



Project paper with Internship Report
On
Use and Abuse of English in the Corporate Sector: A
Communicative English Language Study

Submitted by
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Summer 2025
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Submitted to
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Date of Submission:

STATEMENT

I, Asia Binte Ekram Khushbu (ID: 213-10-785), declare with certainty that the work entitled **“Use and Abuse of English in the Corporate Sector: A Communicative English Language Study”** is an independent piece of research done by me. I prepared this document under the guidance of Dr. Md. Mostofa Rashel, Associate Professor in the Department of English at Daffodil International University.

This report captures quite accurately my internship along with my academic inquiry into the use of English within corporate contexts. In particular, I assert that this is a genuine attempt made to complete requirements set out for the B.A. in English degree as described contemplation based on personal experiences and findings concerning my corporate practices and interactions.

Furthermore, I submit this report for assessment as part of my communication skills development program with confidence that it will not be misrepresented deceitfully or maliciously exploited, nor has it been submitted for any form of academic assessment or professional review elsewhere.

Asia Binte Ekram Khushbu

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Asia Binte Ekram Khushbu

ID: 213-10-785

Batch: 54th

Department of English

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LETTER OF ACCEPTANCE

This is to certify that **Asia Binte Ekram Khushbu**, ID No: 213-10-785, is a regular student of Daffodil International University (DIU) in the Bachelor of Arts (BA Hons Program under the department of English. He has completed her internship report on “**Use and Abuse of English in the Corporate Sector: A Communicative English Language Study**” for the award of the degree of Bachelor of Arts under my supervision.

I am pleased to state that **Asia Binte Ekram Khushbu** worked hard in preparing this report, and she has been able to present a good report that seems authentic and accepted.

I wish her every success in life.

Best Regards,



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.....

Dr. Md. Mostafa Rashel

Associate Professor

Department of English

Daffodil International University

ACKNOWLEDGMENT

In the very beginning, I thank the Almighty for everything I have done so far and for granting me the strength, patience, and ability to complete this internship report successfully. I express my gratitude towards him.

I would like to express my sincere gratitude towards my supervisor, **Dr. Md. Mostofa Rashel**, Associate Professor, Department of English, Daffodil International University, for his valuable guidance, continuous support, and constructive feedback while completing this internship report thoroughly. His insightful suggestions and encouragement have been guiding me in the implementation of my understanding of the topic.

I am also genuinely thankful to the whole Bangladesh team and the global team of Coats Digital for letting me do my Internship there. It has been a mesmerising experience as it was my very first exposure to the corporate world. Special thanks to my Line manager, **Mr. Anisur Rahman Bhuiyan**, who guided me throughout the journey and supported me the most. My line manager helped me to have the practical experience and observe the real-time use of English in the corporate sector and how they communicate mostly. The environment of the office was friendly as well, and co-operative and professional, which shaped my internship experience a lot.

Lastly, I sincerely thank my friends and family members; their immense support and moral guidance have worked as a push throughout the journey, and I am forever grateful to them.

DEDICATION

I dedicate this report to my internship mentor and to the awesome group in the Sales team of the company I interned with. Special thanks go to my line manager, **Mr. Anisur Rahman Bhuiyan**, whose continuous backing, encouragement and being there for me every time I needed his support a lot during my learning process. Their combined guidance and fellowship really made my time there, and has funnelled itself into personal and professional development for which I'm so grateful. The knowledge learned and skills acquired during the period have established a solid foundation that I will take with me throughout my professional career.

ABSTRACT

Coats Digital is the software business of Coats Group, the world's leading industrial thread company and a trusted industry player. Coats Digital specialises in cloud-based solutions for the fashion and apparel supply chain Industry. Coats Digital helps the brands manage their fabrics, design, costing, sourcing, planning, manufacturing, and shop-floor execution with AI, big-data, and best-practice workflows with their three basic software, which are GSDCost, FastReactFabric and FastReactPlan.

During the internship, I was placed in the Sales and Communication department, which functions as a critical bridge between the company and its clients. This department ensures the Sales ratio and client communication, post-sales support, thereby enhancing customer satisfaction and maintaining long-term business relationships. My responsibilities included assisting in client correspondence, communicating with potential buyers, and supporting documentation and compliance processes.

