



An Internship Report on
An Analysis of Marketing Strategies of Adhunik
Laboratories Ltd.

Submitted To:
Mahinur Akther
Lecturer
Department of English
Daffodil International University

Submitted By:
Araf Bin Yousuf Afi
ID: 221-10-967
Department of English
Daffodil International University

Declaration

I hereby declare that this project titled "An Analysis of Marketing Strategies of Adhunik Laboratories Ltd" has helped me complete the course called "Project Paper with Internship" (Course Code: ENG431) in the B.A in English program. This project is being submitted to the Department of English, Faculty of Humanities and Social Science, Daffodil International University. It was completed under the direct guidance of Lecturer, Mahinur Akther from the Department of English, Daffodil International University. I confirm that this report does not include any unethical or inappropriate language that might go against the standards of Adhunik Laboratories Ltd. I can assure you that this project is entirely original and based on my real work experience at Adhunik Laboratories Ltd.

Araf Bin Yousuf Afi

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Araf Bin Yousuf Afi

ID: 221-10-967

Batch: 55

Department of English

Daffodil International University

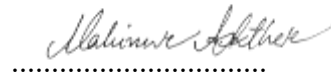
Email: afi10-967@diu.edu.bd

Certificate of the Supervisor

This is to confirm that the student Araf Bin Yousuf Afi, ID: 221-10-967, has completed his internship report titled “An Analysis of Marketing Strategies of Adhunik Laboratories Ltd.” As part of the Bachelor of Art in English program. The internship took place at Adhunik Laboratories Ltd. And the report was written under my guidance.

During the entire internship, he kept in touch with me and did his tasks with honesty and commitment.

All the content in this report is his own work. He is now ready to present the report to the Internship Defense Committee for assessment. I hope he achieves great success in his future studies and career.



.....
Mahinur Akther

Lecturer

Department of English

Daffodil International University

Acknowledgement

I want to truly thank Adhunik Laboratories Ltd. For giving me the chance to do my internship in a friendly and professional setting. This experience has helped me learn a lot about marketing in the pharmaceutical industry.

I really appreciate Md. Azam Dewan, the Sales Manager at Adhunik Laboratories Ltd. who was my internship supervisor. I am thankful for his constant support, useful advice, and encouragement during my time there. His guidance helped me learn a lot about the company's marketing approaches and how it operates.

I also want to thank all the employees, colleagues and marketing team members who helped me gather information, understand procedures and finish this report. Their support and readiness to share their knowledge made my learning process both useful and fun.

Finally, I want to thank Mahinur Akther, who is a Lecturer in the Department of English, and my institution for providing the academic support and resources needed to complete this internship. I also appreciate my family and friends for their ongoing encouragement and inspiration.

Without the help from all these people and organizations, this report would not have been possible.

Executive Summary

This internship report looks at the marketing strategies used by Adhunik Laboratories Ltd. a respected company in the Unani pharmaceutical industry in Bangladesh. The goal of the study is to see how the company creates its marketing plans, connects them with its bigger business aims and carries out daily marketing tasks to build its position in a tough market. The report also shows how the company uses traditional marketing methods in a way that fits modern customer needs and current industry changes.

Adhunik Laboratories Ltd has developed a solid reputation in the pharmaceutical industry. The company started in 2012 as a producer of Unani medicines and slowly grew its business as the market demand increased. Through the years, the company has expended its range of products, added new types and focused on improving the quality of its offerings to stay competitive and meet customer needs. This consistent growth shows the company's dedication to innovation, customer satisfaction and long-term business success.

Marketing strategy is the plan a company uses to make its brand and products known to people in the market. In the past, the main approach was called the 4ps- product, price, place and promotion which are still important for creating good marketing plans. But now, because markets are changing and customers know more, modern strategies include other factors like people, process and physical environment. These extra elements help businesses improve customer satisfaction, make services easier to deliver and create better connections with their customers.

This report looks at how Adhunik Laboratories Ltd uses these marketing ideas in their actual business activities, checks how well their strategies are working and finds places where they can make improvements to better establish themselves in the market.

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CHAPTER 01

INTRODUCTION

1.1 Introduction of the study

The pharmaceutical industry in Bangladesh has grown a lot in the last few years and is now one of the most active and competitive areas of the country. In this expanding field, Unani medicine has stayed popular because people trust it, it is not too expensive and more people are choosing natural ways to stay healthy. As more companies enter the market and competition gets tougher, businesses need to use smart marketing methods to keep growing and stay strong in the industry.

Adhunik Laboratories Ltd is a well-known Unani medicine company in Bangladesh that has grown its business by using its rich heritage, lots of experience and keeping up with what customers want. It's important to understand how the company creates and uses its marketing plans because this helps explain how it stays successful and remains competitive in the long run. This internship report looks into the marketing methods by Adhunik Laboratories Ltd and examines how these approaches help the company grow and improves its business.

