

An Executive at KINOO – Wear Different (A Clothing Brand)

An Internship Report

Submitted by:

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Submitted to:

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This report is submitted in partial fulfillment of the requirements for the degree of **Bachelor of Arts (Hons.) in English.**

Declaration

I hereby declare that the internship report entitled "**An Executive at KINOO – Wear Different (A Clothing Brand)**", submitted to the Department of English, Daffodil International University, is the result of my own work and has not been submitted elsewhere for the fulfillment of any academic requirement.

This report was prepared under the supervision of **Fatema Begum Laboni**, Assistant Professor, Department of English, Daffodil International University, during my three-month internship at **KINOO – Wear Different**, a startup clothing brand. The work presented here reflects my authentic learning experience and contributions during the internship. All data, findings, and analyses included in this report are true to the best of my knowledge, and proper acknowledgment has been given wherever external sources were consulted.

Signature: _____

A handwritten signature in brown ink on a yellow rectangular background. The signature appears to read 'Rifa Aman'.

Name: Laboni Aman Rifa

ID: 213-10-788

Batch: 54th

Program: B.A. (Hons.) in English

Department of English

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Certification

This is to certify that Laboni Aman Rifa, ID: 213-10-788, Batch: 54th, a student of the Department of English, Daffodil International University, has successfully completed her three-month internship at KINOO – Wear Different, a startup clothing brand, as part of the course Project Paper with Internship (ENG431).

Under my supervision, she has prepared the internship report titled "An Executive at KINOO – Wear Different (A Clothing Brand)", which reflects her genuine work and dedication throughout the internship period. The report has not been submitted elsewhere, and all information contained within is accurate to the best of my knowledge.

I wish her continued success in her academic and professional endeavors.

Signature: _____



Fatema Begum Laboni
Assistant Professor
Department of English
Daffodil International University

Acknowledgment

First and foremost, I am deeply grateful to Allah, the most beneficent the most merciful, for giving me the strength, patience, and guidance to successfully complete my internship and this report.

I would like to express my heartfelt gratitude to my course supervisor, Fatema Begum Laboni, Assistant Professor, Department of English, for her consistent support, valuable advice, and encouragement throughout the process of preparing this report. Her guidance helped me shape my work into a well-organized and meaningful piece of research.

My profound gratitude is also extended to Minhajul Islam Tuhin, Managing Director of KINOO-Wear Different, who oversaw my internship and provided me with the chance to work in a formal startup setting. His guidance, real-world advice, and faith in my skills tremendously enhanced my educational journey.

I also want to express my gratefulness to my colleagues at KINOO for their support, companionship, and helpful inspiration, all of them contributed to the success and enjoyment of my internship. In the end, I want to express my appreciation to my family and friends for their unwavering support and faith in me throughout this time.

Abstract

This report contains my three-month internship details as an executive at KINOO-Wear Different, a new startup clothing brand that emphasizes creative marketing strategies and exceptional clothing design. The report describes my internship's learnings, growth, improvement, weaknesses also the limitations that I faced and the skills I developed. I worked on different types of brand management during my period of work, such as market research, supplier coordination, customer involvement, social media content planning, inventory updates, and design cooperation etc. I was able to multitask and manage a variety of tasks while working in a startup setting, including organizing posts, coming up with ideas for DTF (Direct-To-Film) printing, organizing marketing campaigns, and helping to improve packaging.

My B.A. in English courses, including Art of Living, Employability 360°, Presentation Skills Development, Listening, Speaking, and Pronunciation, and Computer Fundamentals and Literature in Film and Media, helped me apply and enhance my knowledge in addition to my technical and professional skills. My knowledge of visual narrative, camera angles, and picture composition was especially improved by the latter, which I used in product photo shoots to more imaginatively and successfully showcase KINOO's apparel for marketing. In order to succeed in a fast-paced corporate world, these courses gave me the flexibility, problem-solving skills, digital knowledge, communication techniques, and professional ethics I needed. In addition to improving my professional skills, the internship helped me better grasp branding, collaboration, and market trends in the apparel sector. It was a great step in getting me ready for future business and creative job options.