This experience has significantly deepened my understanding of customer-centric operations within a globally connected manufacturing context. The exposure to real-world challenges and professional practices has enriched my knowledge and skill set, providing a solid foundation for future endeavours in the textile and apparel solution industry.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

I am **Asia Binte Ekram Khushbu**, doing my Undergraduate from Daffodil International University in the Department of English. English is the most widely used language in the world and is universally accepted as well. I have always been interested in learning English as it is the international language and being good at English is very helpful in today's world, especially when it comes to business, communication for building strong bonds or relationships with people from different races, cultures, countries and regions. However, I strongly believe that my background in English allows me the ability to connect quickly with others, which has been very helpful for me during my internship. Especially as I did my internship in sales and customer service, and the company had to deal with international clients and buyers, so I often had to communicate with them very professionally and clearly in English, both orally and written wise. For example, while solving customer queries, writing emails and others. However, the internship program is very crucial in undergraduate studies because it helps students to connect what they have learned in their academic life to practical life and real-life experience.

CHAPTER 2: BACKGROUND

2.1 Introduction of the Need for English in Corporate Communication.

The Sales department serves as a bridge between a company and its clients, providing the annual revenue and the success of the company while ensuring the smooth communication with the clients and providing them with their expected results. At Coats Digital, the sales department ensures not only effortless connection between the customers and the transactions but also contributes to building strong, long-term business relationships. As a global company with its presence in Bangladesh, English is the main source of external and internal communication. Coats Digital mostly works remotely, where English works as the main language of online meetings, mailings, client interactions and official documentations. Without properly communicating, the buyers will not show interest, and the sales margin will be hampered. As an Intern, I observed, learned, and acknowledged the power of communicating in English and properly used it in corporate communications.

The objectives of the internship program are given below:

1. To identify the correct usage of English in the right pattern
2. To investigate the overall importance of English in corporate communication.
3. To detect the common mistakes and errors in English
4. To explore the influence of bilingualism and code-mixing on communication.
5. To examine the poor language use on corporate effectiveness.
6. To assess the communicative capability of employees.
7. To examine the availability and effectiveness of communication training.
8. To understand the role of digital tools in communication. (For example: auto correct, templates)
9. To explore the cultural and contextual factors that shape communication style.
10. To recommend improvements for enhancing business communication in English.

2.2 Connection of the study

English is a subject which is not just of literature or linguistics; It is the most practical tool of communication, especially in the corporate world. In a multinational company like Coats Digital, English is the primary language of professional interaction, such as writing e-mails, giving presentations, attending meetings and mostly while dealing with the clients.

This study focuses primarily on the communicative use and misuse of English in real corporate sector, it explores how a multi-purpose language like English is applied beyond of the academic theory- how tone, grammar, structure and clarity shape the workplace communication and enhance the productivity, relationships and also the image of the company importantly.

The connection also ensures that the study is not only academically pertinent but also very practically grounded in the real-world experience of working within a multilingual corporate environment.

2.3 Relevance of this Internship for an English Department Student

As a student of the English Department, working in the sales department of Coats Digital served as a valuable opportunity to observe how a language operates in the corporate world, also how to apply a language practically within a dynamic business context. Literature and Linguistics offer strong theoretical foundations, but this internship helped translate that knowledge into practice by

- Improving Professional Communication Abilities
- Refining my professional understanding of English as a global business language
- Recognising the significant difference between academic grammar and practical usage
- Manoeuvring through the intricacies of intercultural and bilingual communication
- Developing strong confidence in interactions with clients and in teamwork collaborations

Moreover, English majors frequently venture into diverse fields such as corporate communication, content writing, HR, marketing and training. Most importantly, having the

core knowledge about the key language in a sales-driven environment is not just advantageous, but it is also essential for future career success.

In the fast-moving corporate world of today, it is not just helpful to be able to speak in English properly; rather, it is crucial, particularly in a multinational company like Coats Digital. As Bangladesh rapidly connects with the global business community, English has become the primary language for communication across various industries. However, English is not always used accurately or efficiently, which can create gaps in communication, misunderstandings, and an unpleasant image in professionalism.

This internship report investigates the challenges based on direct observations from my time in the Sales Department of Coats Digital. As an English student, this experience allowed me to apply my theoretical understanding of language and communication in a real corporate environment. The study shows both the successful and problematic uses of English in the workplace while providing practical suggestions to improve communication skills.