During the internship, I observed how the company handles its marketing work. This included planning new products, deciding on prices, coming up with ways to promote them, choosing where to sell them and how they interact with customers. The study also looked at both things inside the company and outside factors that affect how it runs. By looking at all these parts, the report tries to show how Adhunik Laboratories Ltd matches its marketing plans with its main goals and what's happening in the industry.

This report begins by explaining the reasons for the study, the importance of marketing in the Unani medicine sector and the purpose of looking at how Adhunik Laboratories Ltd does its marketing. The next parts of the report give a through look at the company's strategies, its strong points, the difficulties it faces and suggestions for bettering its marketing in the future.

1.2 Background of the study

I have finished a three-months internship at Adhunik Laboratories Ltd, where I worked closely with their marketing and retail teams. My job involved being part of the daily tasks, which let me see how the company operates internally, how people communicate and how decisions are made. By being involved hands-on, I learned a lot about how the company runs its retail business, deals with customers and promotes its products in the Unani pharmaceuticals market.

This experience helped me see how marketing ideas like promoting products, keeping customers interested, using different ways to sell and checking sales work in real life. Because of that, this report mainly looks at how Adhunik Laboratories Ltd runs its retail business. It examines how the company plans its retail strategy, the problems it encounters and how well its current methods are working. By looking at these areas, the study connects what I learned in theory with what I experienced in practice and gives a clear view of how the company approaches its retail operations.

1.3 Scope of the study

This report is meant to check all the pharmaceutical companies under Adhunik Laboratories Limited. The course covers the marketing plan of Adhunik Laboratories Limited. The report gives clear guidance on how business communication works. Along with that, the idea of business connections and legal matters were also covered. I got to learn a lot about all the sports products made by Adhunik Laboratories Limited.

1.4 Objective of study

Our purpose is to offer an improved approach for marketing mix strategies by looking into, examining and explaining the following issues-

- To study into the marketing strategies that Adhunik Laboratories Limited uses in their marketing mix.
- To help make the marketing strategies of Adhunik Laboratories Limited better.
- To check how well the supply chain and distribution systems are working.
- To think about my personal learning and growth.
- To report Internship experience.

1.5 Methodology

To write this internship report, I used both primary and secondary information sources to better understand the marketing methods of Adhunik Laboratories Ltd. The report includes observations made during the internship along with data from different written sources.

1.5.1 Primary Data:

I gathered most of the main information through my direct work with the organization. I watched the daily tasks of the marketing team and talked with people from different parts of the company. Talking face to face, having casual chats and getting hands on experience helped me understand the company's marketing work better. I also looked at different internal papers and how things were done during my internship.

1.5.2 Secondary Data:

Secondary data were gathered from various published and online sources to back up the overall analysis. These sources included:

- The official website of Adhunik Laboratories Ltd.
- Annual reports and company publications.
- Office files, written documents, and internal reports.
- Textbooks, journals, and other academic materials related to marketing and the pharmaceutical industry.

The study tries to make sure the information is correct by using both kind of data and it aims to show a full view of how Adhunik Laboratories Ltd creates and uses its marketing plans.

1.6 Limitations of the study

Although every attempt was made to guarantee that this report is accurate and comprehensive, several limitations limited the study's ability to be comprehensive and in-depth.

1.6.1 Limited Access to Confidential Information

As an intern, I couldn't access certain internal documents, especially those about financial performance, strategic planning, and confidential operational data. This made it hard to fully analyze some parts of the company's marketing strategy.

1.6.2 Time Constraints

The internship period was short, making it hard to fully examine all parts of the company's marketing work. Because of the limited time, it wasn't possible to gather detailed information from various regions across the country.

1.6.3 Inadequate Industry Experience

I come from an academic background, so I didn't have much experience in pharmaceutical marketing before. Because of that, it took me more time to understand the technical details of products and medical terms and sometimes it was hard to interpret the data correctly.

1.6.4 Limited Field Coverage

The study mainly focused on activities in a particular branch or office. It wasn't possible to visit all the work areas or places where products are sent out by Adhunik Laboratories Ltd, especially those in faraway or hard to reach areas.

1.6.5 Dependence on Employee Availability

Interviews and discussions depended on the availability of company employees. At times, busy schedules of staff members restricted detailed conversation or follow-up questions.

1.6.6 Reliance on Self-Reported Data

Some of the information was collected through interviews and informal discussions, which may carry personal bias or subjective opinions of respondents.

