



Digital Marketing at Bunon Fabrics Internship Report

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Declaration

I declare that this internship assignment has been composed solely by me and that it has not been submitted, in whole or in part, in any previous application for a degree. Except where the states otherwise by reference or acknowledgment, the work contained here is my own. I declare that this assignment was composed by myself, that the work contained here is my own except where explicitly stated otherwise in the text, and that this work has not been submitted for any other degree or professional qualification except as specified.

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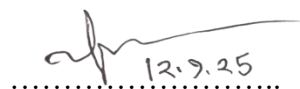
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Certification

To certify that Md Rifat Mollah, ID: 221-10-1023 is a student of the Department of English, Daffodil International University, Ashulia.

I am really glad that he finished the project paper under my supervision and put a lot of effort into writing this report. he has not submitted this report anywhere else, thus the statistics and information he provides in it are all completely authentic. I wish his endless success in both his personal and professional pursuits.



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Ms. Farjana Yesmin

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Acknowledgment

Before describing all the things, first I would like to thank the almighty Allah. Then, I would like to sincerely thank my supervisor, Farjana Yesmin, madam, and express my respect and gratitude. I would want to thank her for her consistent support, insightful advice, and careful observation, which helped me prepare my project paper in the allotted time. She provided a lot of beneficial advice and comments that helped me finish this internship.

Abstract

This internship report outlines my practical experience in Digital Marketing at Bunon Fabrics, a growing e-commerce saree brand. It focuses on how the company uses Facebook marketing to reach buyers, generating sales, and expanding its as a national saree brand. The report reviews audience responses on several platforms Facebook, WhatsApp, Instagram, Google, and the website and points out the challenges of managing these channels. The overall findings show that strong Meta campaigns and well-planned digital marketing efforts are essential for increasing engagement and attracting customers both online and offline.

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Chapter 1

Introduction

Bunon Fabrics is a renowned saree brand in Bangladesh. They are manufacturers of top-quality Sarees, and they serve on an online platform. They are now the number one e-commerce saree brand. I worked with the Performance marketing team of the company. As a part of the team, my responsibility was to monitor their online Campaign and inbound orders that come from their official website. I also give a content plan. That helps customer attraction and interest.

Facebook Marketing (Meta Marketing) also known as digital marketing and e marketing, is use of Social Media, the platform where people build their online network or community where they share information, ideas, and exchange their creativity. Through the networking channel e-commerce companies are increasing their brand awareness, engagement, website traffic, lead generation, and most importantly, sales. Meta marketing is also known as digital marketing or performance e-commerce marketing. Meta marketing includes purpose-built data analytics that allows marketers to evaluate the success of their efforts and discover additional ways to engage customer. Facebook marketing enables business to monitor the success of their efforts in addition to allowing them to interact with current customers and reach new customers.

In this report, the discussion will be made about Facebook marketing, known as performance marketing and the importance of Facebook campaigns for online sales and offline sales and how to manage audience through the online channel as well as their limitations, obstacles etc will be discussed.

Chapter 2

Purpose of the Study and Objectives

Purpose of the Study

- To measure and report on Facebook Marketing's contribution to the business.
- To compare customer responses from different platforms
- To establish the importance of digital marketing for any business in 2026.
- To develop Audience Management on different online platforms.
- To establish the Campaign management of Bunon Fabrics.
- To establish a sustainable Online and offline brand.

Objectives:

- Analyze how **Bunon Fabrics** uses Facebook Marketing to sell products in Offline and Online and build a national saree brand.
- Analyze the audience response from different marketing models like Facebook, WhatsApp, Instagram, Google, and Websites.
- Identify the challenges to managing the marketing model in a competitive market?

Objectives and Result

Importance of Facebook Marketing

Facebook marketing is necessary for all businesses right now, because all potential customers are using Facebook, and they spend lots of time on social media. According to an article from medium.com, every week, 66.67% of Facebook users visit at least one Facebook business page. So Facebook is a platform where customers are available more than a physical shop. Facebook marketing basically is all about marketing interesting content and posting it on Facebook for people to see and pique their interest to purchase a product. Once if you successfully get the interest of your customer through your content and ads, you can now market your business to them. In last month report that is 2.8 billion people are using Facebook.