CHAPTER 3: METHODOLOGY

3.1 Overview of the Internship Placement Process

As a final semester student, I was presented with a course called “Project Paper with Internship,” alongside two other optional courses: “Research” and “IELTS.” Since I am focused on a corporate career, I chose the “Project Paper with Internship” course to gain valuable corporate knowledge and experience. While searching for opportunities, I received an internship offer through LinkedIn and submitted my CV. A few days later, I was contacted by the company "COATS Digital- Bangladesh Office" to participate in a virtual interview. The interview process consisted of three steps, during which I had to demonstrate my communication skills and English fluency. Given that COATS Digital provides software solutions for the apparel supply chain, and my interview was for the sales department, strong communication skills were essential. Following the interview sessions, I was offered the Internship, with the primary objective of learning and communicating with potential buyers.

3.2. Role of the Internship and language-communication involvement

As a sales intern, my responsibilities included observing client communication. Internal meetings, preparing sales materials like

- Preparing large account summaries
- Reviewing email correspondences
- Drafting and reviewing e-mails to colleagues and clients
- Observing and preparing sales presentations
- Attending Microsoft Teams meetings and discussions
- Engaging in daily communications via Teams chats and meetings and through Outlook e-mail.

The Internship allowed me to understand business-critical language communication. The responsibilities allowed me to gain direct access to various business communications, enabling me to analyse how English is used in day-to-day professional environments.

3.3 Data Collection Method

As an English student, I observed with a very critical eye not just the content, but the tone, grammar, sentence structure, and appropriateness of language. I noted both effective use (Example: Clarity, formality, etc) and misuses (Example: Grammatical errors, awkward expressions, unnecessary code mixing, etc).

- **Direct Observation:** I observed the communication styles of my manager, clients and colleagues during team meetings and discussions.
- **Document Analysis:** I reviewed anonymised copies of professional emails on Outlook, proposals, and messages.
- **Informal Interviews:** I engaged myself in casual conversations with coworkers to span their comfort level with English and to understand their communication habits.

Because the sales department is directly involved with the international managers and clients, language plays a central role in how a company presents itself, negotiates and builds relationships. This made my internship the ideal setting to study how language impacts the business-critical communication process and reflect the gap between the use of professional English and academic English learning.

It is also mentioned that the privacy of the employees in this report is ensured. All the messages, e-mails, and examples used in this report have been anonymised. No confidential data is shared in this report.

CHAPTER 4: COMPANY OVERVIEW

4.1 Company Profile



With a history of 250 years, **COATS Group** holds the reputation of being the global leader in industrial threads and performance materials, operating in a massive number of 50 countries. Coats Bangladesh Ltd dominates the market for industrial sewing thread in Bangladesh. Coats Bangladesh is a joint venture that supplies the vital Ready-Made Garment (RMG) sector from its two cutting-edge manufacturing facilities. The global organisation and its Bangladeshi branch share a strong commitment to sustainability, innovation, and community support.



Coats Digital, the software venture of Coats Group, has its focus on areas like costing (GSD-Cost), production planning (FastReactPlan), and fabric optimisation (FastReactFabric). Coats Digital is the software division of Coats Group, which offers comprehensive digital solutions to maximise sustainability and efficiency throughout the fashion supply chain. In Bangladesh, Coats Digital keeps a corporate office at Tower One One Seven, 117/A, Tejgaon Industrial Area, Dhaka – 1208 to support the vital part of Bangladesh's economy, which is the Ready-Made Garment (RMG) industry. A significant portion of Coats Digital's work, including global customer support, training, and solution implementation, is managed remotely. The blend of local presence and remote capabilities supports Coats Digital to effectively support the diverse

needs of its clients worldwide, ensuring seamless service delivery and continuous operational improvements for fashion brands and manufacturers.

4.2 Key Services and the Solutions of Coats Digital

Coats Digital provides extremely intelligent software solutions that help the apparel supply chain management. This company's software allows the garment and footwear industry to run faster, efficiently, more sustainably and cost-effectively. Coats Digital is on a mission to accelerate fashion production through digitalised production, data-driven planning and real-time visibility.

Core Services and Solutions:

Coats Digital offers a portfolio of integrated solutions that enhance key areas of the fashion manufacturing process. This includes:

1. GSDCost

- For accurate labour costing and SMV (standard minute values) benchmarking, GSDCost is a globally recognised solution in the apparel manufacturing and footwear industry.
- GSDCost supports fair wage practices, productivity comparison, and efficient improvements across countries.

2. FastReactPlan

- A visual and collaborative platform for productive planning and order scheduling.
- The solutions align production capacity with demands, ensuring OTDP (On Time Delivery Process), and improve production line utilizations.