CHAPTER 02

OVERVIEW OF ADHUNIK LABORATORIES LTD

2. Company Info:

2.1 History of Adhunik Laboratories Ltd

Adhunik Laboratories Ltd. Our company works for honest and good people. We have medical experts and we try our best. We have produced some products like Aptov, Ruchita, Hemonik, EY-30, Apsil, AD-San, AD-Ejaz, Ambar-Gold, Prevez and more.

Bangladeshi companies are online retailers. This helps them grow and expand their business. With the help of our representatives, you can create a list of companies or stores and add images of products and services, and even create new services and applications. This will be efficient and cost effective for all types of people and businesses. Better communication is formed between consumers, products and services. We will provide our customers and partners with a real e-commerce experience. Please stay with us.

2.2 Vision

Adhunik Laboratories Ltd has a clear plan for the future that shows they want to make a big difference in the Unani medicine industry in the region. They want to work together with other people and groups in the field to share ideas, create new solutions and follow fair and honest practices. The company also wants to build better skills and keep improving so that the way traditional medicine is made in Bangladesh gets better overall.

They also hope to become a well-known and reliable name in the pharmaceutical world that can handle the changes brought by globalization. This means using better technology, making higher quality products, reaching more customers and bringing everyone in the industry closer together. Their goal is to offer easy to get, dependable and effective Unani treatments while helping the pharmaceutical industry grow in a way that lasts for the future.

2.3 Mission

Adhunik Laboratories Ltd.'s goal is to improve human health and general well-being by making safe, effective, and inexpensive medicines. The company promises to make its products following global quality standards, which helps build trust with consumers. Adhunik Laboratories Ltd always works to improve its abilities to meet the healthcare needs of patients, especially those with long term or overlooked health issues. The company also aims to provide real value to its partners, doctors and customers by constantly innovating, following good business practices and focusing on market high quality products.

2.4 Company overview

Adhunik Laboratories Ltd is organized into several important departments that work together to keep things running smoothly, promote the products effectively and deliver high quality goods. Each department is essential in helping the company reach its main objectives and achieve its long-term goals. The main departments are as follows:

2.4.1 Finance and Accounts Department

The Finance and Accounts Department takes care of all the financial work for the company. Their job involves making budgets, keeping track of financial records, watching how money is spent, processing payments and making sure the company follows all financial rules. They also look after financial reports and analysis, which help the company leaders make smart choices about where to invest money, how to save costs and how to plan for the future.

2.4.2 MIS (Management Information System) Department

The MIS Department is responsible for gathering, keeping and organizing data that helps the company make good decisions. They create and take care of software, database and communication systems that make sure information moves easily throughout the organization and that all technology is used safely and properly.

2.4.3 International Marketing & Development Department

This term is in charge of helping the company grow in places outside of its home country. They look for new chances to sell products in other side of the world, keep in touch with customers from different countries and make sure the company's products are up to standard everywhere. They also plan how to improve products and do studies about markets to help the company do better in foreign countries.

2.4.4 Medical Services Department

The Medical Services Department is important because it makes sure the company's products are correct, safe and work well. They give out medical information, help with research and work with doctors and other healthcare experts to check how well the products perform. The department also helps create instructions for using the products, information about how much to take and teaching materials so that customers and healthcare workers can use the products the right way.

2.4.5 Sales Education and Training Department

This department is responsible for training sales representatives and marketing staff so they have good knowledge about the products and can communicate well. They hold workshops, training sessions and awareness programs to help the sales team perform better. By giving employees the proper tools and information, this department supports better product promotion and stronger customer connections.

2.5 CPM

Central Product Management (CPM) is about managing and organizing all the work connected to a product from the time it's created until it's no longer used. It's the main team that helps plan and carry out everything needed to make sure a product is developed, presented and sold in a way that fits with the company's goals. In the pharmaceutical industry, CPM is very important because it helps keep things in line with rules and standards while also making sure the product is known and successful in the market. The main tasks involve:

2.5.1 Introduction of the product to the market:

CPM manages the whole process of bringing a new product to the market. This includes evaluating the market, studying competitors, figuring out which customers the product is for, planning how to promote it and working with the sales team. It makes sure the product has a clear place in the market and a strong message to encourage people to try it early on.

2.5.2 Design of packaging:

Packaging plays a big role in how drugs are marketed. It needs to meet rules from health officials, keep people safe and show what the brand stands for. CPM works with designers to make packaging that tells useful information, looks good and matches the company's image. They pick colors, write labels, decide on sizes and add safety features to make sure the packaging is easy to use and helps people trust the product.

2.5.3 Design of new product:

The department helps come up with and create new products by looking at what the market needs, scientific information and what customers like. CPM works closely with the research and development, quality control and regulatory teams to make sure every new product or improvement is good, competitive and follows industry rules. This process includes looking at what's happening in the market and finding new ways to innovate.

