

Department of English
Daffodil International University



Internship Report
Based on
Work Experience and Learning
at
Diva Bangladesh



Internship Report

on

Building Bridges: A Practical Insight into Customer Relationship Management

Prepared by

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ID: 212-10-756

Batch: 20th

Department of English

Faculty of Humanities and Social Science

This Report is prepared for partial fulfillment of the requirement for

B.A. in English

Under the supervision of

Ms. Mahinur Akther

Lecturer

Department of English

Faculty of Humanities and Social Science

Declaration

I am Anika Shova, ID: 212-10-756, Department of English, Daffodil International University (DIU), would like to declare that this paper on “Building Bridges: A Practical Insight into Customer Relationship Management” has been authentically prepared by me. I am further declaring that I did not submit this report anywhere for any degree, diploma, or certificate.

Anika Shova

Anika Shova

ID: 212-10-756

Batch: 20th

Department of English

Faculty of Humanities and Social Science

Daffodil International University

Certificate of Supervisor

It is my pleasure to certify that this project paper, "Building Bridge: A Practical Insight into Customer Relationship Management, has been submitted to the Department of English at Daffodil International University, conducted by Anika Shova, ID: 212-10-756. She has successfully completed her internship at Diva Bangladesh, a clothing brand company as a Customer Relationship Executive under my supervision for completing her course entitled: "Project Paper with Internship" (Course Code-ENG431) in the program B.A. in English. The report has previously not been presented for any recognition or academic accomplishment.



Ms. Mahinur Akther

Lecturer

Department of English

Faculty of Humanities and Social Science

Daffodil International University

Acknowledgement

I would like to express my gratitude and appreciation toward Diva Bangladesh for giving me the opportunity to serve as a customer relationship executive during my internship.

During my period at Diva Bangladesh, I had the privilege of working closely with a supportive team. I am thankful for their guidance, patience, and constant encouragement throughout my internship period. This experience has been invaluable in developing my skills and knowledge in the field of customer relationships.

I am extremely grateful to the management of Diva Bangladesh for their trust in my abilities. They created a positive working environment, allowing me to gain practical experience in regular life, also it improved my communication skills towards customers, and enhanced my understanding of the corporate sector.

I would also like to extend my appreciation to my supervisor, Ms. Mahinur Akther, for her guidance and the time she spent with me. Throughout this experience, her guidance, support, and encouragement have been the most valuable thing to me. I was capable of completing my project because of her assistance and proper guidance at every stage.

Once again, I extend my gratitude to Diva Bangladesh for the opportunity to be a part of their team. This internship has been a great experience to improve my skills for my future job.

Executive Summary

Diva Bangladesh, one of the leading names in the clothing industry, introduced an internship program for aspiring candidates to gain hands-on experience as Customer Relationship Executive. This executive summary provides an overview of my internship experience, highlighting the core learnings and my contributions during the internship period.

As a customer relationship executive at Diva Bangladesh, I was responsible for managing the online communication, engaging with customers, and ensuring customer satisfaction through messages live and in person communication. Throughout my internship, I developed many skills in convincing strategies, customer dealing , and market analysis.

During my period at Diva Bangladesh I contributed in developing the best online shopping experience for customers. This included creating engaging product descriptions through social media live, short videos and exclusive content. Because of my efforts, I was able to contribute to increased customer engagement and made sure about their satisfaction in online service .

Additionally, I have gained knowledge of customer behavior and market trends by working closely with the marketing team. Overall, my internship at Diva Bangladesh as customer relationship executive provided me with an understanding of the e-commerce landscape and its impact on the clothing industry. I am confident that the skills and experiences that I gained during this internship will be a valuable asset for my future career as well.

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CHAPTER 1

INTRODUCTION



1.1 Introduction to the Report

I completed my four years of Bachelor of Arts in English from Daffodil International University (DIU). Students enrolled in Daffodil International University's bachelor's program have the greatest opportunity to complete an internship, which helps them to have an idea of the real-life job market before graduating. Internship helps students to relate their practical knowledge that they gained during the period to the working environment. For the final section, I included my internship at "Diva Bangladesh" as a customer relationship executive. Diva Bangladesh is a well-known luxury clothing company in Bangladesh. I tried to cover the problems that the institute faced during their customer handling. My manager was Rakib Hossain in Diva Bangladesh, who supported me a lot to ensure that I can give my best in this field. Also I had the best guidance from my university supervisor, Ms. Mahinur Akther, a lecturer at Daffodil International University (DIU), who helped me to ensure the success of this report. I started my internship at Diva Bangladesh on 1st January 2025 and ended on 31st March 2025. Customer service and good communication play an important role in the industry, and it was not an easy ride to take. I had to deal with a lot of challenges while communicating with different customers with different mindsets, but I handled them delicately. I realized I had to solve their issues on things and I gave my best effort on that and it was successfully done throughout my internship period.

