collect consumer thought about new products. This task helped me comprehend how companies do research before launching a product. I learned from this task that questions need to be simple, clear and unbiased so survey results are useful. I Also assist in conducting survey by this I apprehend how consumer reviews play a big role in decision-making.

Digital marketing /media funnel –to measure audience
Awareness / reach =1 time show
Consideration=any type of interaction (like ,comments)
Conversion –if we buy something from company in online it is conversion for company]
Impression= 1 same add appears 3 times here total impression 3
Lead generation=survey
Fb target audience based on these-audience
interest,location,gender,age,profile info,socialclass.
Landing page=click and takes you to the desire page or website
Lead generation= audience info collect (form)
Conversion optimization=page is user friendly or not,it it any problem
Digital media motive is to make customer need
Content,foodblog,travel etc etc audience target
Personal page and brand page difference
Pay per click=per click costing
Seo=optimize product to rank
On page=my website
Off page=another page through traffic comes into my website= click daraz
page it leads to walton page



learned basic of digital communication

❖ Activity

2nd week

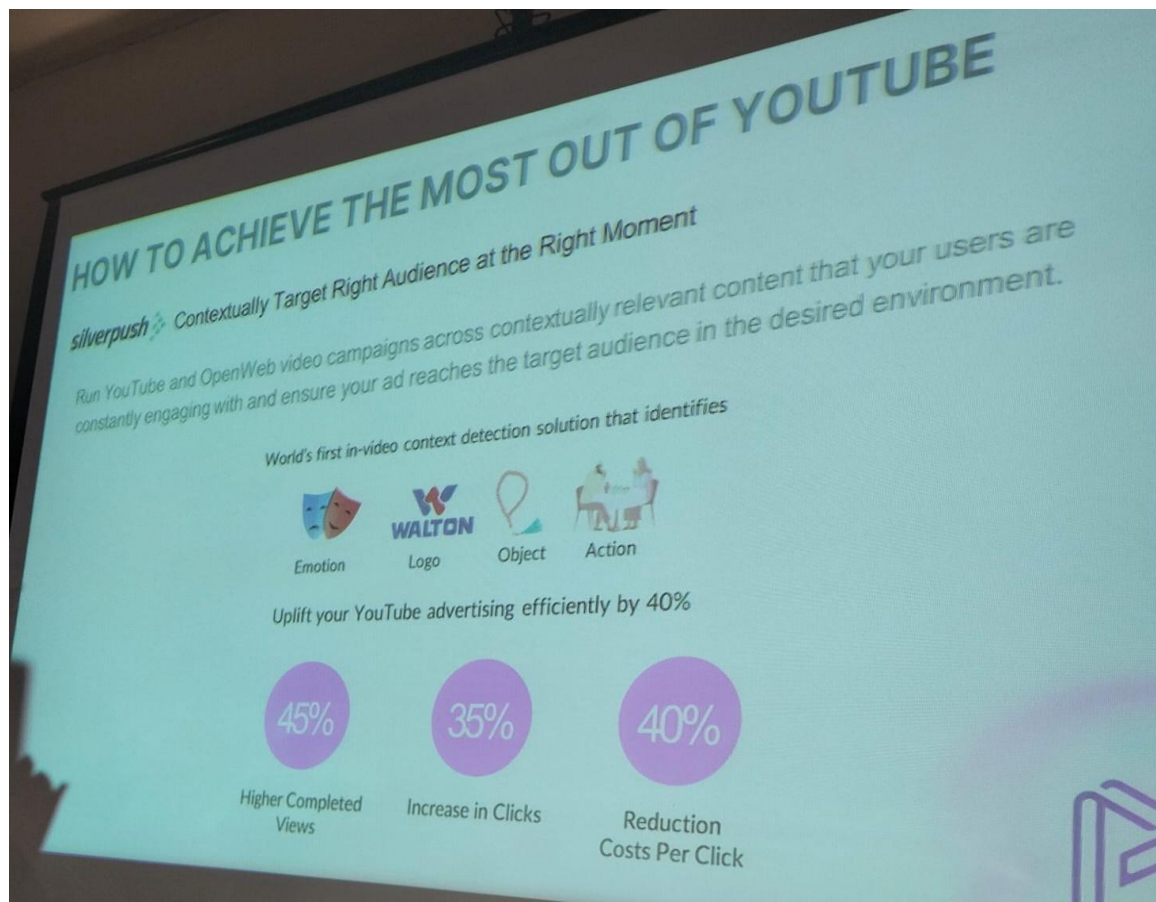
8 september-15 September

- Track Social media posts, keep a tracking record on Google sheet
- Monitor social media performance, keep record on sheet
- Attend Digital marketing campaign meetings with the brand manager
- Assist to planning weekly content

❖ Learning

In the second week of my internship at Walton I gained knowledge about hands-on skills in digital marketing and communication. This week was mainly focused on social media monitoring, tracking performance. One of the major task was to track social media posts, monitor social media performance and keep records in the Google sheet. I got to know how to keep records. These are vital for digital marketing and communication because it help to understand which posts are doing well and which posts need to change. Another essential learning experience was attending a meeting with brand Manager. By attending the meeting, I learned how strategies are discussed, why team work is vital, how budgets are considered, and how campaign goals are set. I also help to create a weekly content plan which post will be uploaded and which post need to modified.





Attend campaign idea meeting

❖ Activity

3rd week

16 September-22 September

- Competitor analysis of meta and You tube keep records on Google sheet
- Tracking Facebook pages and You tube, comparing and figure out findings
- Attend agency Meeting
- Find out recent social media Trends
- Assist in campaign planning

❖ Learning

In the third week of my internship at Walton, I learned many essential things about competitor analysis and market research, which are crucial in digital marketing and communication. By this I get to learn that big companies study their competitors' behavior to improve their own strategy. One of the major tasks was to do competitor analysis on meta, and You tube. I was able to find out which type of post engages most and how audiences react. I also track Facebook and You tube and list down notable remarks. I learned that it helps a company get to know about which part needs to improve or which is good. Another key learning was attending meetings with purple peach agency and assist in campaign planning which developed my communication skills and gave me confidence. I find out recent social media post and keep record and present it to the team, it developed my research skills.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Walton			vision			Singer			Sony Rangs			Gree			Jam	
2	Youtube			Youtube			youtube			youtube			youtube			you	
3	Page name	subscribers	Total Videos	Page Name	Subscribers	Total Videos	Page name	subscribers	Total Videos	Page name	subscribers	Total Vid	Page name	subscribers	Total Vid	Page name	subscribers
4	walton	154K	658	Vision Electronics	198k	651	singer Bangladesh Limited	198k	651	Rangs Elec	5.66k	483	Gree Bang	490	55	Jamuna Elk	14
5	Walton Air conditioner	12.7k	262							Rangs Ema	827	95					
6	Walton lift	143	30														
7	Walton Home Appliance	2.78k	103														
8	Walton Tv tutorial	22.9k	61														
9	walton Exclusive	1.81k	283														
10	Marcel	718k	22 videos														

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
2	Facebook			Facebook			Facebook			Facebook			Facebook		
3	Page Name	Likes	followers	Page name	likes	Followers	Page name	Likes	Followers	Page name	Likes	Followers	Page name	Likes	Followers
4	Walton official Facebook page		2.1M	Vision Electronics		1.6M	singer Bangladesh Limited		960k	Rangs Electronics Ltd		2M	Gree Bangladesh		120k
5	Walton Air conditioner		536k							Rangs E mart		372k			
6	Walton lift		39k							Sony-Ranges		8.3k			
7	Walton Home Appliance		234k												
8	Walton Global		1k												
9	Walton cables	17k	19k												
10	Walton Hardware & sanitary solutions		19k		Findings										
11	Walton Yemen		221		Customer engagement posts increase interaction and follower loyalty										
12	Walton senegal		59		Runs Digital campaign										
13	Marcel		43k		invest in digital media campaign										
14	Marcel Refrigerator		60k		Brand slower to adopt new formats (reels,shorts)										
15	Marcel Air conditioner		122k		irregular posting/hours reduce visibility and follower										
16	walton Battery		29k		real time engagement increase follower loyalty										
17	Life at walton		10k		use of local language increase engagement for a brand										
18	walton water pump	20k	20k		colaborate with celebrity raises digital visibility										
19	walton nepal		216		Digital Budget allocation determines reach and growth										
20	Acc		1.8k		seasonal event campaigns tied to festivals provide big audience										
21					posting user generated content (customer selfie with product) grab audience										
22					promotional content without entertainment reduce follower interest										
23					brands with verified social media pages are more credible and gain followers										
24															
25															

Tracking pages and figure out findings

❖ Activities

4th week

23 September-30 September

- Communicate with digital marketing team and schedule a meeting and inform all brand managers about the meeting time with media com Agency
- Monitor and analysis and report on social media performance
- Assist in content writing for social media

❖ Learning

❖ Activity

5th Week

1 October-7 October

- Competitor Research and write and edit report
- Edit and proofread journal before publishing
- Communicate with internal teams

❖ Learning

In the 5th week of my internship at Walton, I learned many vital skills related to competitor Research, write, and edit reports, proofread journal, communicate with the internal team. One of the notable things I learned was how to research and make a report. I learned how to write a corporate report or reports for a company what to include or what to exclude because it is an essential part of digital marketing and communication. It helps companies to stay updated and improve their content. Another crucial learning was editing and proofreading journals before publishing. I checked grammar, Sentence structure. This improved my editing skills. Communicating with internal teammates makes my communication skills stronger.

Largest service network In Bangladesh

Walton is one of the largest electronics, home appliances and vehicle brands in Bangladesh. Walton manufactures Freezer, Refrigerator, tv, ac, phone, Fan, cable, Elevator etc.

Walton has made its sales and after-sales service a key strength. its service network is the largest in Bangladesh among similar brands. This network includes service centers, engineers, technicians, showrooms, Walton plaza, support system like warranty, spare parts.

Here are some of the numbers and Facts about how big and wide spread Waltons service network is:

- **Number of service center(iso certified):** 80 ISO certifies service (According to Walton Annual Report 2023-2024)
- **Number of Service points:** 79 service point nationwide (according to Walton High Tech industry website)
- **Trustworthy after sales service:** Walton has built more than 80 service centers all over Bangladesh. These centers are ISO 9001:2015 certified. Walton cares about its customers even after the product is sold. They have set up service centers in many areas to help , repairs, maintenance any product issues. These centers have trained technicians who can fix problems quickly and professionally.
- **Largest R and I facilities in Bangladesh :** Walton focus on Research and innovation where more than 800 Engineers, researchers , officers and Technicians work (according to annual report 2023-2024). They are always

zones,>100 exclusive distributors, approximately 19000 subdealers,/00+ showroom Nationwide,25000+ point of sales locations (According to Walton Annual Report 2023-2024)

- **Coverage in remote /rural areas:** Extensive dealer network makes availability of Walton products in rural areas. Walton makes products that are perfect for newly electrified areas like inverters refrigerators, energy saving appliances and solar power device which helps in places where electricity is not always available.

Key Features that Make Walton the largest service network in Bangladesh -

- **ISO certification:** 80 ISO service centers all over Bangladesh. These centers are ISO 9001:2015 certified, which means Walton follow recognized standards in how Walton provide service.
- **Free or Generous Warranties:** Walton warranty policy depends on product base, Walton offers 1 year of free maintenance, digital product may replace within 15 days, 6 month replacement Warranty for battery, earphone, charger, usb cable from the purchase date. must notify within 7 Days.
- **Availability of Spare parts:** Walton service centers are supplied with the necessary spare parts with quicker repair and less waiting.

-
- **Accessibility:** service centers are spread across Bangladesh Bangladesh, Walton provides customer service via phone helplines, online service request, support service in remote areas. Helpline number [16267](tel:16267) and [09612316267](tel:09612316267). Mail supports service address info@waltondigitel.com

Plan and vision for Acc

This report implies plan and vision for the acc brand based on insights from chief business officer (CBO).

Plan and vision for acc Tv:

Regarding the product lineup CBO Highlighted, Currently acc brand offer one or two models with the potential to introduce more depending on managements approval. The expansion into new product category is also possible but will be guided by management decision. It is important that acc products do not overlap with other Walton brands. Each model should be dedicated entirely to acc to main a unique brand identity. Rebranding due to low sells risk damaging the brands reputation and must be avoided.

In terms of brand positioning CBO suggested, the need for consistency across all products. Acc should maintain a incorporate market position whether premium, affordable, mass-market to avoid confusing customers or creating conflicting perception. The brands products must be positioned clearly. Acc aims to compete directly with leading global company like LG, Samsung, Sony by focusing on strong features and quality that justify its market position. proper marketing effect can attract high volume customers which would not only boost acc sales but also increase overall sales volume and upselling opportunities within Walton plazas.

For sales Forecast CBO recommended, Granting the acc brand a minimum one-year breathing period supported by appropriate marketing and investment to established market presence and trust in the market. sales are expected to be driven through Transcom, Mk electronics, range-e mart, Butterfly. However without proper branding and Marketing this channel may not perform well. As evidence by previous low sales of Mk electronics sales outcome was not satisfactory and Mk wanted to return unsold TVs.