3. IntelloBuy

- IntelloBuy is a material Requirement Planning (MRP) tool that accurately forecasts fabric needs.
- The tool reduces fabric waste, Shortens procurement cycle, and lowers inventory costs.

4. IntelloCut

- This is a Cut-Plan optimisation solution for maximising fabric efficiency.
- Automates the generation of makes and reduces material wastage significantly.

5. VisionPLM

- The entire product lifecycle from design and delivery is managed by Vision PLM.
- The solution helps brands and manufacturers centralized data, reduce sample complications, and launch the specific product faster.

4.3 Operational Details:

Coats Digital is supporting clients across Asia, Europe, the Americas and Africa. The organisation operates through a globally connected and regionally deployed structure. The company partners with the apparel and footwear manufacturers in Bangladesh, and they work to digitalize the whole process, starting from the order taking confirmation to OTDP(On Time Delivery Process) at both factory and enterprise levels.

Key operational activities include:

1. Software implementation and integration:

Coats Digital and its employees work directly with the client factories to install, and train the users to its digital solutions. The duties include on-site visiting and remote support from the dedicated software implementation team.

2. Customer success and support team:

The post-implementation support, performance, and ensuring continuous improvement with customer satisfaction, everything is provided by the dedicated team of Customer Success managers (CSMs).

3. Sales and Pre-sales consultations:

The sales department-where my internship was placed, plays a key role in finding what a customer needs, giving them a demo of the solutions and creating the technical commercial proposals that require both industry knowledge and effective communication skills.

4. Research and Development (R&D):

Coats Digital maintains a strong R&D presence to keep the solutions aligned with the needs of the market and develop them according to the needs by combining the industry trends, compliance requirements and sustainability goals.

4.4 Company Strength

- They have an industry-specific focus, specialising in digital software tools that shape the apparel and footwear industry.
- A globally trusted industrial manufacturing brand.
- Constantly improving their software to match market demand.
- Provides efficient data-driven solutions which help manufacturers to reduce costs, fabric wastage and lead time.
- All useful software like management, fabric, costing management, everything under one roof.
- Actively provides after-sales software implementation services.
- Leading manufacturers widely adapted the softwares and improvements are proven.
- Operates globally across Asia, Europe, Africa and the Americas.
- Uses English as its main corporate language.
- Allows manufacturers to reduce waste and adapt sustainability.
- Software can smoothly integrate with the natural ERP system, which enhances the whole operating system.
- Products suit variety of factory scale, from small to large areas.
- For highly impact digital transformation, the company has a very reputed image.

4.5 Company facilities

- End-to-end discussion with proper support and services for the new users and clients.
- Provides full service with sustainability across different regions.
- Offers everything under one platform.
- Ensures smooth integration according to the remaining ERP and MRP systems of the manufacturer.
- The users can directly operate Cloudly as most of the solutions are cloud-based.
- The tools provide all the essential data analytics tasks like real-time monitoring, reporting and business intelligence.
- Clients can customise their needed tools as their production type, region, and workflow.
- Provides dedicated teams for customer success, they provide after-sales service.

- In their innovation and Research and Development lab, they continuously experiment with the feedback, reports and market trends.
- Maintains international data laws and keeps all its data encrypted, which ensures data security.
- No matter what region the customers are in, the service is provided in English for better understanding.
- The services are operated from the regional hubs like Bangladesh, Vietnam, India, China, etc.

4.6 Role in Client Production Optimisation:

It is a matter of fact that Coats Digital does not manufacture physical products; rather, they provide software solutions that play a very crucial role in optimising the production process among the apparel manufacturing companies. From pre-production planning, accurate labour costing, fabric management to real-time floor data management, everything can be measured and solved by the solution of Coats Digital.

4.7 Working Hours

- Coats Digital has standard office hours (Sunday-Thursday) from 9.00 AM-5.00 PM for the Bangladesh office. Also they provide one hour of lunch break.
- During 10.00 AM to 4.00 PM, all team members should be Online.
- Between 8.30 AM to 10.00 AM, employees can be online or come to the office and between 4.00 PM to 5.00 PM, they can leave as per importance.
- The sales department contains some on-site visit so their schedule is customised by that.
- To support different time zones, scheduled meetings may differ for the sales and customer success teams.
- Overtime is rare but may happen if needed.
- Standard leave policies are maintained by Coats Digital.