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Chapter 1: Introduction

Creativity, adaptability, and communication skills are essential for any professional function in the rapidly evolving business environment of today. Through the chance to put their knowledge to use in real-world situations, internships help students close the gap between classroom instruction and real-world work experience. I had the opportunity to gain personal experience in the design, marketing, and customer delivery of fashion products in a competitive market during my three-month internship with the startup clothing business KINOO – Wear Different.

KINOO is a young but aspirational apparel company that specializes in creating distinctive t-shirts with striking and understated DTF designs and establishing a solid internet presence. I handled a variety of tasks as an Executive Intern, including supplier communication, social media content planning, product inventory management, and design cooperation, in close coordination with the Managing Director and other team members. Being in a startup meant that no two days were the same. On some days, I worked on planning articles and assessing interaction, while on other days, I helped with picture shoots, created marketing plans, or looked into potential packaging options.

This internship also gave me an opportunity to apply skills and knowledge acquired during my **B.A. in English** program at Daffodil International University. For example, Employability 360° and Art of Living taught me to adapt to different environments, work calmly under pressure, and think beyond my comfort zone. Presentation Skills Development sharpened my ability to communicate ideas clearly in team meetings, while Listening, Speaking, and Pronunciation improved my interactions with suppliers and clients. Literature in Film and Media played a direct role in enhancing my creativity for product photoshoots understanding camera angles, framing, and visual storytelling helped me contribute to KINOO's brand image.

Overall, my time at KINOO was more than just learning how a clothing brand operates; it was a period of personal growth, skill enhancement, and real-world application of my academic journey.

Chapter 2: Background and Significance of the Project

Background

Internships serve as a practical platform where academic concepts meet industry realities. As one study explains, “*internships help students connect what they learn in the classroom with what happens in the real workplace*” (Vidya Live, 2025, para. 1) ^[1], highlighting how such experiences equip students with hands-on exposure. At KINOO, my role as an Executive Intern was dynamic and required me to adapt quickly to diverse tasks. The clothing industry, especially in Bangladesh’s growing e-commerce sector, is highly competitive. Brands must maintain consistent quality, creativity, and customer engagement to stand out. KINOO’s vision is to bring fresh, bold, and minimalistic designs to fashion-conscious customers while building a loyal online community.

My internship coincided with an important growth phase for the brand, where product launches, promotional campaigns, and design experiments were happening almost every week. Being part of this momentum allowed me to gain hands-on experience in areas such as:

- Managing product inventory
- Planning and scheduling social media content
- Researching design and packaging trends
- Coordinating with designers, photographers, and suppliers
- Collecting and analyzing customer feedback for product improvement

Significance

The significance of this project lies in the combination of academic learning and real-life application. Branding was especially important because, as Wong (2025) explains, *“storytelling helps a brand connect with people on an emotional level”* (para. 4) ^[2]. This showed me how creative presentation and consistency are vital for building customer trust and loyalty. By working at KINOO, I was able to:

- Understand the workflow of a startup clothing brand from design to delivery.
- Apply creative thinking to product promotion, inspired by concepts from Literature in Film and Media and visual storytelling techniques.
- Develop employability skills, including teamwork, time management, and problem-solving, which are essential in any career path.
- Experience firsthand how branding, customer relations, and product presentation impact sales and brand reputation.

For me personally, the internship was significant because it allowed me to integrate my classroom learning from communication strategies to digital literacy into actual business operations. It gave me a deeper understanding of how multidisciplinary knowledge, especially from my BA courses, can shape a professional approach in any industry.

- Managing product inventory
- Planning and scheduling social media content
- Researching design and packaging trends
- Coordinating with designers, photographers, and suppliers
- Collecting and analyzing customer feedback for product improvement

Chapter 3: Overview of KINOO – Wear Different

KINOO-Wear Different is a new clothing company established in Dhaka that specializes in making stylish, cozy, and unique clothing. Minhajul Islam Tuhin founded the company, which has since centered its identity on strong yet simple patterns, premium fabric, and a customized client experience. KINOO is still in its early stages of development, but thanks to innovative design concepts and innovative marketing, it is gradually becoming more well-known in Bangladesh's online fashion sector.