Plan and vision for acc AC:

Regarding the product lineup CBO Highlighted that currently acc offers ac with varying capacities. There is a strategic opportunity to introduce premium products such as tv, refrigerator, washing machine etc to strengthen the brands portfolio and target high end customer. Ac department has introduced that acc models are distinct and specific to the brand as launching the similar products under the Walton name could harm the acc's premium positioning and reduce customer trust.

In terms of brand positioning CBO suggested, Acc is envisioned as a premium brand in the market. The brands competitive differentiation will depend on price point.

For sales forecast CBO recommended, sales growth for acc is accepted to be driven primarily through Walton plaza and other multi-brand retail stores like Transcom, mk electronics, Ranges-e mart, butterfly. However without proper branding and marketing support multi brand retailer have shown reluctance to promote acc product especially due to association with Walton name. Like example butterfly brand will not lift any products affiliated with the name Walton. So ACC should be established as an individual powerful brand otherwise it will be difficult to penetrate multi-brand stores.

Write reports on acc and service network

❖ Activity

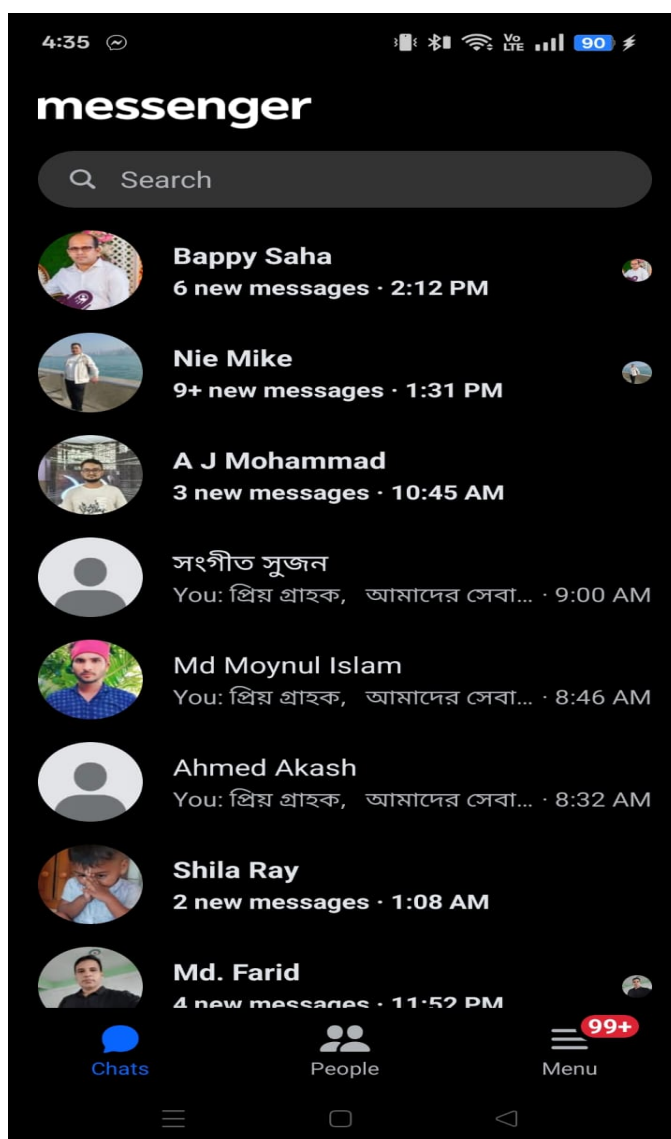
6th week

8 October-15 October

- Write Report
- Translate content Bengali to English and English to Bengali
- Identify negative feedback
- Respond to inbox messages
- Meeting with agency

❖ Learning

During the six-week of internship at Walton, I learned many essential skills, including writing reports, translation, identify negative feedback and keeping track. By writing the report, it improved my written skills, and I learned how to write in a clear and professional tone. Another important skill I developed was translation. It improved my language skills and educated me how to keep data accurate while translating reports. Most important thing I learned was monitor negative comments, messages, public reaction and keep track of it.



Respond to inbox messages



Attend the meeting with agency

❖ **Activity**

7th week

16 October-22 October

- Observe and Collect data and information
- Write content ideas for digital marketing
- Internal communication with the creative team and Branding team

❖ Learning

During the 7th week of my internship at Walton, I learned how to collect data, information, how to make content ideas, how to cooperation with a team. I gain knowledge about organize information, write in formal tone, and summarizing points point that is easy to understand, which helps me improve my written skill. I also conduct online research, reading articles, exploring website and checking data. I learned to write unique content ideas that improve my creative skill and keep record of content ideas. internal communication with the branding and creative team made my communication skill stronger and gave me confidence and new learning opportunity.

Reel Content Making - Walton		
File Edit View Insert Format Data Tools Extensions Help		
Menus		
voice ,music		
A	B	C
Category	REF.	Notes/Story
	https://www.facebook.com/share/v/1Fb1BVxwG3/	if there is any ongoing festival/fair join fun and games session of walton stall and get exciting gift
	https://www.facebook.com/share/v/17bdk5QC8j/	customer wants to buyproduct and sales man told him everyone wants to buy product from this brand beacuse
Reel Content Making - Walton		
File Edit View Insert Format Data Tools Extensions Help		
Menus		
voice ,music		
D	E	
Artist Needed	Content Idea	
1 energetic youth ,4-5 visitor, stall staf 1	walton stall field with light, exeitement, people join spiun, quiz, ends with smileing winner posing with walton product	
2 Male Artist	goes to buy new fridge ,compare other brand and choose waiton	
1Female artist, 1 male	welcome home with the taste of happiness, mothers keeps fresh ingredients in her walton fridge, serves tasty food when her son return	
1 female, 1 showroom staff	curious customer walk in showroom exploring product with exitement, by the end of visit they receive discount coupon	
1 male artist	boy participate in the quiz randomly, and get gifts and he share this quiz links with his friends	
2male artist	In rural areat hot summer day a thirsty boy try to find cold water source which is i less price ,he find walton local sore	
3/4 artist	with walton fridge keep your food fresh and your family moments closer than ever.	
2 artist	beat the heat ,stay cool with walton ac	
1 artist	close up of ac design, cool air flows, person relaxes on sofa with smile	
2 artist	a guy think he is normal, everyone thinks him super cool because of walton ac	
1 artist	a tired guy enter in the room from warmy hot outside weather, after sit in the ac he feels cools relax	
no artist	3 piller-stress, deadliness, tired .walton ac fog remove 3 pillar with white fog	
3/4 artist	make your holiday at home perfectly cool and comfortable with walton ac	
1 artist	businessman step in, door close, smooth ride, no jerk	
2 artist	office crowd rushing, lift opens right on time, everyone smile	
1 artist	family enters home lift-smooth, stylish, interior , kids exited	
1 artist	walton engineers testing lift -proud smile	
1 artist	high rise office building of financial sector people use walton lift	
1 artist	light flickers but still life runs smoothly	
1 artist	older age person use life, easy to use for all age	
1 artist	mom cooking, using walton blender, quick, tasty easy	
1 artist	girls put cloths in walton washing machine, relax	
	kids drops juice, food in the floor, mother use walton vaccum	

Write content idea

❖ Activity

8th week

23 October-30 October

- Report on metrics to figure out engagement, growth, Roi
- Communicate with the creative team to write content
- Assist in brainstorming sessions for the campaign
- Coordination with different departments for collecting necessary content

❖ Learning

In the eight-week of my internship at Walton I learned teamwork, performance reporting, campaign planning. This guided me to understand how different departments work together to meet goals. I have learned how to report on performance like engagement, growth, Roi. Analysis this, I understand which post needs to improve. I also shared my idea with communication team and I learned to understand how internal communication is important to make a strong content. This will make me creative content writer in the future. Another vital role was Assisting in brainstorming sessions for upcoming campaign. I have learned how ideas are generated and discussed. This helped me understand the digital marketing campaign from the beginning.

Report Analysis Jan-Sep25								
File Edit View Insert Format Data Tools Extensions Help								
Menus								
A	B	C	D	E	F	G	H	I
Metrics	January	February	March	April	May	June	July	August
Unique Reach	1.8M+	1.4M+	933k+	2.5M+	4.4M+			11M
Impressions	2.5M+	2.6M+	1.1M+	3.4M+	5.5M+			20M
Total Engagement	614k+	1.1M+	135k+	224K+	658K+			2.1M
Average Frequency								1.81
Average CPM								\$0.07
Total Link Clicks								101
Total Spending in USD	349.86	880	240	390	539.84			\$1,450.25
Total Spending in BDT	63,751	151,006	41,197	66,763	\$540			254,013.71
No. of Content Static	0	0	2	3	0			3
No. of Content Dynamic/Video	2	3	1	1	2			1
Average Frequency						2.28	0.25	
Average CPM						0.08	0.11	
Total Link Clicks				4,350		204	200,994	
Total Spending in USD		798.62		892.56	1,582.96	452	1,396	
Total Spending in BDT	200,179	140,000	117,266	157,145	270,012	79,193		
No. of Content Static	2	1	5	3	3		1	
No. of Content Dynamic/Video	1	1	2	0	1		2	

Report Analysis Jan-Sep25 ☆ 📄 🗑️

File Edit View Insert Format Data Tools Extensions Help

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	A	B	C	D	E	F	G	H	I	J
Metrics	January	February	March	April	May	June	July	August	September	
Unique Reach	9.6 M+	5.6M+	9.9M+	14.5M+	15.8M+			18M	14M	
Impressions	17.8M+	7.8M+	22M+	33.3M+	45M+			25M	26M	
Total Engagement	221k+	1M+	2.9M+	2.2M+	4.1M+			471K	625K	
Average Frequency								1.94	1.79	
Average CPM								\$0.05	\$0.05	
Total Link Clicks								5,683	28.09	
Total Spending in USD	4,330.005	1000	1,845.06	2781.48	3,501.79			\$189,748	\$13,58.75	
Total Spending in BDT	214933	1,91,133	384,984	477,576	661,277			332,346.79	237,987	
No. of Content Static	5	2	6	5	8			3	3	
No. of Content Dynamic/Video	0	1	4	3	5			3	3	

Report on metrics

❖ Activity

9th week

1 November-7 November

- Monthly Tracking data
- Ranking keywords into Google-trends
- Learn how to increase Reach, engagement (Audience engagement)
- Learn how to boost page
- Learn about ad manager

❖ Learning

During the 9th week of my internship at Walton I learned about social media performance tracking, ranking, audience reach, paid ads. one of the essential things I learned was how to track monthly data. I worked with data from January 2025 to September 2025, keep record of it. This helped me to understand which content performs well. I learned how to use Google trends. Another vital learning was gained knowledge about how to increase reach and engagement. I learned how quality content, timing, audience behavior can make significant change. I was introduced to Ad manager, which is used for paid ads. I learned how to target audience, create a budget.

C	D	E	F
Campaign Name	Platform	Cost Center	Month
Digital Media Buying	(Google Ads)	Walton TV	Sep-25
PR Paths			
Common	WHIPLC PR PATH COM CORP		Item Code
Refrigerator	WHIPLC PR PATH REF3-43461	(Old-WHIPLC PR PATH REF)	
Computer	WHIPLC PR PATH COMP		
AC	WHIPLC PR PATH WAC		
TV	WHIPLC PR PATH TV_ABIR_AHMED	(Old - WHIPLC PR PATH TV)	
FAN	WHIPLC PR PATH FAN		
LED Light (EAP)	WHIPLC PR PATH LED LIGHT		
Lift	WHIPLC PR PATH LIFT	With Vat Amount	
Cables	WHIPLC PR PATH CAB(old-WHIPLC PR PATH CBL)		
Electrical Accessories	WHIPLC PR PATH ELEC ACCS		
Screw	WHIPLC PR PATH SCREW		
Mold	WHIPLC PR PATH MOLD		
DIE	WHIPLC PR PATH DIE		
HAP	WHIPLC PR PATH HAP_KABIR		
API	DPI PR APPROVAL PATH		

Approval Path ▾ Work Order Track ▾ Sep'25 ▾ Aug'25 ▾ Jul'25 ▾ .

MD Enamul Kabir(19840)	PR Approved	10008737
MD Enamul Kabir(19840)	PR Approved	10008736
Md Mahmudul Hasan (43972)	In progress	1024272
Md Mahmudul Hasan (43972)	In progress	1024271
Ahsan Ferdaus (16316)	PR Approved	1001325
Ahsan Ferdaus (16316)	PR Approved	1001324
Md Mahmudul Hasan (43972)	In progress	1024270
MD Nazmul Islam Sarkar(303)	PR Approved	1119674
Mirza Abdul Malek(56167)	PR Approved	1000740
MD Nazmul islam sarkar (303)	PR Approved	1119673

Monthly Tracking data

❖ Activity

10th Week

8 November-15 November

- Assist in Managing Paid (campaign, partnership, content creation, Social-media advertising)
- Assist in strategic communication planning
- Tracking of digital media bill
- Research on social media trends

❖ Learning

In the 10th week of my internship at Walton, I learned key skills about strategic communication. paid ad, research on social media. One of the key learning experiences was assist in strategic communication planning. I have learned how digital marketing and communication team set goals and choose a target audience. Another important thing I learned was tracking digital marketing bill, which gave me an idea about online advertising. Assist in managing paid ads. I learned how paid ads work and why companies invest in ads. I conducted research on recent trend it increased my knowledge and ability to think and know the world from a corporate perspective.