1.2 Objectives

This report is written based on the internship that was completed in Diva Bangladesh and is prepared as a requirement for the completion of Bachelor of Arts in English Program of Daffodil International University. There are two categories in which the report's objective is placed.

- General Objective
- Specific Objective

1.2.1 General Objective

This internship report is finalized in order to complete the Bachelor of Arts degree in English at Daffodil International University.

1.2.2 Specific Objective

- To take a deeper look into the report, it will cover the following aspects: Provide an overview of Diva Bangladesh
- Focus on the Luxury clothing, services for customer dealing, and the workplace that is offered to the employees of Diva Bangladesh

This report's motive is to provide an overview of my internship experience. It contains the explanation about my journey, ups and downs and the remedies that I took to overcome those. Along with that, the report also contains information regarding the work environment of Diva Bangladesh.

The report will definitely increase the future batch students understanding of the real-life working world. With the given information, students could get themselves ready for their upcoming internships. Additionally, anyone searching for a brief explanation of Diva Bangladesh could find this report helpful.

1.3 Methodology

Materials included in this report are collected from both primary and secondary data sources.

1.3.1 Primary Data Source

- Personal experience throughout the internship period
- Observation of the work environment and surroundings § Contribution in different live/hosting

1.3.2 Secondary Data Source

- Online overview
- Official website of Diva Bangladesh § and the review of the clients

1.4 Mission & Vision

Diva Bangladesh is the authorized seller of authentic luxury Indian clothing and the most well-known brands from Bangladesh. This claims that this is the most authentic luxury store in Bangladesh, where you can find genuine and original Indian luxury clothing items that are manufactured in India. Their main goal is to provide clients with authentic luxury attire and the services possible. By offering authentic quality products and dedication to their customers, they maintain as the number one luxury clothing brand in Bangladesh.

1.5 Products of Diva Bangladesh

Diva Bangladesh is a well-known authentic luxury Indian clothing brand in Bangladesh. They offer original Indian products that cannot be found anywhere else in Bangladesh, including unstitched collection, Delhi Boutique stitch collection, sharara/gharara, and bridal/semi-bridal attire. All the products offered by Diva Bangladesh are 100% authentic and from exclusive boutique houses in India.

Some examples are as follows:

1.5.1 Unstich Collection

Diva Bangladesh offers something for all types of people, which includes the measurement of regular/plus sizes. Diva Bangladesh offers the largest range of unstitched clothes that are manufactured in different states of India.

1.5.2 Delhi Boutique Stich Collection

Diva Bangladesh's Delhi Boutique Stich collection is mostly used for occasions like Eid, weddings and large gatherings. These product increases the beauty of a person to decked up properly. The widest selection of Delhi boutique stitch collection is produced by top boutique designers in India.

1.5.3 Sharara/Garara

Diva Bangladesh's Sharara/gharara is the most running item of the brand. As these types of attire can be worn in different programs, including haldi/mehndi occasions. Diva Bangladesh offers colour and fabric guarantee to the customer.

1.5.4 Bridal/Semi Bridal Attire

The finest selection of bridal/semi-bridal indian clothes are available in Bangladesh because of Diva Bangladesh. Some of the most well-known designers gave their best to design this product for Diva Bangladesh. So now, because the brand people don't need to go to India to purchase those luxury authentic clothes.



CHAPTER 2

BACKGROUND OF STUDY



2.1 Background of Study

The background of the study is an essential element of any internship report, as it provides a complete understanding of the company and its operations.

The internship program at "Diva Bangladesh" provides an excellent opportunity for students to gain hands-on experience in the field of Fabric and clothing and customer service.

2.2 Company Overview

Diva Bangladesh is a leading clothing company that offers authentic luxury attire to customers in Bangladesh. With a mission to wrap everyone in luxury, Diva Bangladesh is determined to provide a wide range of authentic products to the customers.

It started the journey in 2007 and in these years the company has grown rapidly. Diva Bangladesh sources its products from authentic boutique stores in India. In that case, customers receive only the best quality authentic offerings

To enhance customer experience, Diva Bangladesh operates both online and offline stores, making shopping convenient for their customers. They currently have three outlets and one head office located in Dhaka, Bangladesh. Their staff are always ready to assist customers in finding the perfect attire according to their needs and preferences.

The rapid growth of luxury clothing brands has revolutionized the way businesses operate globally. Diva Bangladesh always works on the trend and gives their best luxury attire to their consumers.

2.3 Market Research

Market research plays a very crucial and important role to get to understand consumer behavior, preferences, needs and trends. Diva Bangladesh is interested in knowing insights into the target audience's preferences regarding product demand, colour theme, and price points. The internship program provides an opportunity to assist in research activities such as conducting surveys, analyzing customer feedback, and evaluating market trends. The findings help the company to grow more and work on their weaknesses.