Even though t-shirts are the brand's key focus, it also experiments with other casual wear items. DTF (Direct-to-Film) printing is also an important focus of the brand; in this process the t-shirts are produced with detailed, bright and long-lasting prints that looks really good in real which is also minimalistic styles. KINOO's strategy is to link up new creative designs along with powerful branding which contains well-planned social media engagements to impressive product photography.

The main products of KINOO are items like drop shoulder t-shirts and the old money polo t-shirts and also customized DTF-printed t-shirts. These designs provide a growing interest for stylish and casual clothing that echoes with trendy young adults. In spite of being a startup clothing brand, KINOO has made significant steps in establishing its brand identity, thanks to the strong focused team to look after the marketing, social media engagement, and customer service.

Even if the company only has a small yet very dedicated staff, teamwork and communication are very important. In order to maintain efficient workflows as an intern, I frequently worked in conjunction with the managing director, suppliers, photographer, and designer. I was able to freely offer ideas in this close-knit workplace, from recommending angles for picture shoots to writing social media captions, and see them promptly put into practice.

Working in a creative setting taught me about resource collection and management, flexibility, and the position of visual presentation in shaping customer's observation in fashion branding.

Chapter 4: Methodology

- My three months of hands-on experience with KINOO – Wear Different, a new clothing brand in Dhaka, served as the basis for this internship report. A qualitative, practice-based technique was used, with an emphasis on my responsibilities as an Executive Intern and the abilities I acquired from hands-on experience.

I mostly depended on:

- Participant Observation: Actively engaging in day-to-day tasks such as social media planning, inventory management, supplier coordination, and photoshoot assistance, while keeping reflective notes on my learning process.
- Informal Conversations: Discussing ideas and challenges with the Managing Director, designer, and team members to understand decision-making, workflows, and brand strategies.
- Document and Artifact Review: Using non-confidential company materials such as product records, design drafts, and social media insights to better understand operational processes.
- Reflective Journaling: Writing weekly reflections to connect academic knowledge (communication, presentation, and media studies) with practical workplace experiences.

While maintaining the privacy of sensitive company information, I was able to conduct a methodical analysis of the internship experience using a combination of observation, interaction, and documentation. For the everyday jobs, I added difficulties, and conclusions in following chapters that method shows an organized context.

Chapter 5: Internship Activities

In my internship of three months at KINOO-Wear Different, I worked on various projects that all helped in my specialized development. Being flexible, practical, and prepared to take on duties outside of my job responsibilities were crucial in a startup situation. As an Executive Intern, my responsibilities were managing products, developing creative content, communicating, directing marketing research, and supporting brand planning.

5.1 Summary of Internship Journal

By doing a three-month internship at KINOO, a startup clothing brand of Bangladesh gave me the idea of working in the fashion and garments industry which expands my personal and professional experiences. I gradually moved from observing to actively participating and doing independent tasks during June to August of 2025. Every week gave me a fresh chance and also difficulties that formed my knowledge about the way a small start-up work in an gradually competitive ground.

In the first week, I learned about Kinoo's operations that includes its website, inventory system, and product catalogue. I saw how the business chooses products from different vendors and makes sure that they are suitable for the identity of the brand. I gained experience of the decision-making process for product categorization from the very beginning.

In the second week, there were more hands-on assignments. I supported the organization with photographers and editors, helped create content for social media posting, and helped with a product photo shoot for Kinoo's polo and drop-shoulder T-shirts in a studio photoshoot session where I first experienced the team work consist of so many members together.

In the third week, I started helping with social media supervision by choosing images, creating captions, and setting up content schedules. I also learnt how to schedule posts on facebook, Instagram pages so that I can save more time and contribute my time in other stuffs of the company. Scheduling post was one of my daily tasks as it makes the profile of the page get more engagement.

By the fourth week, I learnt more about Direct-to-Film (DTF) printing and converse how Kinoo's designs might be used with it. In addition, I shared mood boards and design concepts researching from platforms like Pinterest with my authentic ideas. This was my first time to directly talk about the design concepts for the brand to go on.