2.5.4 Selection of new product:

CPM looks at possible products before they start being made, using things like how much people want them, how much money they can make, how competitive they are and whether they fit with the company's future plans. The team does studies to check if an idea is possible, looks at costs and checks for risks to make sure only the best ideas go ahead.

2.6 Planning Department

The planning department makes sure that all parts of BPL run smoothly. It handles the following:

- Inventory Planning.
- Getting the raw materials.
- The production planning.

2.7 Purchase Department

The Purchase Department of Adhunik Laboratories Ltd. is important for making sure that all the materials, equipment and services needed for the company to run smoothly are always available. All the paperwork related to buying things, like purchase requests, supplier quotes, purchase orders and delivery reports is kept in the product support center. This helps the department keep track of everything the company buys and pays for, making sure everything is clear and properly managed financially. The purchase department works closely with the company's work plan and cost management plan. This helps them make buying decisions that stay within budget, meet deadlines and meet quality requirements. They also work with other departments like productions, quality control and finance to figure out what they need, choose good suppliers, agree on terms and build long term relationship with vendors. By using organized processes and looking at data, the purchase department helps the company save money, get resources on time and run more efficiently overall.

2.8 Sales Department

To keep track of how the goal economy is being managed, the retail sector has been split off from the industrial sector. The marketing and sales team works together to set the sales targets for the sales department, so they can reach the expected sales amount each year. The department follows these steps.

1. Director
2. Sales manager
3. Asst.Sales manager (2)
4. Regional sales controller (10)
5. Field supervisor (5-8)
6. Medical Representative (4-5)

2.9 Business Research & Development Department

The Business Research & Development Department works at a strategic level to help the organization make a bigger impact in the industry both in the country and around the world. Its main job is to help create, improve, and position new products and what customers expect. The department works closely with the production and marketing teams to make products better and more competitive in the market.

One of the key jobs of this department is to make sure product quality is high throughout all the steps of making products in the factory. They help put in place and keep up good management

practices across the whole company. As part of this, they create and check Standard Operating Procedures under the quality Management System, which is based on Good Manufacturing Practices. This system helps keep everything consistent, safe, and in line with rules and regulations for every product made.

According to the department's leaders, Adhunik Laboratories Ltd. follows the highest quality standards and matches the practices of organizations like the World Health Organization. This shows the company's strong commitment to quality at every part of its operations.

Also, the department is important in managing how products are brought and handling tasks related to the supply chain. They ensure that buying decisions match product needs, quality standards, and how well the business runs. This helps the company perform better and stay sustainable in the long run.

CHAPTER 03

MARKETING STRATEGY OF ADHUNIK LABORATORIES LTD

3.1 Marketing Mix

The marketing mix refers to the set of tools a company uses to place its products in the market in a way that works well. In the past, this mix was based on the 4ps- products, price, place, and promotion. But as marketing has changed, especially in areas like services, healthcare, the mix now includes 7ps. These are product, price, place, promotion, people, process and physical evidence. The extra parts help business makes sure customers have good experience and that their operation run smoothly.

For Adhunik Laboratories Ltd. the marketing mix is the base for planning and carrying out their marketing efforts. Using the 7ps models, the company sets up its strategies so they fit with industry standards and meet the needs of doctors, pharmacies, and the people who buy their products. Each part of the mix helps the company show its value, stand out from competitors, and do well in the strict pharmaceutical market.

The marketing mix of Adhunik Laboratories Ltd. can be summarised like this:

- **Product:** The company works on creating a wide variety of Unani medicine with a focus on ensuring they are high quality, safe, and effective in treating health issues.
- **Price:** The price is set in a way that is competitive and follows government guidelines to keep medicines affordable for customers.
- **Place:** The medicines are distributed efficiently through a network of storage centers, sales representatives, and pharmacies across the country.
- **Promotion:** The company uses different promotional methods to inform doctors, chemists, and other health professionals across the country.
- **People:** This includes employees, medical representatives, and other staff who interact directly with customers and play a key role in ensuring customers satisfaction.
- **Process:** It refers to the internal systems and steps the company follows to ensure smooth manufacturing, quality checks, and efficient service delivery.
- **Physical Evidence:** This includes things like packaging the look of the product, the condition of the office, and the overall image of the brand, which helps customers judge the quality of the medicines.

Adhunik Laboratories Ltd. Uses all seven parts of marketing mix to keep its brand image consistent, make sure its products are of high quality, and provide good value to customers in a tough pharmaceutical market.

3.2 Marketing Strategy

Adhunik Laboratories Ltd.'s marketing plan is made to help the company stand out in the Unani medicine market. Their approach is centered around knowing what customers want, tracking what's happening in the market, and taking steps that support the company's future success. They use a clear and organized way to match their marketing efforts with the company's bigger goals, which helps them stay relevant in a tough market.