Invoice/Bill No.	Month of bill	Brand Name	Vendor Name	Subject	Without VAT	Payable	Remarks	PR	PO
MCL/BILL/513/2025	Jul'25	Walton Refrigerator	Mediacom	Digital media buying (FB)	£1,768,981	£2,034,328		1100758	
MCL/BILL/527/2025	Jul'25	walton Lift	Mediacom	Digital media buying -google ads	£119,877	£137,859		1001294	
MCL/BILL/514/2025	Jul'25	Walton Refrigerator	Mediacom	Digital media buying(google ads)	£4,173,456	£4,799,474.4		1100752	
MCL/BILL/519/2025	Jul'25	walton HAP	Mediacom	Digital meida buying(google ads)	£220,145	£253,167		1008640	
MCL/BILL/518/2025	Jul'25	Walton HAP	Mediacom	Digital media buying (facebook ads)	£421,330	£484,530		1008639	
MCL/BILL/531/2025	Jul'25	Walton Refrigerator	Mediacom	Digital media buying(Tiktok Ads)	£432,851.17	497,778.85		1100751	
MCL/BILL/530/2025	Jul'25	Walton Common	Mediacom	Digital buiyng (facebook ads)	£127,013	£146,064		1118578	
MCL/BILL/561/2025	Jul'25	walton expansion Comr	Mediacom	Digital buiyng (facebook ads)	£192,136	£220,956		1118573	
MCL/BILL/525/2025	Jul'25	Walton Ac	Mediacom	Digital media buying(google ads)	£396,696	456,200.40		1010239	
MCL/BILL/524/2025	Jul'25	Walton Ac	Mediacom	Digital media buying (FB ads)	£822,195	£945,524		1010238	
MCL/BILL/526/2025	Jul'25	Walton Lift	Mediacom	Digital buiyng (fb ads)	£140,898	162,032.70		1001295	
361	Jul'25	Walton fridge	Brand Practitioners	Website product branding	£7,500	£8,625		1100131	
MCL/BILL/515/2025	Jul'25	Walton DPI	Mediacom	Digital media buying (FB ads)	£217,788	250,456.20			
MCL/BILL/520/2025	Jul'25	Walton Tv	Mediacom	Digital media buying (FB ads)	£567,867.00	£653,047.05		1010434	
MCL/BILL/521/2025	Jul'25	Walton Tv	Mediacom	Digital media buying(google ads)	599,373.00	£689,279			
679	Jul'25	Walton Refrigerator	TGRMC(PVT.) Limited	GPI banner	£133,000	£152,950		1100754	
WHP/05/2025	Jul'25	Walton Lift	Trendsbird	nkedin Media Buying cost (Walton Lif	£162,298	£186,643		1001213	
360	Jul'25	Walton AC	Brand Practitioners	Website product branding	£7,500	£8,625		1010004	
MCL/BILL/529/2025	Jul'25	walton cable	mediacom	digital media buying (facebook ads)	£102,576	£117,962		100717	
MCL/BILL/522/2025	Jul'25	walton EAP2	Mediacom	digital media buying (facebook ads)	£236,162	£271,586.3		1024090	
MCL/BILL/523/2025	Jul'25	walton EAP2	Mediacom	Digital media buying(google ads)	£74,945	£86,187		1024089	
MCL/BILL/517/2025	Jul'25	Walton fan	Mediacom	digital media buiyng (facebook ads)	£234,635	£269,830		1024087	
MCL/BILL/516/2025	Jul'25	Walton Fan	Mediacom	digital media buiyng (GOOGLE ADS)	£179,867	£206,848		1024088	
MCL/BILL/528/2025	Jul'25	Walton safe BD	Mediacom	digital media buying (facebook ads)	131.959.00	£151,753		1024091	

Invoice No.	Month of bill	Brand Name	Vendor Name	Subject	Without VAT	Payable
712	Aug' 25	Walton Refrigerator	TGRMC(PVT.) Limited		154,700	177,905
415	Aug' 25	Walton HAP	Brand Practitioners	website product branding	7,500	8,625
360	Aug' 25	Walton Ac	Brand Practitioners BD	Website product Branding Ad	7,500	8,625
416	Aug' 25	Walton fridge	Brand Practitioners	website product branding	7,500	8,625
363	Aug' 25	Walton Tv	Brand Practitioners BD	Website product Branding Ad	7,500	8,625
CL/BILL/860/2025	Aug' 25	Walton AC	Mediacom	Digital media buying (facebook ads)	965,213.00	1,109,994.95
CL/BILL/874/2025	Aug' 25	Walton AC	Mediacom	Digital media buying (tiktok ads)	111,471.00	128,191.65
CL/BILL/861/2025	Aug' 25	Walton AC	Mediacom	Digital media buying (google ads)	260,647.00	299,744.05
CL/BILL/856/2025	Aug' 25	Walton TV	Mediacom	Digital media buying (FB ads)	624,932.00	718,671.80
CL/BILL/857/2025	Aug' 25	Walton TV	Mediacom	Digital media buying (Google ads)	512,655.00	589,553.25
CL/BILL/872/2025	Aug' 25	Walton Hap	Mediacom	Digital media buying (tiktok ad)	27,868.00	32,048.20
CL/BILL/855/2025	Aug' 25	Walton HAP	Mediacom	Digital media buying (FB ads)	572,115	657,932.25
CL/BILL/859/2025	Aug' 25	Walton EAP 2	Mediacom	Digital media buying (Google ADS)	329,713.00	379,169.95
CL/BILL/858/2025	Aug' 25	Walton EAP2	Mediacom	Digital media buying (facebook ads)	303,632.00	349,176.80
CL/BILL/862/2025	Aug' 25	Walton Lift	Mediacom	digital media buying (facebook ads)	127,708.00	146,864.20
CL/BILL/863/2025	Aug' 25	Walton lift	Mediacom	digital media buying (google ads)	59,915.00	68,902.25
CL/BILL/864/2025	Aug' 25	Walton safe BD	Mediacom	digital media buying (facebook ads)	163,307.00	187,803.05
CL/BILL/866/2025	Aug' 25	Walton common	Mediacom	digital media buying	320,907.00	369,043.05
CL/BILL/865/2025	Aug' 25	Walton Cables	Mediacom	Digital media buying (facebook ads)	243,137.00	279,607.55
CL/BILL/867/2025	Aug' 25	walton common	Mediacom	digital media buying (google ads)	208,510.00	239,786.50
CL/BILL/854/2025	Aug' 25	Walton FAN	Mediacom	digital media buying (facebook ads)	347,624.00	399,767.60
CL/BILL/853/2025	Aug' 25	walton fan	Mediacom	Digital media buying (Google ADS)	467,505.66	537,631.50
CL/BILL/852/2025	Aug' 25	Walton Refrigerator	Mediacom	digital media buying (google ads)	3,965,810.00	4,650,681.50
CL/BILL/851/2025	Aug' 25	Walton Refrigerator	Mediacom	Digital media buying (facebook ads)	3,029,658.00	3,484,106.70
CL/BILL/873/2025	Aug' 25	Walton Refrigerator	Mediacom	Digital media buying (tiktok ad)	120,421.54	138,484.77
414	Aug' 25	walton tv	Brand practitioners	website Product branding	7,500	8,625
417	Aug' 25	walton ac	Brand practitioners	website product branding	7,500	8,625

Invoice No.	Month of bill	Brand Name	Vendor Name	Subject	Without VAT	Payable
MCL/BILL/957/2025	Sep'25	Walton Fan	Mediacom	Digital media buying(google ads)	448,411.31	515,673.01
MCL/BILL/958/2025	Sep'25	Walton Fan	Mediacom	Digital media buying (FB ads)	377,931.00	434,620.65
MCL/BILL/961/2025	Sep'25	Walton Tv	Mediacom	Digital media buying(google ads)	446,327.00	513,276.05
MCL/BILL/960/2025	Sep'25	Walton Tv	Mediacom	Digital media buying (FB ads)	669,821.00	770,294.15
MCL/BILL/963/2025	Sep'25	EAP 2	Mediacom	Digital media buying(google ads)	279,131.00	321,000.65
MCL/BILL/962/2025	Sep'25	EAP 2	Mediacom	Digital media buying (FB ads)	228,804.00	263,124.60
MCL/BILL/965/2025	Sep'25	Walton Ac	Mediacom	Digital media buying(google ads)	557,249.00	640,836.35
MCL/BILL/964/2025	Sep'25	Walton Ac	Mediacom	Digital media buying (FB ads)	831,747.00	956,509.05
MCL/BILL/968/2025	Sep'25	Walton Lift	Mediacom	Digital media buying(google ads)	90,791.00	104,409.65
MCL/BILL/966/2025	Sep'25	Walton Lift	Mediacom	Digital media buying (FB ads)	333,877.00	383,958.55
MCL/BILL/986/2025	Sep'25	Walton Common	Mediacom	Digital media buying (google ads)	268,827.00	309,151.05
MCL/BILL/970/2025	Sep'25	Walton Common	Mediacom	Digital media buying (FB ads)	239,386.00	275,293.90
MCL/BILL/956/2025	Sep'25	Walton Refrigerator	Mediacom	Digital media buying (FB ads)	680,809.00	782,930.35
MCL/BILL/959/2025	Sep'25	Walton HAP	Mediacom	Digital media buying (FB ads)	544,746.00	626,457.90
MCL/BILL/967/2025	Sep'25	Safe BD	Mediacom	Digital media buying (FB ads)	82,308.00	94,654.20
MCL/BILL/969/2025	Sep'25	Walton Cables	Mediacom	Digital media buying (FB ads)	131,375.00	151,081.25
MCL/BILL/917-C/25	Sep'25	Walton Fridge	Mediacom	Mens Asia Cup (Nagorik tv,T sports)	12,160,000.00	13,984,000.00
MCL/BILL/917-B/25	Sep'25	Walton EAP Commo	Mediacom	Mens Asia Cup (Nagorik tv,T sports)	12,160,000.00	13,984,000.00
MCL/BILL/917-A/25	Sep'25	Walton Cables	Mediacom	Mens Asia Cup (Nagorik tv,T sports)	6,080,000.00	6,992,000.00
MCL/BILL/987/25	Sep'25	Walton EAP 2	Mediacom	Digital media buying (Tiktok Ads)	69,679.66	80,131.61
MCL/BILL/998/25	Sep'25	Walton Lift	Mediacom	Digital media buying (Tiktok Ads)	40,372.04	46,427.85
MCL/BILL/1038/25	Sep'25	Walton Fan	Mediacom	Digital media buying (Tiktok Ads)	16,166.23	18,591.17

Tracking of digital media bill

❖ Activities

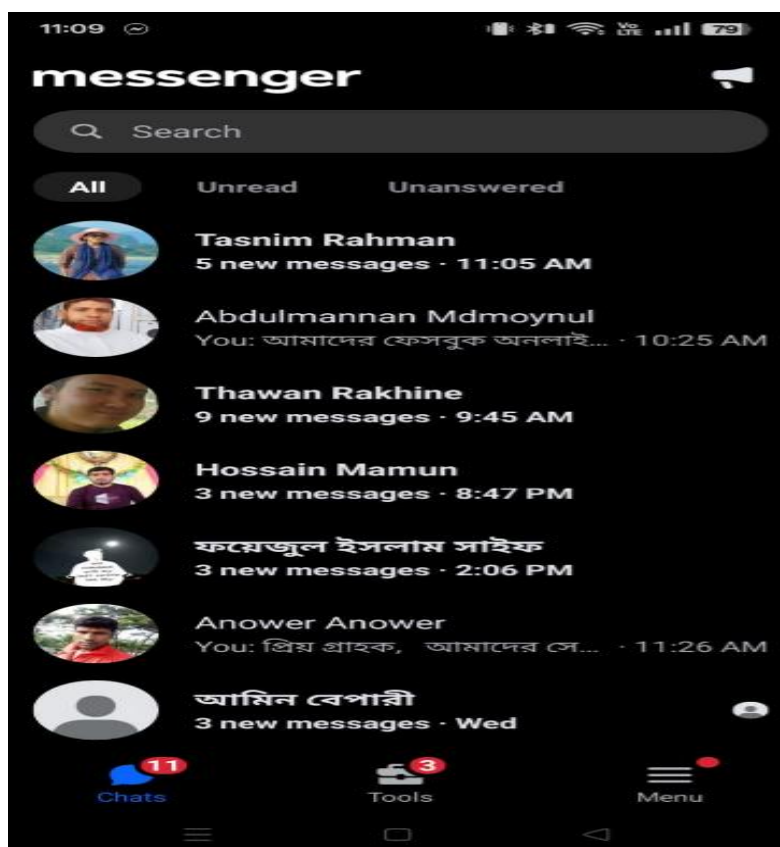
11th week

16 November-22 November

- Learn how to write SEO-friendly keywords
- Assist in writing SEO-friendly content
- Engage actively with online communities-respond, monitor
- Sharing idea for new content

❖ Learning

During the 11th week of my internship at Walton, I gained beneficial knowledge and skills related to SEO. share ideas for new content, Respond to messages. I learned how to write SEO-friendly content that helps higher search result, engagement. I learned how to choose keyword. I also share my idea for new content. that makes me more confident in researching and brainstorming. Responding to online messages makes my communication skills stronger.