My thinking was further increased during the fifth and sixth weeks. In addition I helped to organize the google drive with different products folder also the spreadsheets to maintain the graphic teams work progress.

In the seventh week, I detected how customers are engaged with the social media posts and what are the recommendation we are getting through them(messages). I was able to observe practically how digital marketing policies affect customers reaction.

I was given extra duties that were not in my main role by last few weeks. I prepared reports of the social media performance based on the customers reviews and queries to enlighten the team what more we can do to better than the competitor brands. These extra responsibilities improved my skills and made me realize that multitasking in a startup environment is very important.

At the end, I focused on finishing my projects. I created detailed documentation of my whole work so the team could use it even after I left. In this stage, i ponder how, by the end of my internship, I had evolved from a learner in the first week to an independent contributor.

All in all, I had a life-changing internship at Kinoo. From product selection and content production to marketing tactics and customer service, every week offered a fresh level of education. In addition to the tasks I was given, the extra duties aided in my professional discipline, patience, and flexibility development. In addition to providing me with knowledge about Bangladesh's fledgling fashion sector, this internship improved my communication, organizing, and creative abilities skills I will use in my future career.

5.2 Responsibilities as an Executive Intern

5.2.1 Social Media and Marketing Coordination

Organizing and scheduling social media posts to keep KINOO's online presence up to date was one of my main responsibilities. Based on audience insights, this involved choosing hashtags, crafting captions, and scheduling posts for optimal engagement. Here, the abilities I acquired in my Presentation Skills Development course were extremely important, particularly when it came to creating messages that would grab attention right away. In order to make sure that every post represented the tone and identity of the brand, I learned to consider audience engagement strategies and visual appeal.

5.2.2 Product Inventory and Documentation

I documented product inventory, tracking the sales, new arrivals, and restocking. The Computer Fundamentals course I took during my BA program helped me to support the accuracy for this task. This part of my work went more effortlessly and successfully because of my familiarity with spreadsheets, file management, and technology.

5.2.3 Design Collaboration

I also worked with the designer to make sure that the final products are ready for printing and also approved by the team and supervisor. This was the collaboration between maintain brand guidelines and the creative input. One of my course titled Literature in Film and Media helped me to think creatively throughout the situation of showcasing the brand's product nicely by giving my suggestions in the photoshoot of the products.

5.2.4 Photoshoot Assistance

Frequent chatting with the photographer, printing partners, and suppliers to ensure quality was one of my duties. I discussed delivery schedules, costs, and quality standards. The Listening, Speaking, and Pronunciation course helped me maintain clear and professional communication by reducing misunderstandings and building trust with partners.

5.3 Learning and Skill Development

This internship was not just about completing daily tasks it was a continuation of my BA program in a real-world setting. Many of the soft skills I developed during courses like **Art of Living** and **Employability 360°** became invaluable here:

- Working calmly under pressure during campaign deadlines.
- Stepping outside my comfort zone to suggest bold design ideas.
- Conducting a personal SWOT analysis to identify where I could contribute most to the team.
- Adjusting quickly to unexpected changes in schedules or product availability.

The combination of academic learning and hands-on experience allowed me to develop:

- **Time Management:** I learned to effectively handle multiple, often simultaneous, tasks under pressure and consistently meet deadlines. This involved not only prioritizing my own work but also coordinating with different teams to ensure project timelines were met.
- **Strategic Communication & Creative Thinking:** I was able to use my creativity in my role to create content for the brand, concentrating on persuading and convincing customers. For example, I actively participated in a successful campaign that featured DTF-printed t-shirts during the well-known "Squid Game" trend. I learned how to use pop culture moments to promote brands from this experience.
- **Digital Literacy:** I advanced my ability to use different kinds of digital tools that are necessary for the business. This includes online workflow management using spreadsheets for data analysis, and excellently using cloud storage for smooth work.
- **Professional Communication & Observational Learning:** I learnt not only by direct collaboration but also by observing by my supervisors and teams' interactions with the dealers as I was unable to visit the factories due to many reasons. These helped me to built a positive tone while handling difficult conversations face to face or even in mails and messages. This taught me to be calm and patient in every situation.