As a business owner, anyone can use this platform for sell their products in the areas is ; Facebook marketplace, Facebook Campaign, Facebook groups. There are mainly two types of marketing in Facebook. Facebook paid marketing, and 2nd one is Facebook free marketing. Facebook paid marketing is also known as meta marketing, which is completely paid.

Bunon Fabrics relies on Facebook as its primary marketing hub, as this is where most of its customers spend their time. The brand utilizes Facebook to connect with new customers, establish trust, and direct individuals toward both online purchases and in-store transactions. The process begins with regular posting. Regularly, Bunon shares photos and videos of goods, scenes, customer reviews, so that people can get a clear look at what it is like at the end for consumers on their body or in their life. Keep these postings simple and visually appealing, which can attract attention to attract the users as well as maintain their process. When one of the client's new collections comes out, the internet is where she gets initial credit and recognition.

Paid advertising is another major part of the strategy. Bunon also resorts to targeted ads in order to reach women throughout all over Bangladesh who like sarees, fashion, and life products. The ads enable the brand to reach customers beyond their locality. Using proper positioning, the ads

consistently draw people to the Facebook page, website, and Messenger; however, play a large role in converting fans into sales. Many Bangladeshi customers want to talk first before they will actually place an order. Bunon's team answers shoppers' questions, shows further photos, and guides over the buying button. This personal communication makes people trust in you and gives more chances of a sale. Facebook also helps offline sales. When customers see their products online, many of them go physically to the store and pick up the fabric or design in real life. The page acts like a showroom. Display the whole portfolio, the page promotes walk-in customers more so during a festival season or an offer period. In order to establish itself as a national saree brand, Bunon concentrates on its consistency. They also use similar tone, visual look and format in all of their posts. They narrate the history of how they source their sarees, the artistry and its cultural significance contained in each piece. When done over a period of time, this builds a distinct brand that the audience can identify. Engagement is another important part. Bunon answers comments, responds to customer photos and runs small campaigns, like giveaways or discounts. These events keep the community on their toes and help them to stand out as different. It makes customers connected with the brand. All together, these steps help Bunon Fabrics turn Facebook into a complete marketing ecosystem—one that supports both online delivery and offline shop visits while slowly establishing the brand across the country.

Analyze the audience response from different marketing models like Facebook, WhatsApp, Instagram, Google, and Websites

If Bunon Fabrics is being received noticeably differently on different platforms, because every kind of channel behaves differently and attracts a different kind of viewer—which means the audience likewise changes with each medium. Everyone will see an absolutely unique face of Bunon Fabrics! Every platform has its own behavior pattern and the brand gets different responses from all of them. For example, on Facebook, engagement is at its highest. Most customers are here, so posts usually get comments, shares, and inquiries in Messenger; people ask about fabric quality, delivery time and price. Many customers also Like posts (to keep in touch) or recommend friends (referrals). It helps the brand reach new buyers without an extra penny invested; Facebook basically works the main communication point. Using WhatsApp generates more personalized,

interactive feedback. Consumers already confident in the product have shown a preference for keeping their conversations there, but some proof is wanting. For example, regulars who do business on WhatsApp would still be asking for a shipment status; they also come back again and yet again to order new lots of goods, often even requesting photos from different angles. The parallel is much quicker to respond on the other end, but always off line. This platform helps form long-term relationships with one's existing clients. Instagram attracts another audience. The people here pay more attention to pictures and tastes. Beautiful pictures of the right quality tend to get a bigger response, they generally presuppose. Engagement might be lower than Facebook, but people who follow are also more picky buy hats. They like books and looks -- and that builds the brand.

Google plays a supportive role. "People looking for saree shops, online saree stores, or a particular style find Bunon Fabrics on Google search or Google Maps," he said. These visitors tend to have a purpose in mind when they arrive. They need information, reviews or directions. Though it doesn't have the interactivity of social media, the approach yields more serious buyers who are closer to making a decision.