Respond to inbox messages

❖ Activities

12th week

23 November-30 November

- Do content research
- Listed 700 group for social listening and Seeding
- Monitor and report on social media performance
- Presenting Results to the team

❖ Learning

In the 12th week of my internship at Walton I learned many important skills related to content research, listed group for social listening and seeding, monitored social media performance. One of the major learning was doing content research. I research different topics, ideas that help me develop my creative thinking skills. I developed social listening skills by tracking audience behavior and online conversation. seeding helps spread content to the right audience and boost engagement. Through this I develop my audience targeting and analytical thinking skills. I also learned how to monitor and report social media performance, which improved my presenting and monitoring skills.

Groups for seeding & Social Listening ☆ 📁 🗑					
File Edit View Insert Format Data Tools Extensions Help					
Q Menus 100% 123 Defaul... 10 B I A					
1 SL					
A	B	C	D	E	F
SL	Group Name		Group Member	Remarks	Input by
317	sundarban katha	https://www.facebook.com/groups/1359101727586026/?ref=share&mibextid=NSMWBT	56k		Jerin
318	sundarban tours agency	https://www.facebook.com/groups/169547085308880/?ref=share&mibextid=NSMWBT	40k		Jerin
319	99-Book shop	https://www.facebook.com/groups/654729972481426/?ref=share&mibextid=NSMWBT	331k		Jerin
320	bangladesh reads	https://www.facebook.com/groups/bangladeshreads/?ref=share&mibextid=NSMWBT	14k		Jerin
321	psychology and mind	https://www.facebook.com/groups/psychologyandmind16/?ref=share&mibextid=NSMWBT	518k		Jerin
322	bangladesh psychology association	https://www.facebook.com/groups/1559475184364225/?ref=share&mibextid=NSMWBT	11k		Jerin
323	hospitals and doctor review bangladesh	https://www.facebook.com/groups/1564082103805867/?ref=share&mibextid=NSMWBT	105k		Jerin
324	Doctor advice	https://www.facebook.com/groups/1548402205471573/?ref=share&mibextid=NSMWBT	348k		Jerin
325	Hospitals and doctor rinformation	https://www.facebook.com/groups/doctorsandhospitals/?ref=share&mibextid=NSMWBT	47k		Jerin
326	cake delivery service in bangladesh	https://www.facebook.com/groups/639618484148199/?ref=share&mibextid=NSMWBT	301k		Jerin
327	homemade cake community in bangladesh	https://www.facebook.com/groups/758905159724777/?ref=share&mibextid=NSMWBT	99k		Jerin
328	buy and sell new or old furniture	https://www.facebook.com/groups/521905256164495/?ref=share&mibextid=NSMWBT	858k		Jerin
329	gutter guide bangladesh	https://www.facebook.com/groups/771299826585483/?ref=share&mibextid=NSMWBT	8.7k		Jerin
330	gutter players-community	https://www.facebook.com/groups/guttergroup/?ref=share&mibextid=NSMWBT	510k		Jerin
331	home decor	https://www.facebook.com/groups/249196219125956/?ref=share&mibextid=NSMWBT	478k		Jerin
332	dream decor	https://www.facebook.com/groups/335311814346348/?ref=share&mibextid=NSMWBT	606k		Jerin
333	dress sell group	https://www.facebook.com/groups/1192106101337933/?ref=share&mibextid=NSMWBT	162k		Jerin
334	electrical and electronic product buy and sell	https://www.facebook.com/groups/67455632008907/?ref=share&mibextid=NSMWBT	7.1k		Jerin
335	skin care products review of in bangladesh	https://www.facebook.com/groups/218572505235413/?ref=share&mibextid=NSMWBT	346k		Jerin
336	hair care	https://www.facebook.com/groups/433517343680411/?ref=share&mibextid=NSMWBT	1M		Jerin
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338	used fridge for sale	https://www.facebook.com/groups/9492706474077987/?ref=share&mibextid=NSMWBT	6.8k		Jerin
339	buy or sell second hand fridge	https://www.facebook.com/groups/797988061878308/?ref=share&mibextid=NSMWBT	11.5k		Jerin
340	tv fridge ac buy sell bd	https://www.facebook.com/groups/2256574607970461/?ref=share&mibextid=NSMWBT	7.8k		Jerin
341	fridge for sale	https://www.facebook.com/groups/1539110292933761/?ref=share&mibextid=NSMWBT	3.7k		Jerin
342	animal care society of bangladesh	https://www.facebook.com/groups/1473353682969120/?ref=share&mibextid=NSMWBT	113k		Jerin
343	exotic pets community of bangladesh	https://www.facebook.com/groups/1798115064058091/?ref=share&mibextid=NSMWBT	8.5k		Jerin

Groups for seeding & Social Listening ☆ 📁 🗑					
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473	Mobile Buzz BD	https://www.facebook.com/groups/Mobilebuzzbdtdotcom/	10K		Jerin
474	BD Mobile Bazar (2025-2030) All Models	https://www.facebook.com/groups/imrantimrangroup/	17K		Jerin
475	Mobile BUY SELL and EXCHANGE [BD]	https://www.facebook.com/groups/mobilebd/	35K		Jerin
476	Khulna Mobile Buy And Sell (মোবাইল ক্রয় বিক্রয়)	https://www.facebook.com/groups/khulnalaptopbuyandsell/	20K		Jerin
477	Phone Plus	https://www.facebook.com/groups/uniquepay2td/	23K		Jerin
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480	Used Mobile Phone Buy And Sell	https://www.facebook.com/groups/618136654501792/	1K		Jerin
481	মোবাইল মাদারবোর্ড ও ডিসপ্লে ক্রয়-বিক্রয়।	https://www.facebook.com/groups/481955103430177/	8.1K		Jerin
482	Wall Paper Wall Sticker For Room Decor Dhaka Ctg	https://www.facebook.com/groups/214999834526418/	4.9K		Jerin
483	Wall Decor BD Group	https://www.facebook.com/groups/562154384301934/	2.4K		Jerin
484	Wall Painting Society of BD	https://www.facebook.com/groups/1107491743434422/	6.9K		Jerin
485	BD Winter Fashion	https://www.facebook.com/groups/1267771080539332/	1.9K		Jerin
486	Winter Clothes Collection	https://www.facebook.com/groups/wintercollectionsylhet/	2.6K		Jerin
487	Winter Jacket, Hoody & cloth Collection BD	https://www.facebook.com/groups/831841337640603/	2.6K		Jerin
488	Bangladesh Online Collection	https://www.facebook.com/groups/315131093198248/	5K		Jerin
489	Pink Flash BD Officials	https://www.facebook.com/groups/pinkflashbd/	24K		Jerin
490	Cosmetics Selling & Buying Group BD	https://www.facebook.com/groups/1030754245046509/	5.9K		Jerin
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492	UK Cosmetics Arena BD	https://www.facebook.com/groups/138892120014021/	2.3K		Jerin
493	Bd cosmetics	https://www.facebook.com/groups/280576656365621/	2.1K		Jerin
494	Authentic Makeup Store BD	https://www.facebook.com/groups/448291812698043/	6.8K		Jerin
495	Chocolate lover's BD Zone	https://www.facebook.com/groups/741593047484170/	9.4K		Jerin
496	Chocolate_mARt. (chocolate lovers)	https://www.facebook.com/groups/236692138029868/	10K		Jerin
497	Chocolate Lovers of Bangladesh.	https://www.facebook.com/groups/4259545817408780/	1.2K		Jerin
498	Chocolate Studio BD	https://www.facebook.com/groups/429591044453090/	4.2K		Jerin

Find 800 group for seeding and social listening

3.4 work experience of internship

During my internship at Walton, I worked in the digital marketing and communication team, where I gained knowledge of how a Bangladeshi electronics and electrical company manages its image, digital marketing activities and online communication. I had the opportunity to experience a real corporate task.

My internship guided me to understand how digital marketing and communication plays a vital role in linking brands with customers in a challenging market. I gained hands-on experiences about content creation, monitoring, analysis, digital marketing knowledge, communication systems.

Below is a summary of my key responsibility / activities and key learning from the internship:

- **Assist in writing Content ideas**

I helped write content ideas, research content and give ideas for simple and attractive content. I learned how to write creatively to engage an audience.

- **Competitor page monitoring**

I compare digital activities of others electronics brands. This helped understand industry trend and improve content. I Learned to analyze competitors and find out opportunities and threads

- **Make content schedule**

I helped in planning a weekly content schedule that ensured content was shared on time and better audience engagement. I learned time management and planning skills for content delivery.

- **Customer engagement support**

I monitor comments and common questions on social media. This helped develop my communication skills and maintain professional relationships.

- **Internal communication**

I have coordinate with different teams like the branding and creative team

Communicate with brand manager and fixed meetings. This develops my communication skills.

- **Report drafting**

I have written reports and edited reports.

This developed my written skills.

- **Social media performance monitoring**

I monitor post engagement, reach and reactions to understand which content worked well and which content needs to improve. I have Learned to measure performance using metrics

- **Tracking digital marketing metrics**

Tracking monthly metrics and keep records in Google sheets. I have learned basic digital marketing terms

- **Translation**

Translated content in Bengali and English languages. It improved my language skills

- **Assist in brainstorming sessions**

Participated in the brainstorming session and share ideas. learned about team work and gave me confidence to share ideas

- **Documentation and report writing**

Maintain proper records of work. I have learned to manage and organize data professionally

- **Participate professional meetings**

Attend meeting to understand updates, plan, goals. This will give me confidence and give me knowledge about professional etiquette

- **Seo and key word Research**

I have learned how to write SEO-friendly content, Researched keyword to enhance content exposure

- **Trend monitoring**

Kept monitoring recent trends, research and analysis of content. learned how to adapt content according to trends

- **Campaign planning**

Assist in campaign planning, join meetings, and share ideas, discussions. I learned how to execute a campaign.

- **Monitor negative feedback**

Find out Negative feedback, analysis and monitor feedback, note down reviews. I have Learned how to face negative feedback online

- **Bill tracking**

Tracking paid ad bills and maintain records for the future. I have learned to keep records of financial documents

- **Presentation of findings**

Present analysis result to the team. I have learned how to write key points, enhance presentation skills

- **Find groups for seeding and social listening**

Find out groups for sharing and knowing audience opinion. I have learned about how to target an audience, and it improves social listening skills.

Key learnings

- I learned how to write simple and attractive content
- I learned how big companies maintain their brand image on digital platforms
- I learned how to execute a campaign
- I learned how external and internal communication works
- I learned about social listening and group seeding
- I learned importance of teamwork
- I learned how to write reports
- I learned significance of audience engagement and respond to their questions.

- I learned how to maintain relations in a corporate environment
- I understand the basic of Seo
- I learned to create a content schedule
- I enhanced my English learning skills
- I develop my time management and meet deadlines, and I have responsibility handling skills
- I developed my analysis and research skills
- I improve my monitoring and documentation skills

This internship at Walton was having a major influence in my practical learning journey. It enabled me to bridge my classroom knowledge with corporate experience. I improve my professional skills.

Chapter 4:

Evaluation Of learning

4.1 Difference Between Academic learning and corporate world (Academic and practical world)

As a student of journalism, media and communication I have keen knowledge about how media works, how digital platforms connect people, and how communication works. Most of my initial understanding of media strategies, digital content, communication came from in-class learning, lecturers and academic books. During my internship at Walton, I understood the corporate world is different from in-class learning. I got the opportunity to work on actual brand communication, social media content writing, SEO- based writing, assist in planning, research and analysis. I also understood about corporate culture. It is very crucial and eye-opening knowledge for me it worked as a gateway between academic learning and practical work. Through this experience I identified many dissimilarities between academic learning and corporate world. Academic learning gave ideas and theories whereas the corporate world trains how to use these ideas in the real world.

Below the key difference I acknowledge during my internship-

- **Theoretical knowledge vs practical knowledge**

University: I studied Communication model, theories, media law, advertising, news writing, etc.

Corporate: I use these while developing content idea writing, planning, analyzing audience behavior.

- **Classroom vs Real Business**

University: Assignments are mostly for learning and grading

Corporate: Analysis, monitoring, tracking, communication are important for brand reputation and growth.

- **Individuals study vs team work**

University: Assignments, classwork are individuals work expect group projects

Corporate: In digital marketing and communication work need group work to meet deadlines, follow rules, large audience engagement, do work perfectly and timely.

- **Fixed curriculum vs changing of trends**

University: syllabuses are fixed and focus on traditional knowledge

Corporate: Recent trends and audience interest change fast, so I need to learn to adapt quickly to new strategies.

- **Academic environment vs High pressure work environment**

University: Teachers are friendly and understand problems easily and guide students

Corporate: work deadlines are strict, high-pressure environment

- **Asking questions vs taking responsibility**

University: students ask questions and receive answers and learn from teachers when they don't understand any topic

Corporate: I had to complete the task in given time, report progress, follow instruction, find out answer by analysis, researching.