Chapter 6 – Challenges and Learning

I faced many difficulties during my internship period at KINOO, which tested my ability of adaptability, working under pressure, coming out of the box and problem-solving ability. I dealt with quick changes, limited resources, and balancing multiple tasks were all part of working for a startup clothing company. Even with occasional stressful circumstances, these experiences finally led to important personal and professional growth.

Challenges Faced

1. In various cases, time management became very tough to handle because of the overlapping between campaign launches and approval of designs and uploading products. I managed many tasks by using my ability to prioritize and perform well under pressure.
2. As a startup, KINOO often had to function on a limited budget for packaging, advertising, and photography. This kind of limitations forced me to use my resources productively, by reusing outdated visuals or finding inexpensive influencers. I was gifted enough to improve product pictures without expensive equipment for my knowledge composition of shots and angles.
3. I had to get used to a multi-role environment as my office is a startup and has a small team because in a corporate all the tasks are clearly divided. This included researching fashion trends, writing product descriptions, helping with photo shoots, and even assisting with delivery planning. I was able to remain calm and collective to these diverse tasks because I believed that true growth happens when one goes past their comfort zone.
4. Delayed of product delivery put my communication ability to manage internal expectations while having professional and convincing conversations with suppliers and printing partners.
5. One major problem that I faced during my internship was when I got really sick and couldn't even inform my team or complete my work on time. This situation put me in a challenging situation and taught me an important lesson that communication is one of the most important skills in any field of work in the meantime it is also necessary to manage expectations and maintain professional relationships.

Learning Outcomes

1. **Flexibility and Adaptability:** My ability to quickly adjust to a changing situation strengthened by this internship. I learnt to stay focused on finding solutions rather than stressing over the problem whether it is about working with the corrections of the graphics team or the sudden change of any campaign dates.
2. **Visual storytelling and creative branding:** I was able to make a significant contribution to KINOO's brand identity by using my knowledge of visual storytelling which refers to the art of telling a story by using graphics elements like photos, videos etc. we emphasized on bold and aesthetic designs with minimalist studio settings. To support KINOO's central theme of "Wear Different" these helped a lot. Our clothing line's overall visual presentation was enhanced by this attempt.
3. **Effective Interaction and Cooperation:** My interactive skills improved as a result of my regular teamwork with the designer, marketing team, and suppliers. I was able to positively and undoubtedly present my design concepts and marketing plans.it was because of my presentation capacities.
4. **Work ethics and professionalism:** throughout this internship, meeting deadlines, keeping quality, and protecting client confidentiality became my habit. My evolution into a professional setting went much more smoothly for the ethical and professional values I had learned before.
5. **An attitude of problem-solving:** At KINOO, every limitation became a chance for creativity. I learned to concentrate on workable solutions rather than challenges, whether it was coming up with cost-effective packaging ideas or making last-minute content revisions.

Chapter 7 – Observations and Findings

Observations on the company

while I was an intern at KINOO-Wear Different, I saw how the garment industry or clothing companies works in a competitive market. The environment was dynamic, fast-paced, and required each team member to take on multiple roles. I noticed that:

- **Clear communication and teamwork** were essential for meeting tight deadlines. The designer, marketing team, and management had to stay in constant sync to ensure campaigns were executed smoothly. My *Listening, Speaking, and Pronunciation* course learning helped me actively listen to instructions and respond clearly, avoiding misunderstandings.
- **Decision-making** in a startup was often quick and flexible. This allowed room for creative ideas but also required readiness to adapt to last-minute changes.
- **Social media played a central role** in KINOO's marketing. Product launches, teasers, and seasonal campaigns relied heavily on Instagram, Facebook, and other digital platforms.
- The company maintained a balance between **modern streetwear appeal** and **local fashion sensibilities**, which helped create a unique brand identity.

Work Environment Insights

- **Collaborative but Resource-Conscious:** Since KINOO is a growing business, resource management was a constant consideration. Every marketing campaign, photoshoot, or product release was planned with cost-effectiveness in mind.
- **Creativity as a Daily Practice:** From brainstorming, DTF printing designs to suggesting photo shoot angles (a skill enhanced by *Literature in Film and Media*), creativity was woven into my daily routine.
- **Learning-Oriented Culture:** My supervisor and colleagues encouraged questions, discussions, and experimentation. This openness to learning made the environment both supportive and motivating.
- **Adapting to Uncertainty:** Unforeseen challenges like supplier delays or sudden market changes required a calm and strategic approach — something I learned to embrace through my *Art of Living* coursework.