A big part of their strategy is doing through market research. Before launching a new product or changing an old one, they look at what people need, what doctors prefer, what competitors are offering, and how consumers behave. This helps them choose the best features, price, and way to promote their products.

They also focus on mixing the right marketing tools together. They work on the product design, pricing, how people get to customers, and how they advertise. This helps them reach more customers and keep them happy. Their method also includes checking how well products are doing, and making changes based on what's happening in the industry.

Another important part of their plan is building good relationship with doctors. Since doctors are key in deciding which Unani medicine to prescribe, the company puts effort into personal sales, training programs, and materials that helps doctors. These connections help build trust and increase how often their medicines are prescribed.

In the end, Adhunik Laboratories Ltd.'s marketing plan is built on studying the competition, planning with a focus on customers, and keeping a close eye on changes in the market. By combining research, smart planning, and effective action, the company aims to grow its share of the market and keep moving forward in the Unani pharmaceutical business.

3.3 Marketing Mix practices of Adhunik Laboratories Ltd

Adhunik Laboratories Ltd. uses a planned approach based on the 7ps of the marketing mix. This helps the company stand out and compete effectively in Bangladesh's pharmaceutical market. The next part explains how the company uses each part of the marketing mix in real situations.

3.3.1 Product: Products are the main focus of Adhunik's marketing efforts. The company makes many kinds of medicines and healthcare products that are used for different health issues.

Product Range: The range of products includes syrups, tablets, ointments, herbal medicines and health supplements. These products cover various health areas like vitamins, antibiotics, breathing medicines, digestive aids and other important medicines.

Product Quality: The company makes sure the quality of its products is always high. They check everything from the raw materials they use to how the medicines are made, tested and packaged. This helps them meet the standards set by the country and the industry. Doctors like medicines that work quickly and cause fewer problems and Adhunik tries to make sure their products meet these needs.

Product Line Strategy: Adhunik has different types of products like sterile medicine, non-sterile medicines and herbals or Unani items. Each type is handled in a way that helps the brand grow stronger overall.

Product Decisions: When making decisions about their products, Adhunik looks at things like safety, how the products are packaged, warranty details, how easy they are to use, labels and design. They pay close attention to how the products look, like the color of the bottles, the style of blister packs and the design of the boxes to build a strong brand image.

3.3.2 Price: Pricing in the pharmaceutical industry is largely controlled by government rules. Adhunik Laboratories Ltd sets prices in a way that follows these rules while also making medicines affordable and keeping them competitive in the market.

Competitive Pricing Approach: They use a competitive pricing approach, which means they set prices that are similar to what others charge, but they also make sure that patients, regardless of how much money they have, can afford the medicines. Since quality is important to both doctors and customers, the company tries to keep prices fair and reasonable.

New Product Pricing: When it comes to new products, government rules require that essential medicines are priced fairly. Adhunik follows a clear set of guidelines for pricing new products. They look at both the cost of making the product and the value it provides to make sure the price is acceptable under the law and still attractive to customers.

Other Price Decisions

The company also makes use of several pricing techniques such as:

- Early payment or cash discounts.
- Wholesale and volume pricing.
- Seasonal pricing adjustments.
- Bundle pricing for related products.

3.3.3 Place (Distribution): Efficient distribution is very important in the pharmaceutical industry and Adhunik has created a well-organized system to make its products available all over Bangladesh.

Distribution Network: The company has several distribution centers and warehouses in different place of the country.

Role of Medical Representatives:

Medical Representatives (MRs) serve as important connections between the company and healthcare professionals. Their responsibilities include:

- Meeting doctors and pharmacists.
- Presenting product details.
- Generating prescriptions.
- Collecting market feedback.
- Submitting field reports.
- Maintaining communication with distribution teams.

MRs receive training in communication skills, basic medical science, ethics, and product information to perform well in their jobs.

Channel Design: Adhunik sends products directly from its warehouses to approved pharmacies and institutional customers. The company also sends certain products to international markets through approved partners.

3.3.4 Promotion: Promotion is very important for building the brand image of Adhunik Laboratories Ltd. Especially in a market where competition is very high.

Promotional Activities: The company uses many different ways to promote its products, such as:

- Scientific seminars and workshops
- Printed materials (brochures, leaflets, visual aids)
- Free physician samples
- Gifts and reminder items
- Newsletters and medical updates
- Field visits and personal selling through MRs

Promotional Strategy: Adhunik focuses on doctors, pharmacists and healthcare workers as its main audience. The goal is to share information about the product's benefits, how well it works in clinical settings and how to use it properly. The messages used in promoting the product include:

- Clinical evidence
- Product safety
- Innovation and differentiation
- Patient convenience
- Branding and company reputation

3.3.5 People: People are the key part off Adhunik's marketing work. Employees, managers, medical representatives, and support team members all play a role in how good the services are and how satisfied customers are.