4.8 Company Mission, Vision & Values

Mission:

Coats Digital's mission is to **"Deliver proven, measurable, and sustainable improvements in speed, productivity, compliance, and cost across the fashion supply chain through specialized technology solutions."**

It aims to empower apparel and footwear manufacturers with digitally driven transformation, enabling them to meet modern challenges through efficiency, transparency, and intelligent automation.

Vision:

Coats Digital envisions a future where fashion supply chains are smarter, faster, and more sustainable. Through continuous innovation, deep industry expertise, and collaborative client relationships, the company strives to be the global leader in fashion technology solutions, driving ethical, digital-first manufacturing ecosystems.

Values:

Customer-centric approach: Coats Digital believes in having a long maintained relationships with its clients. The company works to provide solutions, matching the needs and also supports continuous growth. They say, "We put the customer at the heart of everything we do."

Innovation: "We embrace innovation to create smarter, faster, and more efficient solutions." – With this, though, Coats Digital invests in research and development to be one step ahead of the market.

Accountability: "We own our actions and deliver on our commitments."- As they say this, they are responsible enough to maintain this. Starting from meeting with clients to product deployment, Coats Digital is always on time and never misses the deadline.

Integrity: They say, "We do the right thing, always" They maintain ethical business practices and ensure the manufacturer provides fair wages.

CHAPTER 5: INTERNSHIP ACTIVITIES

5.1 Internship Experience

During my internship in the sales department at Coats Digital, I made a consistent effort to contribute to various tasks within my responsibilities to maximise my learning opportunities. I was appointed on 12th December, 2024. Later, the authority extended my internship period till 30th November, 2025. In addition to my responsibilities, I also focused on building positive and collaborative relationships with my colleagues, which greatly facilitated a smooth and efficient workflow. Below are some key responsibilities and activities I was involved in during my time in the sales department.

My activities in the sales department:

- Had to get in-depth knowledge about all the key solutions of Coats Digital, such as FastReactPlan, GSDCost, FastReactCut and FastReactBuy, which helped me understand their needs in the apparel manufacturing industry and the technicalities and features of the solution.
- Deeply analysed the case studies of different countries and understood the challenges before the installation of the solution.
- Researched the Industry challenges and their solutions in the apparel manufacturing industry.
- Entered the data in the CRM, such as Industry history, customer information and account type.
- Helped prepare large account summaries for detailed account strategy and identify the high-value customers.
- Researched the global operations of Coats Digital to understand the competition in the market and the communication strategies.
- Sat for prospecting every Thursday, which includes identifying customers, leads and prepare the initial engagement.

- Regularly called and communicated with the customers from different account segments like Gold, Platinum and Silver and introduced the solutions of Coats Digital to them.
- Scheduled the first engagement meetings with the senior sales managers of Coats Digital for the interested buyers.
- Participated in the Coats Digital Huddle every week.
- Professionally communicated with the customers and responded to their calls and emails whenever needed.
- Participated in the high-level meetings with the Managing Director and the Sales Director, and got some exposure to the decision-making process and the discussion about client strategy.
- Assisted with different meetings held by the senior sales managers and did the customer background research.
- Contributed to the monthly territory planning of South Asia by submitting the meeting reports and updates.
- Shaped and developed professional communication skills through customer interactions, internal discussions, and responding to emails in a corporate English environment.

5.2 Job Analysis & Posting Program by Customer Service

As an Intern in Coats Digital, I worked with the sales department closely, and I was assigned with many kinds of responsibilities that showed me the role of real-corporate sales support. My works were involved with some of administrative support, mainly in communication as well as research and customer relationship management. This Internship allowed me to apply my academic skills to professional communication and corporate correspondence.

The Internship required strong skills in:

- Written and verbal communication.
- Use of digital tools like CRM, Excel, Email, etc.
- Client interaction and customer handling.
- Ability to handle organisation and Time management.

Key Responsibilities:

- **Lead taking and prospecting:** Identified the potential clients based on the account segregation by Coats Digital, such as Gold, Silver, and Platinum. The process was conducted via calls and email to introduce the services by Coats Digital.
- **CRM management and account update:** Updated the accurate client data in the CRM system and the update included interaction history, meeting minutes and the updates for strategic account planning.
- **Research and Documentation:** Went through the case studies of different countries, company profiles and the sales materials to understand the industry and it's history to understand the challenges and the solution of it including customer needs. Also prepared summary and briefs.
- **Client communication and meeting co-ordination:** Communicated with the potential clients via email and phone calls, prepared spreadsheet and scheduled meeting with the prospected clients, also attended internal and external meetings when needed.