- **Grade vs Customer engagement**

University: success calculated through marks and grades in the final exam

Corporate: success is assessed by reach, impression, customer response, conversion

- **Hypothetical case vs Real audience behavior**

University: I have learned in the academic lectures about how communication occurs, campaign ideas

Corporate: I work on real environment and learned how all things operated

- **Academic feedback vs professional feedback**

University: teachers gave educational feedback, understand core problem and solved the problem

Corporate: The CMO and managers gave direction on how to work, improve content quality

- **Study materials vs Company Brand guidelines**

University: I learned from lectures, books, and reading materials

Corporate: I have to follow company's rules, guideline, communication policies by researching, reading annual report and journals.

- **Theory based writing vs SEO and Algorithm-based writing**

University: Writing reports and news is based on creativity and selection of words

Corporate: content must Follow SEO keywords, eye catching lines, easy to understand language and reach a larger audience

- **Research for academic vs research for audience**

University: Research focused on academic theories, implementation

Corporate: I research SEO keywords, competitor content, digital trends, audience feedback, and social media performance

- **Classroom communication vs corporate communication**

University: I can communicate informally with classmates and communicate with respect to teachers

Corporate: communication need professionalism, politeness and clarity

- **Limited tools vs Advanced digital tools**

University: assignments need word, Powe Point, Canva, Cap Cut basic editing software

Corporate: I need excel, google sheet, meta business suit, google trends, word, ad manager

- **Knowledge based confidence vs experienced based confidence**

University: confidence comes from learning, memorization

Corporate: Confidence comes from communication, positive feedback, completion of tasks.

4.2 Finding the route to my success: My internship outcome

My internship at Walton High-Tech industries has been a truly satisfying and enlightening experience for me. This internship not only gave me the opportunity to understand the corporate environment from the inside but also gave me the opportunity to take part directly in the digital marketing and communication activities of the renowned Bangladeshi company.

My internship at Walton allowed me to grow personally and professionally. My duties include social media performance analysis, monitoring pages, analysis of competitor pages, respond to inbox messages, tracking of metrics, writing reports, collect group list for seeding and social listening, collaboration with different teams, fixed meeting schedules, write SEO Friendly content, give content idea, managing paid ads.

Through this I gain confidence and grow my creative and communication skills. I learned significant of good-communication, how a big company maintain its audience engagement on digital platforms.

One of the key parts of my internship has been working with digital marketing and communication team. Creative team members taught me how to get content idea and how to think critically and research on topic. Brainstorming-sessions and advice from seniors help me to enhanced my writing, thinking, creativity. I have gained knowledge of how different departments work together to reach goals.

Another notable outcome of my internship is the confidence I acquired in adapting to challenges. Trends changes regularly and audience behave changes regularly I gain knowledge how to adapt to these challenges. Meet deadlines, keeping records and informing the updates make me more confidence and able to work in a corporate environment.

I can say that my internship at Walton not only enhanced my academic learning but also improve my skills in the field of digital marketing and communication. It has encouraged me to grow skills in writing content strategy, brand communication and digital branding.

This internship has been a pivotal moment for me. It has enhanced my confidence and readied me to take the next step towards professional journey. I am now more dedicated, determined, skilled, and confident to build a successful career in the field of digital marketing and communication. The things I learned, the skilled I acquired, and the confidence I grew will

instruct me to develop new aims and future goals. This knowledge has not only been a stage of learning but also significant base for my career.

4.3 Internship Expectations: pursuing Innovation in digital marketing and communication strategy

My internship at Walton's digital marketing and communication team has been a significant and enlightening experience where my classroom knowledge combined with real corporate tasks. I expected to acquire knowledge of how the company manage its brand, communication, digital presence but the internship gave me more knowledge.

By teamwork, creativity, strategic digital communication, content planning, monitor and analyzing digital performance this internship helps me to develop my skills and prepares me for better career in digital marketing and communication. This journey became a gateway between theory and real-world practice.

- **Practical use of Digital marketing and Communication knowledge**

Expectation: Use theories, learnings, and research skills from university in real-world situations.

Achievement: I applied my research skill to monitor and analysis performance and competitive analysis. learn how to monitor, tract, analyze and keep records.

- **Working in a collaborative team**

Expectation: Learn and observe how big company handles team work

Achievement: I worked with the digital marketing, branding and creative team. Communicate with team members and fix the meeting schedule. I have learned how to build strong communication.

- **Adaptability and problem solving**

Expectation: Learn to adapt in a corporate environment

Achievement: learned to adapt challenges, fast trends, manage time and meet deadlines.

- **Understanding public communication and audience engagement**

Expectation: Gain knowledge about how big companies maintain their online presence and communicate with audience.

Achievement: I develop my communication skills by responding to online message, know about audience targeting.

- **Content creation and digital story telling**

Expectation: how digital content is made and shared to the public

Achievement: I write reports, share content ideas and assist in planning content.

- **Social media strategy and Online branding**

Expectation: I acquire knowledge of how digital platforms works for reputed brand

Achievement: I learned how to engage an audience, how to increase reach, impression, conversation.

- **Project management and Task execution**

Expectation: Develop knowledge of how to handle and work in a real-projects and campaign

Achievement: I help with campaign planning, meet with the agency, help prepared reports, followed deadlines, and document the record of the work.

- **Creative thinking**

Expectation: learn to develop my ability to make and think creative ideas

Achievement: I help write creative content, assist in planning, and give content ideas.

- **Professionalism and workplace discipline**

Expectation: Learn how a corporate environment works, know their work culture

Achievement: I learned to follow etiquette, rules, professional communication, and time management.

- **Prepare for a modern, creative career**

Expectation: Experienced something different

Achievement: The internship gave me a chance to explore digital marketing and communication. Learn about media reach, impression, advertisement, impact on audience, SEO, corporate communication, media analysis, monitoring, documentation.

This experienced has made guided me for a modern career path and inspired me to grow confidence.

4.4 Assessments of skills through internship

My internship at Walton has been a life changing experience that has supported me in developing from a student with basic knowledge to someone cable of digital marketing and communication skills in a corporate environment. This internship enabled me to turn classroom knowledge from university courses into hands-on skills. I acquire diverse skills that build my confidence and train me for job field.

Below are the key skills I acquire during internship

- **Practical Application of communication**

University learning: I have learned communication model, media strategy, media theory, and content writing

Corporate world: I use these things while writing content for online, and making reports.

- **Content creation skills**

University learning: writing and storytelling method

Corporate world: learned how to write reports, content writing skills, and SEO friendly content.

- **Teamwork**

University learning: work in a small group with few responsibilities.

Corporate world: work with the branding and creative team, make a plan, attend group meetings, and share ideas. I gained knowledge about why teamwork is important.

- **Adaptability**

University learning: make academic assignments with enough time

Corporate world: learn how to work first and accurate, meet deadline, gave updates, and handle urgent needs.

- **Understanding external and internal communication**

University learning: communicate with faculty and friends for any crisis moment

Corporate world: communicate with brand manager and CMO for best outcomes and external communication with various agency.

- **Audience engagement and social media understanding**

University learning: learned how media works, audience behavior theoretically.

Corporate world: monitor social media metrics, comparative analysis, research on trends, monitor and report on social media performance. gained knowledge of what attracts a real audience and how public perception can change with trends. learned about SEO, ad, google trends

- **Attention to detail**

University learning: Be aware of grammar and maintain accuracy while writing academic assignments.

Corporate world: Learn to check documents before publishing, proofread and translate documents

- **Research skills**

University learning: Do research for academic assignments

Corporate world: Research on trending topic, competitor research, audience behavior, and research on metrics.

- **Learning new tools**

University learning: use basic software like Canva, Power point, Cap Cut, Word

Corporate world: worked with Meta business suite, Excel, Google sheet, Google trends, Ad manager.

- **Understanding corporate culture**

University learning: Followed university rules and discipline

Corporate world: maintain work ethics, discipline, professionalism, adapt to new rules easily.

This internship changed my perspective about digital marketing and communication. It enhances my university learning and develops me more for work in a corporate setting. Skills I acquire during internship at Walton make me ready for dynamic world and modern career.

4.5 Future opportunities for a robust portfolio and career: A roadmap from internship Learnings

My internship at Walton has helped me acquire real life experience, confidence and good understanding of career chances in the field of digital marketing and communication. The blend of academic knowledge and corporate world unlocks many opportunities for my future career. The skills I gain help me create a strong portfolio and open doors for diverse career opportunity.

Below are some future possibilities that I can discover based on knowledge and experience obtained during my internship.

- **Strong leadership in digital communication**

I can use my experience in content writing, planning, giving content idea and share my thoughts and present them to the team

This will help me build strong portfolio and ability to work independently, handle responsibility.

- **Innovation in digital communication learning**

Analyzing performance, monitoring social media, tracking metrics, analyzing competitor pages at Walton made me develop my knowledge in digital communication

I can use these skills in my portfolio for better opportunities in future in the field of digital marketing and communication

- **Cross department collaboration**

Working with branding team and creative team make my communication and critical thinking stronger.

This will help me develop my teamwork skills and gave me the opportunity to work in a corporate setting where teamwork is mandatory

- **Developing audience engagement skills**

By monitoring and analysis, I gain knowledge of how to hold audience engagement, and how to target audience and respond to their messages politely.

I can add these skills to my portfolio for stronger career opportunities in the field of audience engagement and relationship building

- **Adapt easily**

Digital marketing and communication work changes with trends. Content must ready in a short time, meet deadlines, fixed any mistakes quickly, and inform the seniors of updates.

I can add these skills to my portfolio because I have gain first decision-making skills and can easily adapt to any rules easily that will benefit my future career.

- **Professional improvement**

I have learned SEO, Google trends and Ad manager .it will make my portfolio stronger for the future

- **Strong written skills**

I write report, write content idea, proofread, translate documents

This will enhance my written skill and make for a stronger career in content writing.

- **Build a strong digital marketing and communication portfolio**

I can use my skills that I learned at Walton during my internship in future organizations

I can be more confident in my future jobs and benefit my future career in this sector.

- **Expanding network**

During my internship, I got the opportunity to meet professionals, attend meeting with them.

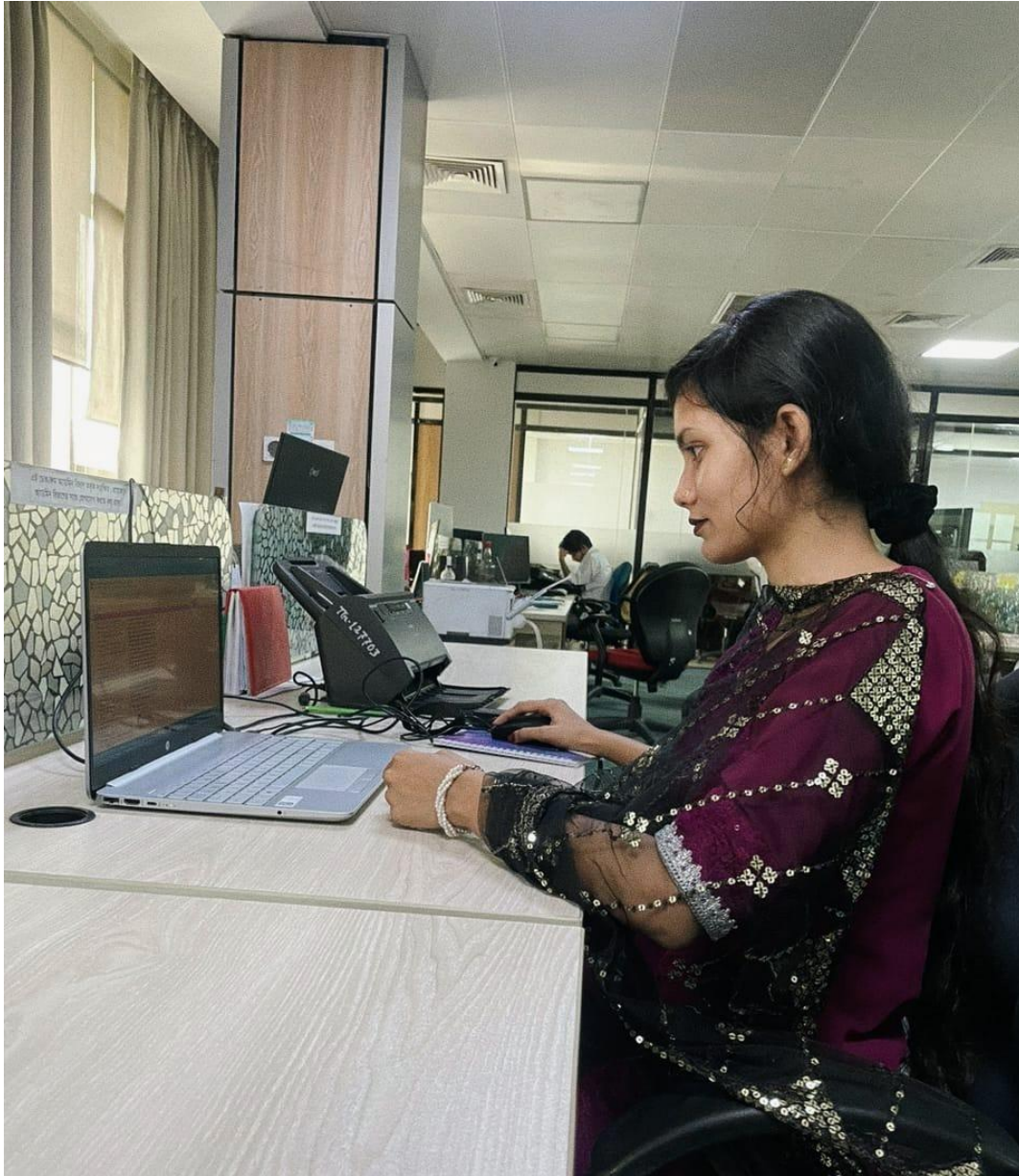
By attending meeting, advise from seniors makes me strong and skilled for future career opportunities.