Findings

From my internship tasks and professional interactions, I found that:

1. **Attention to Detail Drives Quality**

Whether it was writing product descriptions, scheduling posts, or preparing design mockups, small details often determined the success of a campaign.

2. **Time Management is Crucial in a Startup**

Multiple overlapping tasks demanded careful prioritization, an ability I strengthened using the techniques from my *Employability 360°* course.

3. **Visual Presentation Shapes Brand Perception**

From product photography to packaging design, every visual element influenced how customers perceived KINOO.

4. **Customer Feedback is a Key Growth Tool**

Regularly collecting and analyzing customer reactions to designs, colors, and styles helped in refining future collections.

Self-Assessment

Based on my experiences at KINOO, I have reflected on my performance and growth throughout the internship.

Strengths & Growth:

I demonstrated a strong ability to adapt to different roles and tasks, seamlessly transitioning from creative content planning to administrative duties. My strong communication skills allowed me to work effectively with diverse stakeholders, including designers, marketing team members, and external partners. I was able to apply creativity in design suggestions and content planning, which helped me contribute to successful campaigns like the "Squid Game" launch. This hands-on experience has significantly strengthened my capacity to work in a dynamic and fast-paced environment.

Weaknesses & Areas for Improvement:

A key area for my professional development is the need to further develop advanced graphic design skills to contribute more directly to the visual production process. While I was able to provide creative direction and suggestions, having a stronger technical skill set would allow me to be more hands-on. Additionally, I need to improve my long-term strategic planning rather than focusing mainly on immediate deadlines. This involves developing a broader perspective on how day-to-day tasks contribute to the brand's overall long-term goals.

Opportunities:

The internship has provided me with a growing familiarity with the fashion industry, which I see as a significant opportunity. My current knowledge base could be the foundation for specializing in a specific area like fashion marketing or design coordination. The hands-on

exposure to brand management, from content creation to market research, has given me a solid understanding of the industry's inner workings.

Threats:

The primary threat to my continued career growth lies in the **fast-changing nature of fashion trends**, which requires constant upskilling to remain competitive. Without a deeper, more practical understanding of the technical aspects of fashion production and design, I may face challenges in providing the level of insight needed to keep a brand at the forefront of the industry. This highlights the importance of pursuing further training and practical experiences to complement my observational skills.

Chapter 8 – Recommendations

Based on my observations, daily responsibilities, and reflections during the three-month internship at **KINOO – Wear Different**, I have identified a few recommendations that could help strengthen the company's operations and market position, as well as suggestions for future interns who might join the team.

For KINOO – Wear Different

1. **Strengthen Social Media Analytics Usage**

While KINOO actively uses social media for marketing, a more structured approach to analyzing insights could help identify top-performing content and posting times. This data-driven strategy would ensure that marketing efforts reach the right audience at the right time.

2. **Expand Product Presentation Strategies**

Drawing from my *Literature in Film and Media* course learnings on composition, framing, and visual storytelling, I recommend experimenting with varied photoshoot styles to enhance audience engagement.

3. **Introduce Seasonal Look books**

A quarterly digital or printed look book could showcase upcoming designs, styling ideas, and customer stories. This not only adds a professional touch but also strengthens brand identity.

4. **Enhance Packaging Appeal within Budget**

During my research on packaging trends, I found several low-cost yet visually appealing options. Eco-friendly materials with minimalistic design could appeal to KINOO's youthful and style-conscious audience while promoting sustainability.

5. **Formalize Customer Feedback Loops**

Gathering structured feedback through the creation of a basic online form or post-purchase survey could help direct design updates and raise customer satisfaction levels overall.

For Future Interns

1. **Embrace Multi-Tasking**

Interns should be prepared to handle a variety of tasks, from supplier communications to design discussions, as a startup requires flexibility. I learned from my course Employability 360° experience how crucial it is to adjust to various circumstances without losing focus.