Overall, the responsibilities provided me with a proper understanding of the sales process and communication in the corporate environment. I acquired the practical experience of client prospecting, CRM management, and learned strategic account management and professional communication. The experience not only prepared me for the corporate world but also prepared me to shape my interpersonal and analytical skills, also to operate effectively in this faster-growing world.

Account Plan Summary

Account Name

Bitopi Group

Plan Owner/Lead

Md Anisur Rahman Bhuiyan, Asia Binte Ekram Khushbu

CRM Opportunity ID/Name

Product Scope

Geographic Scope

SA-Bangladesh

Team Members

Karthik

Ahtesham

Neeraj

Anis

Asia

Plan Overview

Bitopi Group started in 1968 with Bitopi Advertising Limited under the resolute leadership and vision of Reza Ali. In 1984, the Company made its foray into the new and young arena of readymade garments with Misami Garments Ltd. The Company gradually expanded into factories in the Comilla EPZ, Adamjee, and Manikganj; the original building in Shewrapara, Mirpur stands to this day. In 2017, HSBC Bangladesh has recognized Bitopi Group for their leadership in brightening the country's image and contributing to the nation's sustainable growth. Our plan is to equip Bitopi group with our FRP solution for better planning and its sister concern CKDL with GSDCost to increase productivity.

Picture no. 01: Large account plan summary preparation

Name	Date	Customer Name	Job Title	Company Name	Called	Connected	Meeting Agreed	Comment
Misty	22-May-25			LIZ FASHIONS INDS. LTD.	Yes	Yes	No	5 Called , 2 Connected,They are not planning for any software solution now.Need to contact after Eid
Misty	22-May-25			A&A TROUSERS Limited	Yes	Yes	Yes	9 Called, 4 Connected,They can sit for a meeting after Eid Holiday.
Misty	22-May-25			BEST SHIRTS LTD.	Yes	Yes	No	13 Called, 1 Connected,Need to follow up Next Wed
Khushbu	22-May-25			Aptech Group	Yes	Yes	No	2 called, 1 connected, Recently started using Logic so not planning something new.
Khushbu	22-May-25			Asian Apparels LTD	Yes	Yes	No	8 called, 2 connected, Will respond the mail.
Khushbu	22-May-25			Avant Garments Ltd	Yes	Yes	Yes	2 called, 1 connected, Agreed for the meeting after holiday. will respond the mail to schedule the meeting
Khushbu	22-May-25			Budgetex Apparels LTD	Yes	No	No	Wrong number on Coats Contact List
Khushbu	22-May-25			Blue Planet Group	Yes	No	No	1 called, 1 connected
Khushbu	22-May-25			BSA Fashions LTD	Yes	No	No	1 called, Not Connected
Khushbu	22-May-25			Clifton Garments Ltd	Yes	No	No	19 called, 1 connected
Rittika	22-May-25	Rahul Malik	Senior Vice President	CTA Apparels Pvt Ltd	Yes	No	No	Call Disconnected
Rittika	22-May-25	Musthaba M	IT Head	ATLAS EXPORT	Yes	No	No	Didn't pick the call.
Rittika	22-May-25	Sudheer Kanchan	IT	Silver Spark - Raymond	Yes	Yes	No	Picked but said busy and disconnected
Rittika	22-May-25	Poorna	Head I.E	SHAKTHI KNITTING PRIVATE LIMITED	Yes	No	No	Number Not reachable
Rittika	22-May-25	Sumanth	Deputy GM-IE& Planning		Yes	No	No	Number Not reachable
Rittika	22-May-25	Velliangni A	CEO	Loyal Textile Mills	Yes	No	No	Call Disconnected Twice
Rittika	22-May-25	Manoj Sahu	MD	Sahu Exports	Yes	Yes	No	Said no requirement as of now
Rittika	22-May-25	Manju Dawar	VP- Operations	CTA Apparels	Yes	No	No	Call Disconnected
Rittika	22-May-25	Gaurav Uppal	Director	Richa Global Exports	Yes	No	No	Didn't pick the call.
Rittika	22-May-25	Rana Waseem	GM	US Apparel	Yes	No	No	Not Connected
Rittika	22-May-25	Sahana Mahapatra	MM	Richa Global Exports	Yes	Yes	No	Call Disconnected

Picture no. 02: Everyday prospecting details input

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Dear Sir,

I hope this message finds you well.