Human Resource Focus: The company hires people who have the right education and skills, especially for job in sales and promotion. They provide ongoing training, special sessions and regular checks to ensure employees keep their skills up to date and understand the latest information about medicines.

3.3.6 Process: The process involves the systems inside a company that helps products get to the market in a smooth and efficient way.

Operational Processes: Adhunik keeps all departments like productions, quality control, sales, distribution and research working together well. They use standard operating procedures to help with every task which helps them follow Good Manufacturing Practices (GMP). The company also does regular checks the stock and keeps an eye on things to make sure everything runs smoothly.

3.3.7 Physical Evidence: Physical evidence consists of all the physical elements that allow customers and healthcare practitioners to assess the company.

Physical Cues Provided by Adhunik:

- Clean and professional product packaging.
- Well-designed labels and informative inserts.
- Organized sales offices and distribution centers.
- Professional behavior and appearance of medical representatives.
- Customer support and complaint handling processes.

These things together help make consumers and doctors feel more confident and trustworthy.

3.4 Transportation

Adhunik Laboratories Ltd. Focuses a lot on having a good and reliable way to transport goods to support its distribution across the country. Since medicines need to be delivered on time and safely, the company uses its own set of vehicles to make sure products reach different areas consistently.

The transportation team includes trucks, covered vans and smaller delivery vehicles. Each vehicle is chosen based on how far the route is, what kind of product is being transported and how urgent the delivery is. These vehicles carry medicines from the main warehouse to local storage points and then to pharmacies, hospitals and other places that buy in bulk.

To keep the medicines in good condition during transport, the company uses proper handling methods. This includes keeping sensitive or temperature-sensitive products in the right conditions. The vehicles are regularly checked and maintained and the loading process is closely watched to prevent any damage or delays.

By running its own transportation system instead of only using outside companies, Adhunik Laboratories Ltd. Can better manage delivery times, reduce the time it takes to get products to their destination and make sure that pharmacies in both busy cities and remote areas get the medicines they need quickly.

CHAPTER 04
FINDINGS, PROBLEM FACED,
RECOMMANDATIONS, EXPERIENCE AND
CONCLUSION

4.1 Findings

- My internship showed me how marketing theories are actually used in real workplaces, especially in the pharmaceutical industry. At Adhunik Laboratories Ltd, I saw how the team applies basic marketing ideas like product positioning, customer grouping, planning promotions and choosing distribution methods in their daily work. Since the company works with health-related products, they always focused on ethical marketing. When they promoted Unani medicines to doctors, pharmacies, and customers, they followed proper health guidelines and official rules. This experience helped me realize the importance of being responsible when communicating about products that have a direct impact on people's health.
- One important thing I learned during my internship was how crucial it is to use market research and customer feedback when making marketing decisions. Before launching any product, the company looks at what's happening in the market, what competitors are doing, and what customers want. They regularly collect feedback from doctors, pharmacists, and field workers, which helps them improve their product plans and adapt to changing customer needs. Building the brand was also a big part of their marketing strategy. They organized seminars, awareness campaigns, product shows, and other learning events to create trust and lasting connections with customers. These activities helped them make their brand more recognizable and successful in the competitive Unani medicine market.
- During my internship, I saw clear improvements in my work skills. Talking often with bosses, medical staff and marketing team members made me more confident in how I communicate and better at working with others. I also got better at managing my time, organizing tasks, and solving problems as I handled different jobs and meetings. Additionally, being part of digital marketing work, like creating online material, helping with advertising efforts, and managing digital information, helped me gain real-world skills in this area. All these experiences made me more ready for a professional career and gave me a better understanding of what skills are needed in a company setting.
- The internship also gave me a better understanding of how the Unani pharmaceutical market is growing in Bangladesh. More people are choosing natural and herbal treatments, which is creating new chances in the industry. As more customers look for alternative ways to stay healthy, the need for Unani products has been increasing. Marketing is very important for this growth. Things like working with doctors, running awareness campaigns, and promoting products in an honest way help make the products known to more people. From what I saw, good marketing not only helps reach more customers but also helps companies like Adhunik Laboratories Ltd. compete better in the Unani pharmaceutical market.