2. **Use Academic Skills in Real Work**

Confident communication, innovative thinking, and maintaining calmness under pressure were all made possible by classes like Art of Living and Presentation Skills.

3. Document Everything

In addition to being helpful in day-to-day tasks, maintaining an accurate record of designs, sales updates, and marketing performance also serves as a helpful reference for upcoming projects.

4. Take Note of Every Conversation

Every meeting with the marketing team, supplier, or designer offers a chance to learn more about various facets of the company. The curiosity and interest to learn will develop your career perspective.

The main intension of these suggestions are to improve and develop the workflow, maintain an interesting and innovative yet very organized atmosphere at KINOO. By taking necessary steps the small business can also stand out in the industry in a really short time also giving future interns to learn more in a better and progressive environment.

Chapter 9 – Conclusion

I have connected my theoretical and academic knowledge during the three-month period of this internship. Being a startup clothing company, KINOO provided me with a unique, innovative and flexible work environment as a new comer in the industry which was appreciable and necessary at the same time.

I have gained a vast amount knowledge of the quickly evolving fashion industry just by fulfilling my diverse duties such as inventory management, communicating with suppliers, organizing social media posts and also helping with design and visuals. I have faced different challenges with every task which urged me to use my knowledge and learnings acquired while pursuing my B.A in English course.

Situations I have faced while working with KINOO pushed me to recall my learnings of critical thinking, maintaining calmness and composure under pressure and leaving my comfort zone. Thanks to these skills, I managed to generate new ideas for brand development, interact with company stakeholders while maintaining tight deadlines. Similarly, I have used my prior academic knowledge from visual storytelling to uniquely present my visual presentations which was useful in product photography, marketing and design.

In the end, this internship experience was not just a requirement for my degree, it proved to be a life changing opportunity to learn how a company operated in terms of development and creativity. It confirmed my belief that learning is an ongoing process and every challenge is a tool to learn something new and become more confident about ourselves. Along with the technical and practical abilities I acquired at KINOO, I also bring with me a fresh drive to make a significant contribution to any team or project I work on in the future.

Chapter 10 – References

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2. **Wong, J. (2025, February 7).** *The power of storytelling in startup marketing.* Forbes. Retrieved from <https://www.forbes.com/councils/forbescommunicationscouncil/2025/02/07/the-power-of-storytelling-in-startup-marketing/>

Chapter 11 – Appendices (Proofs, Photographs & Certifications)

11.1 Certificates



Figure 1: Internship Acceptance Letter



To Whom It May Concern

This is to certify that **Laboni Aman Rifa**, a student of Daffodil International University, Department of English, has successfully completed a **3-month** internship at Kinoo, a startup clothing brand, from **May 15th, 2025**, to **August 15th, 2025**, under the **Creative and Operations Department**, supervised by **Minhajul Islam Tuhin, Managing Director**.

During this period, she actively contributed to our brand by assisting in creative projects, product operations, and other organizational tasks. The internship experience allowed her to gain hands-on knowledge in the fashion and retail industry while demonstrating **dedication, adaptability, and a willingness to learn**.

We recognize **Laboni Aman Rifa's** valuable contribution. She has shown dedication, eagerness to learn, and the ability to adapt to a dynamic startup environment. The contribution provided during the internship was valuable to our ongoing projects, and we wish her success in her future academic and professional endeavors.

We hereby issue this certificate as a recognition of the successful completion of the internship program at Kinoo.

Minhajul Islam Tuhin,
Managing Director,
Kinoo
Social.kinoo@gmail.com

House 04, Road 10, Sector 13, Uttara, Dhaka 1230, Bangladesh

Figure 2: Internship Certificate

213-10-788

ORIGINALITY REPORT

7%	7%	0%	4%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

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2	Submitted to Daffodil International University Student Paper	2%
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Figure 3: Plagiarism Report

11.2 Photographic Evidence & Visuals



Figure 4: Inventory Office



Figure 5: Managing director Introducing company framework



Figures: 6, 7, 8: Company product photoshoot activities