- **Skills gained**

During my internship at Walton, I learned proficiency with Excel, Meta business suite, Google trends, Google sheets.

These enable me to develop my skills, abilities and build a stronger portfolio.

With constant learning, innovation, creativity and a positive outlook, I am ready to create a solid and strong career.



Work environment

Chapter 5:

Conclusion

5.1 Swot Analysis



Strength

- **Effective communication skills**

Description: I have improved my writing, editing and content creation skills by writing reports, share ideas, Gave content idea

Impact: This built my confidence and improved my professional writing skills

- **Adaptability in workplace**

Description: digital marketing and communication tasks have short deadlines, and need regular updates. I learned how to adapt to new challenges.

Impact: I improve my time management skills and gather knowledge on how to work under pressure

- **Acknowledge about corporate branding**

Description: I learned how corporate company manage its branding concept

Impact: This developed my knowledge of how large corporate companies maintain their brand identity

- **Hands on experience on digital platforms**

Description: I gain knowledge about Meta business suite, SEO, Ad manager, Social-media metrics.

Impact: This helps to develop my skills through real-world practice.

- **Teamwork**

Description: I work closely with the creative team and branding team by this I learn how teamwork works in a corporate environment.

Impact: This developed my idea-sharing skills, encourage my confidence.

Weakness

- **Limited corporate experience**

Description: This was my first experience in a real corporate environment, so I was new to this experience.

Mitigation strategy: I need to take more internships and gain knowledge about corporate culture.

- **Less technical knowledge**

Description: less knowledge about digital media tools

Mitigation Strategy: I can develop my skills through online courses.

- **Limited decision- making Roles**

Description: I did not take high impact decisions. I assist in making decisions.

Mitigation strategy: Developing more skills I can able to make decisions in the future.

- **Time management challenge**

Description: It was hard to meet deadlines, and provide updates regularly.

Mitigation strategy: I need to develop my multitasking skills

- **Dependency on supervisor**

Description: I need consent from supervisor for approval of content

Mitigation strategy: I have to gain more knowledge about digital media strategy, digital media metrics.

Opportunities

- **Demand for media professionals**

Description: In this digital era audiences more engaged in online, and companies hire more media professionals to keep engaged with audiences

Action: I can develop my digital media skills, do advanced courses and build a strong career

- **Strong portfolio Development**

Description: My internship at Walton digital marketing and communication department made my portfolio stronger because I have basic knowledge about digital marketing funnel, advertising, SEO.

Action: I can show my past experienced to get my desired job.

- **Chance to discover corporate career**

Description: This internship makes me realize which profession I can join, like executive, officer, or manager.

Action: I can apply for related jobs and acquire more experience

- **Learning Digital tools**

Description: I learned Excel, Meta business suite, Ad manager, Google trends, Google sheet

Action: These learnings helped me to develop my skills, make me a more confident persona and make my portfolio stronger.

- **Maintain Networking**

Description: By doing an internship at Walton, I develop connections with professionals and gain knowledge, experienced.

Action: This helps me to get better opportunities in the future career by maintaining bonds with them.

Threats

- **Competition in digital marketing and communication job**

Description: In the digital era people are more interest in digital marketing and communication

Mitigation strategy: I must develop my skills to stay in competitive job sector

- **changing Digital Trends**

Description: Social media trends and audience behavior change rapidly.

Mitigation Strategy: I need to develop a new strategy, gain more knowledge, analyze audience behavior.

- **Strick corporate culture**

Description: The Company follows very strict rules and guideline, like 9-6 office hours, reaching on time, meet deadline, and less vacation.

Mitigation strategy: I must develop my patience and self-control, and stay calm and focused.

- **Pressure of deadlines**

Description: Digital marketing and communication work need regular updates, and maintenance times, and deadlines that create challenges.

Mitigation Strategy: Developing my time management skill will help me to manage stress.

- **Skill gap**

Description: Experience professionals have strong knowledge of tools, written skills, monitoring, analysis and tracking skills

Mitigation strategy: I need to develop my skills and improve where I have gaps from others.

The swot analysis demonstrates that my internship at Walton helped me develop in digital marketing, communication, brand communication, team work and corporate culture. It enhanced my confidence, reveal my weakness where I can improve, find out opportunities where I could improve and threatened to remind me to keep learning and developing skills.

5.2 Conclusion

My internship at Walton High-Tech industries Ltd. in the field of digital marketing and communication sector has been one of the core skills building experience of my academic path as a student of journalism, Media & communication. It enabled me to explore beyond classroom and see how Digital marketing, communication, branding occurs in a corporate environment. This internship supports me in connecting my academic learnings with practical work, demonstrating how communication characterizes a company's values, identity and relationship with the masses.

During the internship I learned how much disparity practical learning can make. working with the digital marketing and communication team makes me understand the significance of

professionalism. This internship gave me an in-depth idea about how digital marketing and communication works. I also acquire knowledge of how digital communication helps to build trust, audience engagement.

One of the most significant skills I developed during internship was capability to work in a team. I learned the importance of teamwork in a corporate environment. I learned to share ideas, take advice from seniors, and support in group task. This made me more skillful, and confidence.

Another crucial skill I gained was adaptability. Trends change first, in corporate setting, tasks come with short deadlines. I learned how to take responsibility, finished task within time. The internship supports me in understanding that quickly responding to new situation is a vital part of professional development.

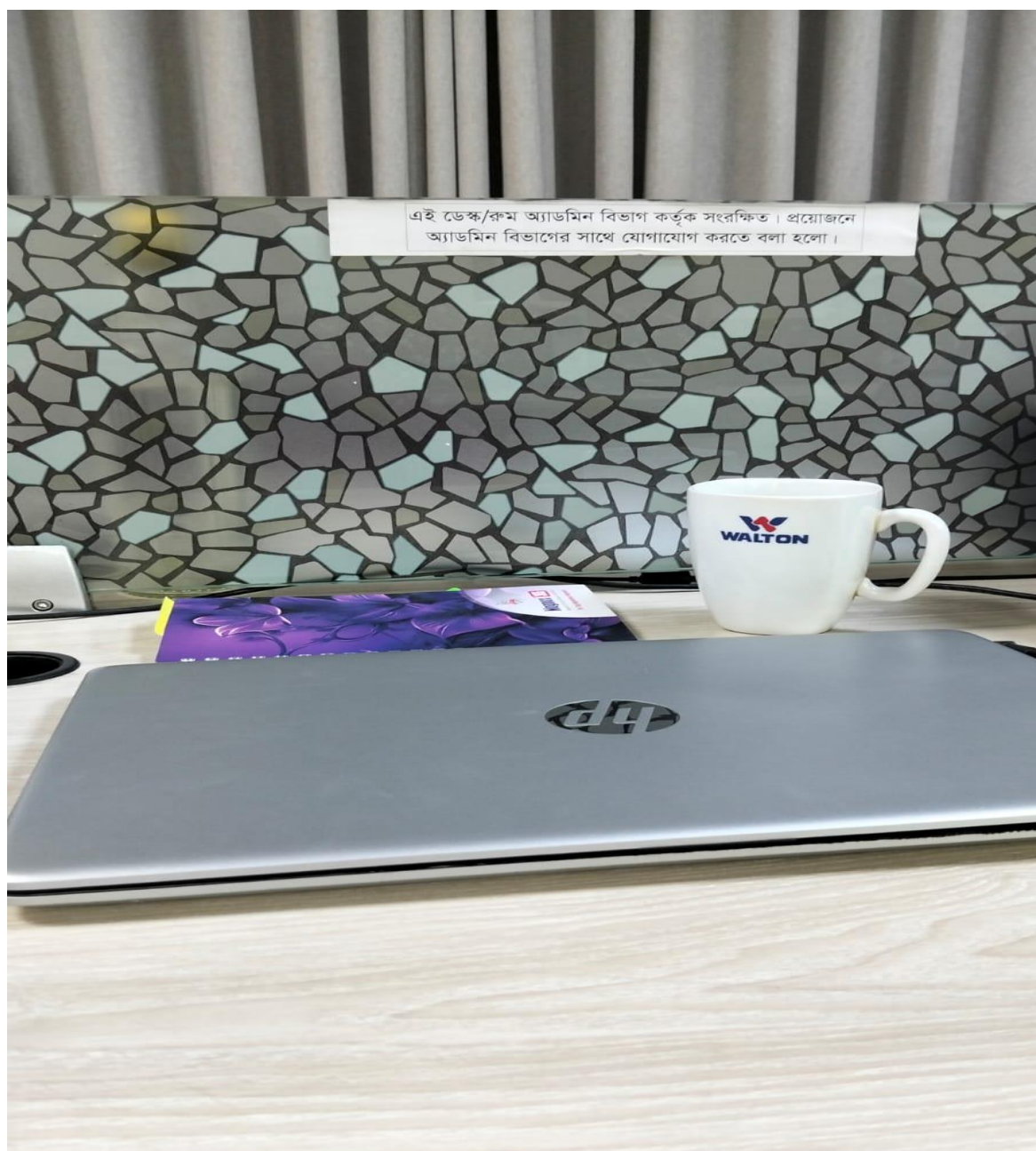
The internship also made me conscious of my weakness. My professional experience is narrow. Sometimes I felt anxious to do tasks that need more knowledge and skills. I don't see these as my failure. I see them as my opportunity to learn and growth. Knowing this weakness helps me to develop myself for my future and makes me ready for the next steps in my career.

Digital communication is increasing day by day. Companies are moving online and demand for skilled people is growing day by day. This gave me a valid reason for developing skills in this field.

I became knowledgeable of the obstacles in field of digital marketing and communication. Many people are developing their careers in this sector to compete this, I need to develop my confidence, creativity and skills.

My internship at Walton has been a pivotal point in my academic career and self-improvement. It gave me practical experience, supported me to develop my career in the field of digital marketing and communication, and help me to face obstacles in the professional world. I learned to apply my academic learning in practical work, build confidence, know my weakness and prepare for the future.

5.3 Appendix



My desk at Walton



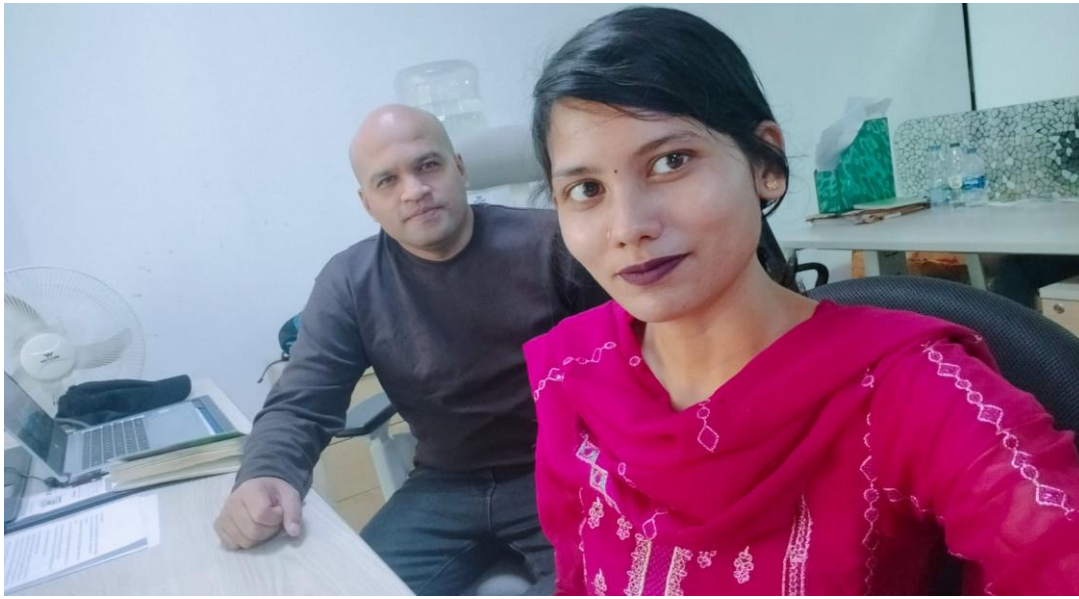
Selfie with my team mates



Selfie with my teammates



Picture with my teammates



Picture with my team mates

Reel Content Making - Walton

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voice ,music

A	B	C	D
Category	REF.	Notes/Story	Artist Needed
Refrigerator	https://www.facebook.com/share/v/1Fb1BVxwG3/	if there is any ongoing festival/fair join fun and games session of walton stall and get exciting gift	1 energetic youth ,4-5 visitor, stall staf 1
	https://www.facebook.com/share/v/17bdK5QC8j/	customer wants to buy product and sales man told him everyone wants to buy product from this brand because	2 Male Artist
	https://www.facebook.com/share/v/1BBY2Zu6fB/	if anyone come back from foreign country mother keep kheer into the fridge and and serve him tasty fresh kheer	1Female artist, 1 male
	https://www.facebook.com/share/v/1JBvWdcKm/	customer visit showroom unsure about purchase, they explore product, interact with staff, receive discount coupon	1 female, 1 showroom staff
	https://www.facebook.com/share/v/1AUHPwEguj/	participate in the quiz ,win prize	1 male artist
	https://www.facebook.com/share/v/1Fq7ZWKEC/	people can get walton product easily in the local store	2male artist
	https://www.facebook.com/share/v/1LzgSWF1T/	keep your love love one close, walton fridge closer	3/4 artist
	https://www.facebook.com/share/v/1CyoQDCSsc/	in the hot summer stay cool and relaxed with walton ac, every moment feels calm, refreshing	2 artist
	https://www.facebook.com/share/v/1AAKTTXTo/	person enters home, switches on walton ac	1 artist
	https://www.facebook.com/share/v/1BGmz7YNMH/	nijeke ja vabi vs sobai ja vabe	2 artist
ac	https://www.facebook.com/share/v/1BJ3r4X/	ae gorome sustho thakun walton ac sathe	1 artist
	https://www.facebook.com/share/v/1VXRoNGWLx/	cool the chaos with walton ac	no artist
	https://www.facebook.com/share/v/16xot6XMv/	family enjoy quality time ,happy moment with walton ac, every corner feels like fresh ,cool	3/4 artist
		elegance in every ride	1 artist
Lift		always on time every time	2 artist
		luxury begins with every floor	1 artist
		built with bangladeshi pride	1 artist
		the lift that moves a nation upward	1 artist
		power never stop progress	1 artist
		comfort with every generation	1 artist
		smart kichen, happy life	1 artist
		save time relax more	1 artist