4.2 Problems Faced

- One of the first difficulties I faced during my internship was getting used to the company's marketing processes and the technical aspects of Unani medicine. Since I studied humanities and English, I wasn't familiar with pharmaceutical terms, herbal mixtures, or traditional medical practices. I had to put in more effort to understand product names, ingredients, how the medicines work, and the correct dosages. At the same time, learning how the marketing team works like the role of Medical Representatives, how prescriptions are made, how doctors are visited, how products are distributed, and how reports are handled was something I had to observe closely over time. This learning phase made my early work slower and left me feeling unsure as I tried to fit into the new environment.
- Another challenge was having limited access to confidential data. As an intern, I wasn't allowed to see sensitive information like sales numbers, revenue details, pricing strategies, future plans, or information about competitors. While this rule is there for security, it made it harder to do in-depth analysis. Without detailed numbers, much of what I wrote about the market had to be based on general observations, interviews with employees, and public documents. So, the report focused more on qualitative insights rather than detailed quantitative analysis.
- During my internship, I noticed that communication between different departments like Sales, Production, Planning, Purchase, and Distribution wasn't always clear. Sometimes, delays in sharing information caused problems with marketing activities. For example, if the sales team needed products quickly but procurement or planning was slow, marketing plans had to change. Also, delays in distribution sometimes led to product shortages in certain areas. Since marketing relies a lot on timely production, stock control, and logistics, these communication issues created problems and made it harder to complete tasks on time.
- Handling several responsibilities during a short internship period was a challenge. Tasks like preparing office documents, gathering market data, helping with promotions, and writing the internship report often overlapped. Many assignments had tight deadlines, which added stress and made it hard to manage time. Juggling work tasks with schoolwork became tough, especially when new tasks or urgent field assignments came up. Learning to prioritize, stay organized, and use time wisely was important, but getting used to this took time and constant effort.
- When I first stepped into a formal corporate environment, I faced several new challenges. It took some time to get used to the structured work culture, like following the dress code, participating in meetings, communicating in a hierarchical way, and staying disciplined at the office. Talking to senior officials, experienced marketing team members, and Medical Representatives felt a bit overwhelming at first. Learning to use professional language in conversations, emails, and presentations needed practice and help from my supervisors. As I slowly got more familiar with what was expected in the workplace and how to behave politely, my confidence and ability to communicate grew better.
- The company mainly uses traditional marketing methods like face-to-face doctor visits, printed ads, physical seminars, and sales done in person. These methods work well in the Unani medicine field, but there wasn't much use of digital marketing tools such as social media campaigns, online branding, or websites to engage customers. Since my studies focused a lot on digital marketing including things like targeting online audiences, using analytics, and planning social media strategies I had trouble applying those ideas in this

environment. The difference between traditional and digital marketing made it hard to bring new ideas and explore modern ways to promote products during my internship.

4.3 Recommendations

- The company might benefit from enhancing its digital marketing efforts to engage a broader and younger audience, particularly via social media platforms.
- Implementing additional training or orientation programs for interns at the outset could help them grasp company policies and marketing strategies more quickly.
- The marketing department could hold regular meetings to foster better coordination and communication among team members.
- Adopting modern marketing tools and analytics could enhance the effectiveness of campaign tracking and customer research.
- The company should contemplate partnering with healthcare professionals and educational institutions to raise awareness of Unani products.
- Future interns are encouraged to be proactive, ask questions, and view every task as a valuable learning experience.

4.4 Experience

My time as a Marketing Trainee at a Unani pharmaceutical company was a valuable and eye-opening experience. During this internship, I learned a lot about how marketing works in the healthcare industry, especially in a field that mixes traditional healing methods with modern business approaches. I had the chance to take on various tasks like helping with promotional campaigns, gathering and analyzing market data, writing reports, and supporting the creation of brand materials. These tasks showed me how product positioning, customer education and ethical marketing work together in the pharmaceutical world.

Working with the marketing team helped me develop important skills like teamwork, communication, time management, and planning. I saw how different departments work together to keep messages consistent and how marketing choices are influenced by things like market trends, customer needs, and rules set by regulators. I also gained a better understanding of what customers think about products and what makes them loyal to certain brands in the Unani medicine industry.

One important thing I noticed was how traditional medicine products are marketed to build trust and credibility while following health and ethical standards. I saw how educational content, focused on product benefits, safety, and heritage, is key to building a reliable brand image in a market that's very sensitive to health issues.

This internship also let me use the knowledge I gained from my B.A. in English Studies, especially in areas like writing, communication, and critical thinking. Whether I was writing content, making reports, or reviewing marketing materials, I could apply what I learned in school to real business situations.

Overall, this experience made me more confident, improved how I act professionally, and helped me figure out where I want to go in my career with marketing and communication. It gave me a deeper understanding of the field and practical knowledge that will help me grow as a professional who focuses on communication.

4.5 Conclusion

My internship as a Marketing Trainee with Adhunik Laboratories Ltd. was a very helpful and meaningful experience, both in terms of my studies and my career. It allowed me to connect what I learned in my B.A. in English with real-life situations in a corporate setting. By working closely with the daily marketing tasks of a top Unani pharmaceutical company, I gained a better understanding of how marketing strategies, customer interactions, and product promotion work in a highly regulated and competitive healthcare industry.