It is the website where the last action often takes place. Visiting the site, customers eye product details, compare designs and descriptions, then decide whether to buy. The audience here is deliberate; it comes to watch. They don't just scroll casually; They want structure and clarity. The website responses—like clicks, time spent on pages, and add-to-cart actions—show which products people like most. Together, these platforms create a mix of reactions. Facebook gives reach, WhatsApp builds trust, Instagram shapes style, Google brings discovery, and the website completes the journey. By studying the response on each channel, Bunon Fabrics can understand what customers expect and how to guide them from interest to purchase in a smooth way. Although it may appear simple to propagate a marketing system that spans multiple platforms, there is nothing really quite straightforward about this, and actually, it can be a very complex business indeed. One hundred or more saree brokers tussle for their share of the pie each and every day in Bunon Fabrics' fiercely contested field. This produces a whole set of obstacles that impact all stages from being seen to gaining trust with customers. Understanding these challenges helps explain why managing the whole marketing model requires constant attention, adjustment, and long-term thinking

One of the biggest challenges is consistency. Every platform demands its own style. Facebook needs frequent posts, reels, and customer engagement. Instagram wants high-quality visuals. WhatsApp is more personal and fast. Google requires updated information and proper search optimization. The website needs clean product pages and smooth navigation. Keeping all these channels active at the same time can be exhausting. If one platform slows down, it affects the whole flow of customers. Maintaining the same tone, look, and quality everywhere is difficult, especially for a growing business with limited manpower.

Another major challenge is the arrival of competition. Saree sellers have increased on Facebook and Instagram. Many new business pages open every week. Some pages are lower their prices intentionally for reduce their competitors' sales, some pages are run heavy meta ads campaigns, and some copy Bunon fabrics designs to catch attention quickly with lower prices. This makes it harder for Bunon Fabrics to stand out. Even if the product quality is good, customers get distracted by many of the options. It takes consistent advertising, compelling content, and a distinct brand identity to be visible in such a setting. So that is a big challenge for them.

Facebook ad campaign cost is another big issue for them. The Facebook advertising system is more expensive day by day after last update in 2025, which is the Andromeda update. When more brands similar like bunion fabrics compete for the same audience same targeted ages customer the cost per result will get high because Facebook needs to give space to all of them. A business with a low budget has to think carefully about where to spend money. If the Facebook campaign doesn't perform well, the loss can be big. Managing meta ads budgets, monitoring performance of ads , and adjusting strategies every day is a challenge.

Customer behavior in another challenge for businesses. Customers don't respond to the same way on every platform like On Facebook, customers might comment or ask questions. On Instagram, they may only like a post but not buy. WhatsApp customers expect quick replies, and if the response is slow, they lose interest. Google users are more serious, but they also compare reviews before making a decision. Managing customer expectations is another challenge for bunion fabrics or any online business because customers want real-time photos, product accuracy, fast delivery and clear communication, and fair product pricing. If a product doesn't match the photos that they saw before buying, that time they published a bad review on social media. A single negative review

can reduce a brand's sales value and authenticity. Handling customer messages all day and answering customers' questions, teams need more learn and practice, when order flow grows massively, that time work load becomes impossible so that it becomes another challenge for them. and drop the quality of work.

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management, and brand identity all create pressure. For survival and growth. Bunon Fabrics has stayed flexible and understands the market and audience behavior deeply, what they need, and how to improve its strategy day by day

Chapter 3

Methodology

The Opportunity of doing an internship as a final year student of Daffodil International University in Buunon Fabrics has been a great journey. During my internships and projects, i have had the opportunity to work in-depth of the Marketing team, analyzing their work plan, identifying bottlenecks, and suggesting improvements. By collaborating with cross-functional teams, i have gained valuable knowledge into aligning sales methodology with Digital Marketing Strategies, Product development and customer services. The process of how I applied for an internship at Bunon Fabrics.

Getting the letter of Internship:

Support of University: The department advisor provided me the guidleliness and letter for securing the internship.

Finding quality internship positions:

I made a survey online to get the best and quality internship opportunity and also joining a Digital Marketing team has always been my first priority.

Interviewing:

I sent an email to the company mail to join as an intern of the Digital Marketing team, and some days later i got a reply and an interview was conducted by HR of Bunon fabrics. Luckily;ly, I got approved and was asked to join the Digital Marketing team to do an intern.