D	E	F
Artist Needed	Content Idea	Copy/Super (Adjust with the shot/clip where necessary)
1 energetic youth ,4-5 visitor, stall staf 1	walton stall field with light, excitement, people join spin, quiz, ends with smiling winner posing with walton product	1. join the walton fun zone 2. play, win smile 3. exiting gifts waiting for u
2 Male Artist	goes to buy new fridge ,compare other brand and choose walton	desher tk deshei rakhi
1Female artist, 1 male	welcome home with the taste of happiness, mothers keeps fresh ingredients in her walton fridge, serves tasty food when her son return	fresh ingredients, warm moments, walton keeps everything perfect
1 female, 1 showroom staff	curious customer walk in showroom exploring product with excitement, by the end of visit they receive discount coupon	step in, explore, save
1 male artist	boy participate in the quiz randomly, and get gifts and he share this quiz links with his friends	join and win
2male artist	In rural area hot summer day a thirsty boy try to find cold water source which is 1 less price ,he find walton local store	no matter where u r , walton products are within reach
3/4 artist	with walton fridge keep your food fresh and your family moments closer than ever.	walton fridge keeps everything fresh, fridge is always there to support far
2 artist	beat the heat ,stay cool with walton ac	let this summer be calm and comfortable with walton ac
1 artist	close up of ac design, cool air flows, person relaxes on sofa with smile	stay stylish with walton ac
2 artist	a guy think he is normal, everyone thinks him super cool because of walton ac	think simple, look cool with walton style
1 artist	a tired guy enter in the room from warmy hot outside weather, after sit in the ac he feels cools relax	stay cool, stay happy with walton ac
no artist	3 pillar-stress, deadliness, tired . walton ac fog remove 3 pillar with white fog	your stress buster, walton ac
		every laught looks brighter
3/4 artist	make your holiday at home perfectly cool and comfortable with walton ac	game night, walton vibe
1 artist	businessman step in, door close, smooth ride, no jerk	smooth, smart, safe walton lift
2 artist	office crowd rushing, lift opens right on time, everyone smile	relax on every ride
1 artist	family enters home lift-smooth, stylish, interior , kids exited	smart living, walton life
1 artist	walton engineers testing lift -proud smile	bangladesher lift, bangladesher gorbo, walton lift
1 artist	high rise office building of financial sector people use walton lift	rise with walton lift
1 artist	light flickers but still life runs smoothly	uninterpreted safety with walton lift
1 artist	older age person use life, easy to use for all age	safe ride every time with walton lift
1 artist	mom cooking, using walton blender, quick, tasty easy	kaj sohoj, khushi beshi, walton home appliance
1 artist	girls put cloths in walton washing machine, relax	poriskar kapor, kom porisrom a , walton home appliance sathe
		feel the beat, with walton tv
	kids droops juice, food in the floor, mother use walton vaccum	poriskar barite santite walton vaccum cleaner sathe

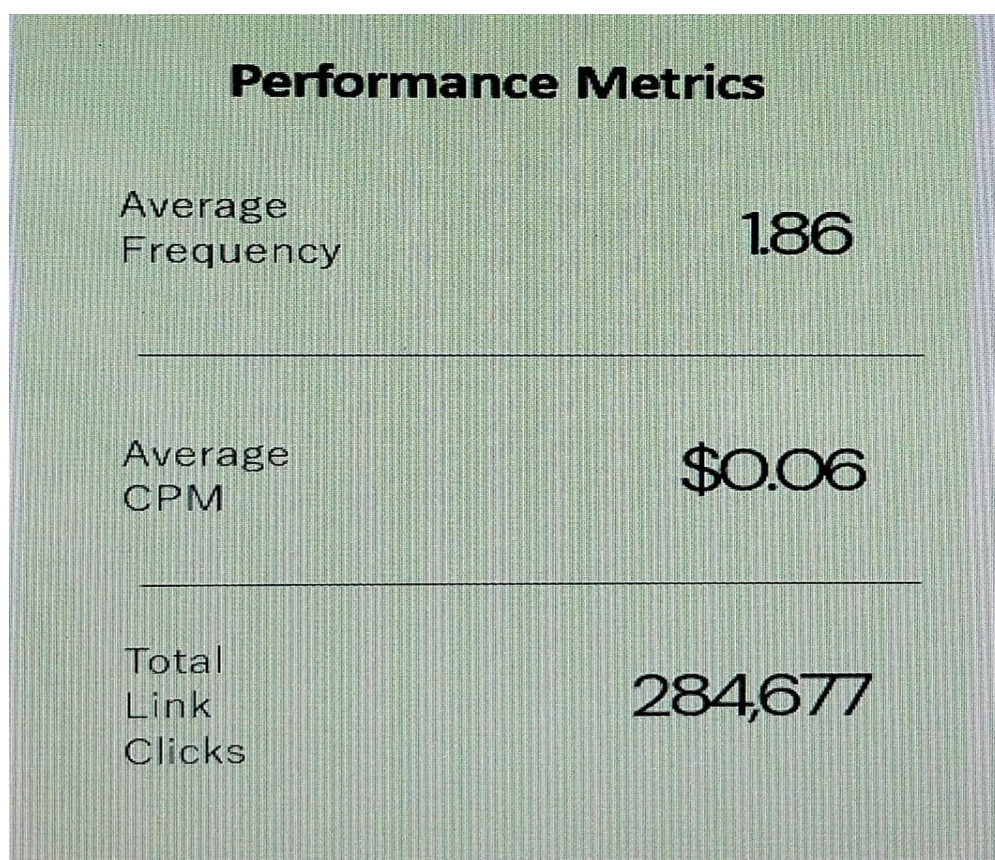
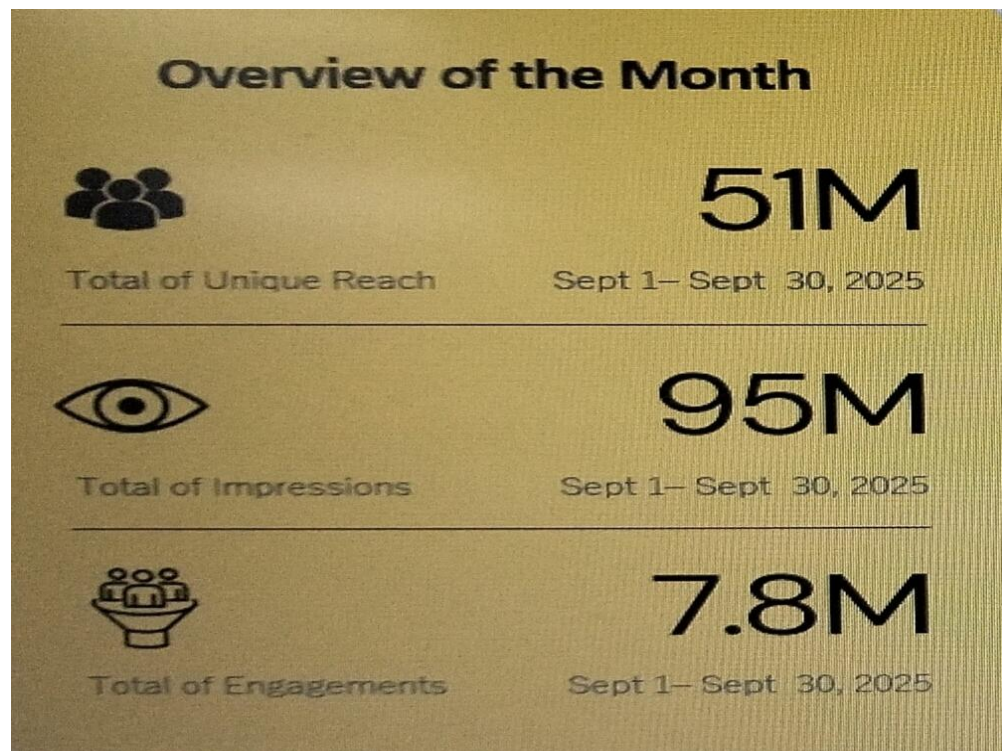
+ Sheet1 Sheet2

Write content idea

The screenshot displays the Meta Business Suite interface. On the left is a sidebar with navigation options: Home, Notifications, Ads Manager, Inbox, Content, Leads Centre, Creator marketplace, Planner, Ads, and Insights. The main content area shows the profile of 'Walton Hardware & Sanitary Solutions' with 20K followers. The profile includes a cover photo, profile picture, and links to edit the Facebook page and connect Instagram. Below the profile is a 'To-do list' section with a 'Weekly plan' and a 'See full plan' button.

The screenshot displays the Meta Business Suite interface for the profile of 'Walton Electrical Appliances'. The sidebar on the left is identical to the previous screenshot. The main content area shows the profile with 177.9K followers on Facebook and 12.5K followers on Instagram. The profile includes a cover photo, profile picture, and links to edit the Facebook page and Instagram profile. Below the profile is a 'To-do list' section and a 'Comments' section with a 'See All' link.

Monitor social media pages



Monitor and find metrics

Report Analysis Jan-Sep25 ☆ 📎 ☁

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Track metrics to measure performance

A	B	C	D
Quotation Approval Path			
Common		Product	
Faisal Bhai	67691	Faisal Bhai	67691
Mostafiz Bhai TV Media	4517	BM	
Milton Bhai (Online Press Media)	5932	CBO	
Zoheb Bhai	58745	Zoheb Bhai	58745
Anis Sir	5075	Anis Sir	5075
Limon Sir	19875	Limon Sir	19875
Anjum Sir	43627	Anjum Sir	43627
Mamun Sir	16727	Mamun Sir	16727

C	D	E	F
Campaign Name	Platform	Cost Center	Month
Digital Media Buying	(Google Ads)	Walton TV	Sep-25
PR Paths			
Common	WHIPLC PR PATH COM CORP		Item Code
Refrigerator	WHIPLC PR PATH REF3-43461	(Old-WHIPLC PR PATH REF)	
Computer	WHIPLC PR PATH COMP		
AC	WHIPLC PR PATH WAC		
TV	WHIPLC PR PATH TV_ABIR_AHMED	(Old - WHIPLC PR PATH TV)	
FAN	WHIPLC PR PATH FAN		
LED Light (EAP)	WHIPLC PR PATH LED LIGHT		
Lift	WHIPLC PR PATH LIFT	With Vat Amount	
Cables	WHIPLC PR PATH CAB(old-WHIPLC PR PATH CBL)		
Electrical Accessories	WHIPLC PR PATH ELEC ACCS		
Screw	WHIPLC PR PATH SCREW		
Mold	WHIPLC PR PATH MOLD		
DIE	WHIPLC PR PATH DIE		
HAP	WHIPLC PR PATH HAP_KABIR		
API	DPI PR APPROVAL PATH		
Approval Path Work Order Track Sep'25 Aug'25 Jul'25 .			