The most important thing I learned was how marketing theories are put into practice. I saw how the company approached market research, promotional campaigns, distribution plans, and brand management. This included looking at the 7Ps of marketing-Product, Price, Place, Promotion, People, Process, and Physical Evidence and how they are applied in the context of Unani medicine. These experiences made me realize that marketing in the pharmaceutical sector requires careful attention to regulatory rules, ethical promotion, and accurate product information to build customer trust and enhance brand reputation.

The internship also taught me a lot about how companies engage with customers. I saw how the company builds strong relationships with healthcare professionals like doctors and pharmacists, as well as institutional clients. Medical Representatives used educational marketing, seminars, product demonstrations, and personalized communication to build trust and credibility. These practices helped me understand the role of clear and accurate communication in influencing customer behavior, and how it connects with marketing strategies while maintaining ethical standards something I didn't fully grab before.

In terms of professional skills, I gained experience in running promotional campaigns, making reports based on market performance, and helping create content. This gave me a chance to improve my communication, teamwork, time management, and problem-solving abilities. It also helped me become more confident in working with colleagues and supervisors and adapt to the corporate way of working. My work on both digital and traditional marketing projects helped me learn different methods, from classic techniques to modern tools like online engagement and content creation.

This internship also helped me better understand my career path. Watching how a pharmaceutical company operates and seeing the marketing strategies used in a specialized area like Unani medicine made me realize why I want to work in this field. My background in English, especially in writing, communication, and analytical thinking, has shown me how I can apply these skills in areas like marketing and corporate communication. The experience has motivated me to improve my skills in marketing strategy, digital communication, and professional coordination, preparing me for future roles in the corporate world.

Finally, I want to thank Adhunik Laboratories Ltd., my supervisors, and all the employees who supported me throughout the internship. Their guidance, mentorship, and willingness to share their knowledge made the learning environment effective. This internship not only gave me practical experience but also reminded me of the importance of learning continuously, practicing ethically, and staying dedicated to my profession. It has been a great asset in building my academic understanding, professional abilities, and confidence, providing a strong foundation for my future career in marketing and communication.

Appendices:

Placement Letter from Adhunik Laboratories Ltd.



Office:
House-55, Road -13,
Sector -10, Uttara Model Town,
Uttara, Dhaka-1230.
Cell : 01746-701163, 01511-829252

Ref: adhunik/Intern/Recr/2025/003

Date :19/08/2025.....

Araf Bin Yousuf Afi
House#04, Road#08, Sector#11,
Uttara, Dhaka-1230.

Subject: Internship Offer Letter.

Dear Mr. Araf Bin Yousuf Afi,

Congratulations!

You submitted your profile in response to our Job Advertisement and after completion of a successful interview process; we are pleased to inform you that you have been selected for the internship program as Marketing Trainee, at Adhunik Laboratories Limited. During our conversation, you confirmed that your employment will commence on 01st September, 2025 and we expect that you will be joining accordingly.

Your monthly gross salary will be BDT 5,000/- (Five Thousand Taka only) according to our company Policy.

To formally accept our offer, please confirm by signing this letter below.

Congratulations once again.

Yours sincerely

A handwritten signature in black ink, appearing to read 'A.Y.', is placed over the typed name.

(Hakim Md. Abu Yousuf)
Managing Director
Adhunik Laboratories Limited.

Certificate From Adhunik Laboratories Ltd.



Office:
House-55, Road -13,
Sector -10, Uttara Model Town,
Uttara, Dhaka-1230.
Cell : 01746-701163, 01511-829252

Ref: adhunik/Intern/Recr/2025/003

Date :07/12/2025.....

TO WHOM IT MAY CONCERN

This is to certify that **ARAF BIN YOUSUF AFI** has undergone an internship in our organization starting from 01st September 2025 to 30th November 2025 as a Marketing Trainee at Adhunik Laboratories Ltd.

During this working period I found his sincerity, honesty, devoted and hard working. He is a good citizen of Bangladesh. His assertiveness and strong determination are very promising.

I believe that in an advance marketing he will be able to prove his worth. I am also quite confident that all these qualities will allow him to excel in all his professional purpose.

I wish him very success in life.

Sincerely,

A handwritten signature in black ink, appearing to read 'A. Y.', is placed above the printed name.

(Hakim Md. Abu Yousuf)
Managing Director

Photos of Working Time



Reference:

- + Verities Books, Journal, Newspaper, Magazine etc.
- + Annual report of Adhunik Laboratories Limited.
- + DGDA website.
- + Company's employee information.
- + Company Literature.
- + <https://www.marketbangladesh.com/main-page/herbal-unani/herbal-unani-manufacturer/adhunik-laboratories-ltd>

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