Meeting with team:

On my first day, I had a meet and greet with the team, and they explained to me and gave me a training session to introduce me to their full funneling system and marketing system, and also their website and CRM.

Training process:

I had a training of one consecutive weeks. Its help me and increase my understanding and competence in market analysis, customer behaviour, and how to make proper feedback and replies to the customer. As an intern in the sales team, my initial object was to support the team to optimizing their content and facebook campaign methodology and process.

Overall:

This study is based on the things I learned during my internship at Bunon Fabrics. When I joined the Digital Marketing team, I got the chance to watch everything closely. Every day I observed

how the team planned their work, made posts, talked to customers, and managed ads. These daily experiences became the main source of my information.

I collected my data by talking with the team members, asking questions, and watching how they handled real customers on Facebook and WhatsApp. I also learned how their website and CRM worked. All these activities helped me understand their full marketing system step by step.

Chapter 4

Observation and Experience as an Intern

During my internship at Bunon Fabric, I had the chance to see how a genuine marketing team operate every day, when it was all new. It took me some time to learn their system. I closely studied how the Team planned their posts, how they responded to customers' information and checked up on orders ,and what kind of Facebook ads they ran. It helped them do their business productively while teaching me many things I never found in books With them, it would take just a minute or two for the first person to get an answer. Yes, communication Is very important in digital marketing

-The Digital Marketing team does well and increases their Monthly targeted sales, and the Company generates revenue.

-Debts against assets have been decreased

-Bunon fabrics has been well-known company that has let them compete very aggressively in this saturated market

- Bunion fabrics has ability to produce quality and authentic sarees at a lower price in Bangladesh, which has been a great advantage to them to sell their product at an affordable price.

Experience:

As an intern in a Digital Marketing Team, there are several valuable things i got to learn. Here are some key knowledge and skills i got to develop during the internship;

Communication Skills: Develop strong communication skills, both written and verbal. Got to learn how to articulate product/service features and benefits clearly and persuasively.

Digital Marketing Knowledge (Facebook Marketing) : Develop a strong Facebook paid Marketing knowledge and Campaign setup with strong strategies

Customer Relationship: I learn how to manage customers and also learn about customer behaviors and their interests, familiarizing me with the company's CRM system. How to enter and manage customer data, track leads, and monitor sales activities.

Customer Service: learned about the importance of providing excellent customer service. How to handle customer inquiries, resolve complaints, and maintain a positive relationship with clients.

Teamwork and Collaboration: I learn about teamwork; if a team works together, the work must succeed. things team achieved the sales goal, learnt about how to work effectively in a team, share ideas,and support colleagues.

Chapter 5

Recommendations.

Based on the analysis made some of the main recommendations that actually i fell to need improvement.

1. Improve Content Quality and Planning

Bunon Fabrics should focus on making content that looks clean, simple, and real. Customers trust original photos and videos more than over-edited ones. Posting behind-the-scenes clips, stitching process, packaging, and honest product showcases can build trust. A weekly content calendar would help the team stay organized and post regularly instead of rushing at the last moment.

2. Make Campaigns More Targeted

Instead of running one broad campaign, Bunon Fabrics can create multiple campaigns with different audiences.

For example:

- One campaign for office-going women
- One campaign for bride
- One campaign for budget shoppers
- This helps reduce ad cost and makes the ads perform better.'

3. Improve Tele-sales Communication

The tele sales team should follow a simple script that covers greetings, product details, delivery process, and price confirmation. If the team talks politely and confidently, customers feel more valued. Small training sessions every week can help improve tone, speed, and clarity.

Chapter 6

Conclusion of the Project

This study helped me to understand how Bunon Fabric carries out its marketing activities on various digital platforms, and how every part of the system combines harmoniously to support sales. Even during my internship when I was able to really focus on the team, I discovered that Facebook, WhatsApp, Instagram, Google and the website all had important positions in contacting customers and spreading the brand. I also got a glimpse of the real problems impacting the company, such as high competition, Facebook ad costs that keep going up, and the speed with which customer service needs to be done.

On the whole, Bunon Fabric is growing as a modern saree brand. But there are still areas that it can perfect in its marketing process.

Chapter 07

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