My name is Asia Birin Ekram Khushbu, and I represent COATS Digital, a premier provider of transformative technology solutions tailored for the apparel and textile industry. I am [reaching out](#) to acquaint you with our innovative suite of products designed to enhance your production efficiency, drive cost-effectiveness, and streamline your operations.

Introducing COATS Digital: At COATS Digital, we are committed to revolutionizing the fashion manufacturing sector through our advanced software solutions. Leveraging deep industry insights and state-of-the-art technology, our products address the unique challenges faced by manufacturers, enabling them to achieve operational excellence.

Our Cutting-Edge Products:

1. **FastReact Planning:** FastReact Planning is a sophisticated planning and scheduling solution that empowers manufacturers to manage capacity, resources, and order delivery dates with precision. This tool provides real-time visibility and control, ensuring seamless production flow and on-time delivery.
2. **GSDCost:** GSDCost is the global benchmark for establishing time and cost standards for sewn products. It offers precise cost predictions and standard times, facilitating informed decision-making, enhanced productivity, and substantial cost savings.
3. **FRF-IntelloBuy:** FRF-IntelloBuy is an intelligent material purchasing system designed to optimize the procurement of fabrics and trims. By minimizing waste, reducing excess inventory, and ensuring timely material availability, IntelloBuy supports a lean manufacturing process.
4. **FRF-IntelloCut:** FRF-IntelloCut is an advanced material utilization solution that significantly improves fabric utilization and minimizes wastage. It delivers accurate cutting plans and real-time analytics, enhancing the efficiency of cutting room operations and reducing material costs.

We are confident that COATS Digital's solutions can bring substantial value to your operations by boosting efficiency, lowering costs, and improving overall productivity. We would be delighted to schedule a demonstration or a meeting to discuss how our products can [support](#) your business objectives.

Thank you for considering COATS Digital.

I look forward to the opportunity to collaborate and drive your business success.

Best Regards,

Asia Birin Ekram Khushbu

Sales Executive

[COATS Digital Pvt. Ltd.](#)

Picture no 03: Prospect Script.

CHAPTER 6: OBSERVATION AND FINDINGS

6.1 Applied Language Assessment at Coats Digital

During my internship at **Coats Digital** and in the sales department, I actively observed how the English language works as a primary medium in corporate communication. The language plays a central role in the coordination internally, client management and also in the central documentation. The observations from my internship experience are taken from my practical tasks, including prospecting clients, participation in the meetings, managing CRM, writing emails, also responding to them. The observation also includes my analysis of the case studies and company communication materials.

A. Use of the English language; Effective communication practices:

Proper and Clear Internal Communication:

- The official events, such as emails, huddles, and meetings, are conducted professionally and concisely, using business-like English, which enables smooth knowledge sharing. Additionally, the internal calls with sales managers were profound and professional.
- **For Example**, the weekly huddles were conducted by the HR head and participated in by all the employees all over the world. So the role of the English language was significant and the most important thing, and maintained professionally. Also, whether it is a short call or an informal call, English proficiency was there, which is important to maintain a professional work environment.

Professional Client correspondence:

- All the emails were drafted in a professional tone with proper greetings and farewells. Which is important for trust and standard building.
- **For example:** In the greeting section, “Dear Mr. A, I hope you are doing well”, and bid a bye with “Hope to hear from you soon, Warm Regards”. Everything was maintained formally.

Documentations by maintaining a Standard:

- All the CRM entries and account plans were done by using structured, consistent English. It is also ensured that all employees and members understand the data without ambiguity.

A culturally neutral environment:

- Having mostly the international managers and clients, the communication stood by a standard of not using any kinds of slangs or local idioms, making the environment globally comprehensible.

Convincing communication at prospecting:

- The prospecting call scripts used a persuasive as well as respectful English language, which sparked the interest of the client and secured meetings.

B. Abuses of the English Language; Misuses, Inefficiencies or Misunderstandings

Overuse of Corporate Jargon:

- Different terms like “B2b”, “CTA”, “Leverage”, “Think out of the box”, “MEDICC”, “Deep Dive”, “EOD”, “Ping” were sometimes overly used without any kind of proper explanation. This makes the overall conversation and knowledge acquisition difficult for newcomers, as they struggle to grasp the meaning quickly.