Tracking data

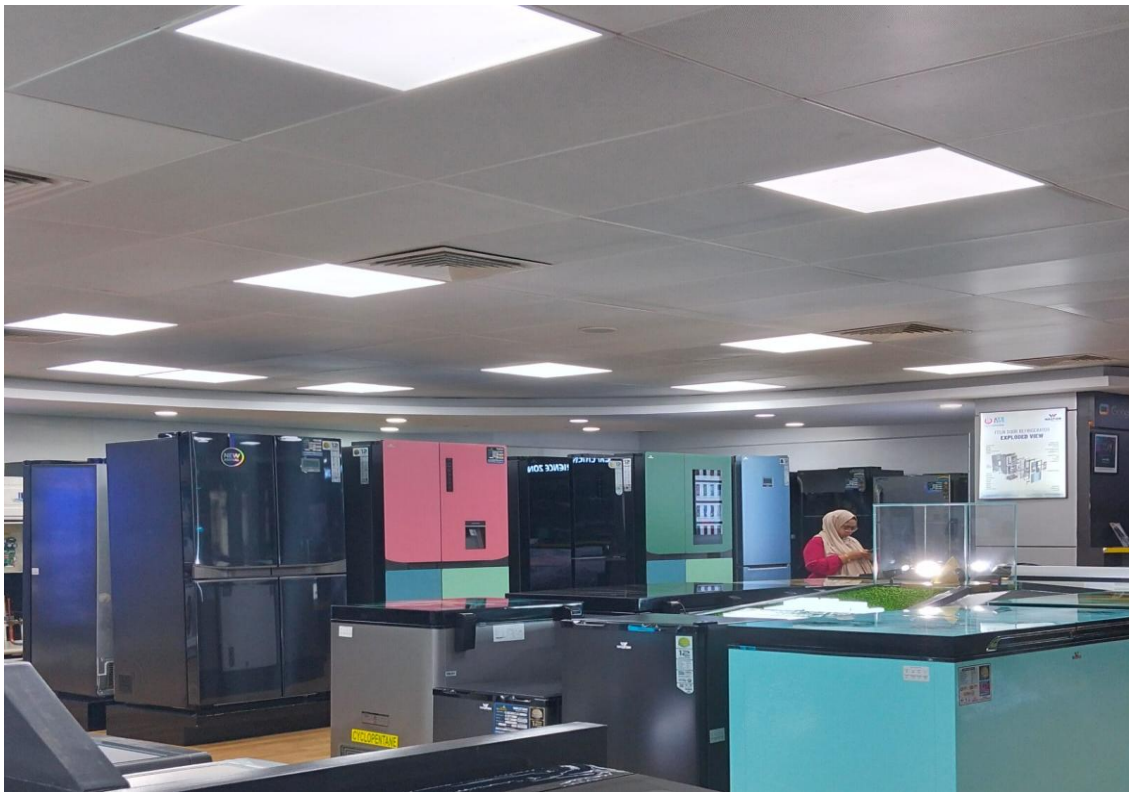
Content				
Brand	Walton Cable	Walton Cable	Walton Cable	Walton Cable
Objective	Engagement, Reach & Thru play	Engagement & Reach	Engagement & Reach	Engagement & Reach
Reach	3,528,837	3,767,890	6,608,268	779,689
Impressions	6,823,457	4,612,222	8,715,615	813,280
Post Engagement	1,093,812	487,455	545,086	4,651
Views	452,827	-	-	-
Leads	-	-	-	-
Link Clicks	22	23	40	16
CTR	0.33%	0.27%	0.21%	1.03%
Amount Spent	\$573.75	\$299.91	\$522.01	\$54.58
Content Quality	Average	Above average	Average	Above average
Comment			Overall campaign performance is good	

Track campaign performance

Bill Tracking Sheet 2025											
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Q Menus 100% % \$ % .00 123 Lexend - 10 + B I A 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100%											
A1 Received Date											
1	Received Date	PR Path (ID, Name)	Current Status	PR	Month of bill	Brand Name	Invoice No.	Vendor Name	Subject	Without VAT	Payable
2		Md. Faisal Mahmud (67691)	Pending	1120127	Sep'25	Walton Common	MCL/BILL/966/2025	Mediacom	Digital media buying (google ads)	₳268,827	₳309,151
3		Md. Faisal Mahmud (67691)	Pending	1120125	Sep'25	Walton Common	MCL/BILL/970/2025	Mediacom	Digital media buying (FB ads)	₳239,386	₳275,294
4		Check correct amount	Do PR agian	1001332	Sep'25	Walton Lift	MCL/BILL/968/2025	Mediacom	Digital media buying(google ads)	₳90,791	₳104,410
5		Need bill location	PR Rejected	1024310	Sep'25	EAP 2	MCL/BILL/962/2025	Mediacom	Digital media buying (FB ads)	₳228,804	263,124.60
6		Sent to Rashid Bhai	PR Approved	1120127	Sep'25	Walton HAP	MCL/BILL/959/2025	Mediacom	Digital media buying (FB ads)	₳544,746	₳626,458
7	29/10/2025	Sent to Rashid Bhai	PR Approved	1120125	Sep'25	Walton Lift	MCL/BILL/998/25	Mediacom	Digital media buying (Tiktok Ads)	₳40,372	₳46,428
8		Sent to Rashid Bhai	PR Approved	1120127	Sep'25	Walton Lift	WHP/07/2025	TRENDS BIRD	Linkedin media buying cost	₳141,466	₳162,686
9		Sent to Rashid Bhai	PR Approved	1120125	Sep'25	Walton Expansion Common	MCL/BILL/1118/25	Mediacom	Digital media buying (FB ads)of walton expansion	₳24,840	₳28,566
10		Sent to Rashid Bhai	PR Approved	1120178	Sep'25	Walton Common	458	Brand PRACTITIONERS Bangladesh	Website ad banner for website ad bill	₳30,000	₳34,500
11		Sent to Rashid Bhai	PR Approved	1120125	Sep'25	Walton Fan	MCL/BILL/957/2025	Mediacom	Digital media buying(google ads)	₳448,411	₳515,673
12	29/10/2025	Sent to Rashid Bhai	PR Approved	1120127	Sep'25	Walton Fan	MCL/BILL/1038/25	Mediacom	Digital media buying (Tiktok Ads)	₳16,166	₳18,591
13		Sent to Rashid Bhai	PR Approved	1120125	Sep'25	Walton Fan	MCL/BILL/958/2025	Mediacom	Digital media buying (FB ads)	₳377,931	₳434,621
14		Sent to Rashid Bhai	PR Approved	1120127	Sep'25	EAP 2	MCL/BILL/963/2025	Mediacom	Digital media buying(google ads)	₳279,131	₳321,001
15	29/10/2025	Sent to Rashid Bhai	PR Approved	1120125	Sep'25	Walton EAP 2	MCL/BILL/987/25	Mediacom	Digital media buying (Tiktok Ads)	₳69,680	₳80,132
16		Sent to Rashid Bhai	PR Approved	1120127	Sep'25	Safe BD	MCL/BILL/967/2025	Mediacom	Digital media buying (FB ads)	₳82,308	94,654.20
17		Sent to Rashid Bhai	PR Approved	1120125	Sep'25	Walton Cables	MCL/BILL/969/2025	Mediacom	Digital media buying (FB ads)	₳131,375	₳151,081
18		Sent to Rashid Bhai	PR Approved	1120127	Sep'25	Walton Tv	MCL/BILL/961/2025	Mediacom	Digital media buying(google ads)	446,327.00	₳513,276
19		Sent to Rashid Bhai	PR Approved	1120125	Sep'25	Walton Tv	MCL/BILL/960/2025	Mediacom	Digital media buying (FB ads)	₳669,821	₳770,294
20		Sent to Rashid Bhai	PR Approved	1010356	Sep'25	Walton Ac	MCL/BILL/964/2025	Mediacom	Digital media buying (FB ads)	₳831,747	₳956,509
21		Sent to Rashid Bhai	PR Approved	1010357	Sep'25	Walton Ac	MCL/BILL/965/2025	Mediacom	Digital media buying(google ads)	₳557,249	₳640,836
22		Sent to Rashid Bhai	PR Approved	1001333	Sep'25	Walton Lift	MCL/BILL/966/2025	Mediacom	Digital media buying (FB ads)	₳333,877	₳383,959
23		Sent to Rashid Bhai	PR Approved	1101040	Sep'25	Walton Refrigerator	MCL/BILL/956/2025	Mediacom	Digital media buying (FB ads)	₳680,809	₳782,930

Invoice No.	Month of bill	Brand Name	Vendor Name	Subject	Without VAT	Payable
712	Aug' 25	Walton Refrigerator	TGRMC(PVT.) Limited		154,700	177,905
415	Aug' 25	Walton HAP	Brand Practitioners	website product branding	7,500	8,625
360	Aug' 25	Walton Ac	Brand Practitioners BD	Website product Branding Ad	7,500	8,625
416	Aug' 25	Walton fridge	Brand Practitioners	website product branding	7,500	8,625
363	Aug' 25	Walton Tv	Brand Practitioners BD	Website product Branding Ad	7,500	8,625
CL/BILL/860/2025	Aug' 25	Walton AC	Mediacom	Digital media buying (facebook ads)	965,213.00	1,109,994.95
CL/BILL/874/2025	Aug' 25	Walton AC	Mediacom	Digital media buying (tiktok ads)	111,471.00	128,191.65
CL/BILL/861/2025	Aug' 25	Walton AC	Mediacom	Digital media buying (google ads)	260,647.00	299,744.05
CL/BILL/856/2025	Aug' 25	Walton TV	Mediacom	Digital media buying (FB ads)	624,932.00	718,671.80
CL/BILL/857/2025	Aug' 25	Walton TV	Mediacom	Digital media buying (Google ads)	512,655.00	589,553.25
CL/BILL/872/2025	Aug' 25	Walton Hap	Mediacom	Digital media buying (tiktok ad)	27,868.00	32,048.20
CL/BILL/855/2025	Aug' 25	Walton HAP	Mediacom	Digital media buying (FB ads)	572,115	657,932.25
CL/BILL/859/2025	Aug' 25	Walton EAP 2	Mediacom	Digital media buying (Google ADS)	329,713.00	379,169.95
CL/BILL/858/2025	Aug' 25	Walton EAP2	Mediacom	Digital media buying (facebook ads)	303,632.00	349,176.80
CL/BILL/862/2025	Aug' 25	Walton Lift	Mediacom	digital media buying (facebook ads)	127,708.00	146,864.20
CL/BILL/863/2025	Aug' 25	Walton lift	Mediacom	digital media buying (google ads)	59,915.00	68,902.25
CL/BILL/864/2025	Aug' 25	Walton safe BD	Mediacom	digital media buying (facebook ads)	163,307.00	187,803.05
CL/BILL/866/2025	Aug' 25	Walton common	Mediacom	digital media buying	320,907.00	369,043.05
CL/BILL/865/2025	Aug' 25	Walton Cables	Mediacom	Digital media buying (facebook ads)	243,137.00	279,607.55
CL/BILL/867/2025	Aug' 25	walton common	Mediacom	digital media buying (google ads)	208,510.00	239,786.50
CL/BILL/854/2025	Aug' 25	Walton FAN	Mediacom	digital media buying (facebook ads)	347,624.00	399,767.60
CL/BILL/853/2025	Aug' 25	walton fan	Mediacom	Digital media buying (Google ADS)	467,505.66	537,631.50
CL/BILL/852/2025	Aug' 25	Walton Refrigerator	Mediacom	digital media buying (google ads)	3,965,810.00	4,650,681.50
CL/BILL/851/2025	Aug' 25	Walton Refrigerator	Mediacom	Digital media buying (facebook ads)	3,029,658.00	3,484,106.70
CL/BILL/873/2025	Aug' 25	Walton Refrigerator	Mediacom	Digital media buying (tiktok ad)	120,421.54	138,484.77
414	Aug' 25	walton tv	Brand practitioners	website Product branding	7,500	8,625
417	Aug' 25	walton ac	Brand practitioners	website product branding	7,500	8,625

Tracking of digital communication bill



Visited display center

Powering Up the Nation: How Walton Bangladesh Leverages Brand Identity for Market Dominance



Abstract

Walton Bangladesh, a leading conglomerate established in 1977, has evolved from importing televisions to becoming a market leader in electronics, home appliances, and vehicles. Walton's success is driven by a commitment to affordability, innovation, and a strong branding strategy that connects local consumers. With around 10 million units produced annually across 22 facilities, Walton holds significant market share and enjoys strong brand recognition. The company's strategy includes product diversification, customer-centric services, and CSR initiatives. As Walton continues to expand both locally and internationally, its focus on quality, innovation, and national pride will guide its future growth.

Introduction

Walton Bangladesh is a prominent conglomerate known for its extensive range of electronics, home appliances, vehicles, and telecom products. Established in 1977, Walton has grown from importing televisions to becoming a market leader in Bangladesh, producing around 10 million units annually across 22 production facilities. This success is underpinned by a commitment to affordability, innovation, and a unified branding strategy that spans various sectors.

Business Strategy

Promotional Activities: Regularly launches promotional campaigns, discounts, and special offers to attract customers.

Corporate Social Responsibility (CSR): Engages in environmental sustainability projects, educational programs, and support for local sports and cultural events.

Market Research and Innovation: Invests in understanding consumer preferences and trends, driving continuous product development.

Distribution Network: Extensive network of exclusive showrooms, authorized dealers, and online stores ensures wide product availability.

Strategic Partnerships: Collaborates with local and international partners for technology transfer and market expansion.



Fig: Headquarter of Walton

Branding Challenges

Walton has been facing several branding and financial challenges recently, particularly due to external market conditions:

- **Rising Production Costs:** Walton's profit dropped 37% year-on-year in the third quarter of FY23, while revenue fell by 32% due to

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