2.4 Competitor Analysis

Diva Bangladesh always monitors and assesses its competitors to remain competitive in the market. This entails helping to understand the products and pricing strategies of rival brands, identifying areas for improvement, and developing strategies to differentiate its offerings. By conducting a detailed analysis the company maintains a competitive edge.

2.5 Scope of the Field

This report gives a complete overview of the experience that I went through in my workplace. My experience at Diva Bangladesh is incorporated so others can get to familiar with the company and they may find this perfect workplace for them.

The scope of the Role for the Diva Bangladesh customer relationship executive is rewarding. As a customer relationship executive, I was responsible for promoting products through online platforms and dealing with customers. My primary goal was to connect with the customer and to understand their preferences.

My scope of work was maintaining and growing customer relationships by providing excellent customer service and support. This involves answering product-related questions, conducting live sessions, making unique content to grab customers attention, and resolving any issues that customers may have.

Pros:

- **Flexible Schedule:** As a customer relationship executive, I had the advantage of getting flexibility in terms of working hours. I had the opportunity to balance my personal life, professional life at the same time.
- **Potential Career Growth:** Another big advantage of working at Diva Bangladesh is the potential for career growth. As I was also the face of their brand along with customer relationship executive, I got the fame and name either from the brand which can help me to get work easily.

Cons:

- **Limited Physical Interaction:** Working online means I had very limited face-to-face interaction with customers. Though I had the option to talk to them virtually, but still faced the actual challenge of convincing the customer.

2.6 My Interest in the Field

My interest as a customer relationship executive grows as I had an interest in the clothing industry at a very early age. In this role, I was dedicated to understanding the needs & preferences of customers and providing customer service to ensure a smooth online shopping experience.

Utilizing my strong communication skills, I aimed to build a communicative relationship with customers, offering product recommendations and expert advice. By staying up to date with the latest fashion trends.



CHAPTER 3

PERSONAL EXPERIENCE



3.1 Personal Experience

I had the vision to complete my internship as a customer relationship executive from the very beginning during my university life. When I first started to explore the world of e-commerce, I instantly fell in love with it. My work at Diva Bangladesh opened doors to countless opportunities for personal and professional growth.

One of the greatest aspects of working as a customer relationship executive is the ability to connect with people from various parts of the country. Through the power of the internet and social media platforms, I have interacted with individuals from different cultures, backgrounds, and perspectives. Every time I handle different customers, I get to learn new aspects from them. The flexibility that came with being a customer relationship executive was another feature of this chosen profession. I had the advantage to choose my work hours, which allowed me to maintain a healthy work-life balance. As I took 1 extra course along with the internship, working online made it easy for me to ensure that I can prioritize both at the same time.

Through all the communication that I had with the customers, I have learned to create persuasive arguments that resonate with customers. These skills have not only helped me in my professional life but also in my personal relationships, as effective communication is essential in all areas of life. Also I gathered lots of knowledge about clothing lines that I can use further if I want to go into any clothing line business.

The following are some of the opportunities, challenges, and problems that I encountered during my work at Diva Bangladesh.

3.1.1 Opportunities: Throughout my period, different customers used to talk in their different tones and languages. Initially, it took me some time to understand them, but soon enough I realized that I got to pick up a lot of new terms and their culture as well. Along with that, I had some repetitive customers

Who used to call or message couple of times a week, with the help of them i got to know about various trends that I had no idea even existed.

3.1.2 Challenges: I learned that not everyone has the same mindset, some customers were really tough to deal with. Initially i used to became upset, and I struggled a lot while talking to them but As a continuous learner, I did not give up and kept trying different approaches to deal with them and win them over. Soon enough, I learned how to deal with difficult customers.

3.1.3 Problems: In every work there are both positive and negative sides. There were some problems that I went through during the period, which were very difficult to handle. There are some customers who calls to complain about a product and they were not ready to listen to anything that I have to say. They would call and start yelling the moment I received the call and demands to get a refund, as they had no refund policy, so if they had listened to me, I could have provided them an effective solution to exchange the product. However, I learned a lot of new tactics to handle this type of customer.

In addition to the professional growth, being a customer relationship executive has provided me the ability to help customers find products and solutions that meet their needs is incredible.

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CHAPTER 4

PROFESSIONAL GROWTH



4.1 Technical Skills

As a customer relationship executive at Diva Bangladesh, there are some technical skills that I have adapted while working at Diva Bangladesh. Some are as follows:

- **Strong Computer Typing:** As a customer relationship executive at Diva Bangladesh, there are some technical skills that I adapted while working at Diva Bangladesh. Some are as follows:
- **Data Analytics Tools:** Data analysis has played a very important role in my field while working at Diva Bangladesh. Different tools such as Microsoft Excel, Google Analytics and Google Data Studio. Helping me to analyze trends, and make data-driven decisions is vital for optimizing online performance.