May be in 1 hour, I will ping you

Picture no 04: Overuse of corporate jargon.

Grammatical Errors in the Emails, spreadsheets and dashboards:

- Some of the Sent emails had minor grammatical mistakes, such as missing articles, spelling mistakes, incorrect prepositioning, part-of-speech errors, etc. This can weaken the professional image of the company.

Code-Mixing with local language:

- In the internal calls and texts, there was a switch between English and Bangla occasionally. This caused miscommunication between the team members unfamiliar with both languages.

Unclear Meeting Notes:

- Some of the meetings had unclear summaries without a proper sentence structure. This led to confusion in the follow-up actions.

Accent Variation and using short forms:

- As a UK-based company, some of the people from the UK often use their Local quotations; also, there are Indian managers. The accent variation and their local tone of talking often created confusion and the members. Also, some of the members used short forms in talking, such as “Pls”, which is the short form of “Please”.



pls share the draft email

Picture no 05: Using short forms.

Informal Tone in Formal Contexts:

Observed some overly using casual phrases in the formal client emails, such as “Hey there”, “Hi A”, “ASAP”, etc, which occasionally appeared unprofessional.

CHAPTER 7: RECOMMENDATIONS

7.1 Recommendations

Based on the observations and findings during my internship at Coats Digital, I propose some recommendations to enhance the effectiveness of the use of the English language in corporate communication, which will minimise the misuse of the English language:

Implementation of regular communication training: By creating an internal guide that includes the best practices of email writing, report writing and client communication. The preferred vocabulary, correct tone, email templates and other corporate language items should be in that specific guide.

Enhance CRM data entry training: There should be proper, focused training for the CRM for all the interns and employees. Clear and error-free documentation will improve the record-keeping method and will improve the client follow-ups.

Promote culturally sensitive communication: Every employee should be aware of the cultural diversity and the language used, especially when interacting with foreigners. All the members should be alert of the use of local idioms and improve communication by using region-specific phrases.

Reduce overuse of jargon and technical terms: Encourage employees to use simple and clear language while communicating with clients, and be aware of using unfamiliar industry-specific jargon.

Encourage Feedback and Continuous Improvement: There should be some channels for employees where they can share their experiences and provide feedback. This will enhance the work environment and the learning. They can receive feedback on communication practices. This will help identify the gaps in the communication, and proper support and clarifications can be provided.

By implementing all the recommendations, Coats Digital can be stronger and successful in the corporate communication field and can enhance client satisfaction.. This will help them to maintain a professional image in the competitive global market.

CHAPTER 8: CONCLUSION

My experience at the Company Coats Digital has allowed me to learn a comprehensive understanding of the role of English in the corporate sales environment. Effective use of clear, consistent and professional English language not only enhances the internal communication and makes it smooth, but also builds a strong, trustworthy relationship with the clients across regions. I observed how well the management of language directly impacts business outcomes through prospecting, CRM updates and participation in meetings.

At the same time, I observed and identified the areas where the communication in English can be improved, particularly in minimising grammatical errors, reducing the use of jargon, and maintaining a suitable formal tone in all kinds of client communications. The observations reflect the need for language training and the development of communication standards within the company.

This Internship has significantly enriched my practical skills in communicating and enlightened my knowledge about the involvement of professional English and its usage. Going forward, I am highly motivated to apply my skills and learnings to improve workplace communication and contribute my skills positively to any corporate environment I get engaged with. Moreover, this internship experience has made my academic understanding strong based on corporate language dynamics. I believe and am committed to continuing this learning process in the field of professional communication.

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APPENDICES

Appendix 1: Internship



**Coats
Bangladesh**

Coats Bangladesh Ltd.
Tower One One Seven
117/A, Tejgaon Industrial Area
Dhaka-1208, Bangladesh.
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M: 01324431498

12 December 2024

Dear Khushbu,

Welcome to Coats Digital and the Sales team. I am delighted you are joining us as Sales Intern. Your role is critical in helping us to reach our team and group goals.

You will be provided with all the necessary information concerning your first day and along with other members of the team, I will help you make a smooth transition into your new role as time progresses. Please feel free to ask any of us for help or assistance.

We are looking forward to you joining our team and your success at Coats.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Nargis Akhter", enclosed within a circular stamp.

Nargis Akhter
HRBP & Employee Experience Lead
Coats Bangladesh

On behalf of
Karthik Duraisamy
Sales Director-South Asia
Coats Digital

A member of Coats Ltd. Group



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