By learning these skills, I was well-trained to work as a customer relationship executive at Diva Bangladesh

4.2 Communication Skills

According to my designation, strong communication skills are essential to succeed in the digital marketplace. I had to convey product information, engage customers, and build trust remotely. Here are some key communication skills that I adapted to excel in this role:

- **Clear and Concise Messaging:** The initial stage was to learn about the fabric quality, accurate colour details and to deliver the accurate description to the customers.
- **Active Listening:** I patiently listened to their queries and gave them the best solution and that worked for me really well.
- **Persuasive Language:** I used persuasive techniques to interact with customers, sometimes with storytelling, or highlighting the latest trend ., I developed a compelling narrative that resonates with customers, while encouraging them to purchase our product.
- **Written Proficiency:** Working on mine as a customer relationship executive has to be detail-oriented. I always made sure to maintain a healthy writing style with the customer, which helped them to ensure the answers about their questions.

By learning and implementing these communication skills, I build myself as a reliable customer relationship executive for Diva Bangladesh.

4.3 Management Skills

As the face of the company interacting with customers, my ability to manage my tasks is sometimes crucial.

Some examples are as follows:

- **Strong Organization Skills:** At the very beginning, I ensured that no opportunity is left behind. Along with the new customer, I always did a follow-up for the past customers.
- **Time Management:** In this internship, I learned a lot about time management. At a time I had to perform a live session at the same time i had to interact with the customer during live, keeping an eye on their comment and giving them an effective response was hard.
- **Problem Solving:** As a customer relationship executive, I had to deal with various customers every day and solve their issues. It was tough to give them solutions as each customer was different, but I learned here to be well-equipped to succeed as a customer relationship executive.

4.4 Self-Assessment

Here are some of the key self-assessments that I have learned in this job.

- **Attitude:** A positive attitude is always a plus. I always had a positive attitude to gain new knowledge that I was not aware of. My focus and positive attitude have assisted me to learn the new corporate culture.
- **Ability to Learn:** I have always had a learning attitude since childhood. The craving to gather new knowledge was a plus for me, that is why within a very short period, I was able to learn about the products of Diva Bangladesh.
- **Initiative:** Taking the risk is everything. I had the initiative to take the lead in Diva Bangladesh because when we do things by ourselves, we learn the best.
- **Quality of Work:** Quality of Work: A big responsibility was to work on the front line where I was the face fir the brand. The way I interacted and treated my customers is what they remember about me as a customer relationship executive as an experience at Diva Bangladesh.

4.5 Overall Analysis

Throughout my internship period, I gained a lot of experience and learning. I used different types of communication and management techniques, which will also be beneficial in my future career. This job helped me to learn how to deal with everything effectively, how to keep up with multitasking, being patient and how to deal with different types of people. This entire experience of the internship helped me to be focused, reliable, punctual and confident. So, I think my company was excellent in its place and it will play a key role throughout my entire life.



CHAPTER 5

FINDINGS, LIMITATIONS & RECOMMENDATION



5.1 Findings

Everyone thinks a role of customer relationship executive comes with a very reliable job options but it has its own difficulties.

Some examples are as follows:

- The main issue was the understanding barrier, not everyone comes with the same mentality, and they all had different knowledge and different types of understanding. I had faced problems in understanding their actual queries sometimes, which led me into tough situations.
- Another difficulty was that clients go through a lot of sales representatives and sometimes because of the lack of information, it creates a lot of misunderstanding, which leads the customers in the wrong direction and later on they don't want to trust the customer relationship executive anymore.
- Another problem was because of loaded orders sometimes because of staff mistakes customers used to get wrong product so it was hard to convince them about the situation.

5.2 Limitations

There were so many opportunities, but on the other hand there were some limitations either as a customer relationship executive

- One of the main lacks was to communicate with the customers virtually because sometimes it was really hard to make them understand, like how other traditional outlet staff could able to do.
- Another imitation was that our most of the consumer was female but some of the males sometimes came up with orders and they wanted to know each and everything about the product but they didn't actually have the intention to purchase, so it was hard to deal with them politely.

5.3 Recommendations

Some recommendations that i have for Diva Bangladesh are as follows :

- Sometimes customer gets wrong product which is problematic for both the client and the company, as it takes time to exchange the product, so I feel the sales representative should be more focused on their work and collecting orders, then there is no such as.

- Although the majority of the products are in the higher range at Diva Bangladesh but I would suggest that if they came up with few reasonable products, then so many customers who are students would be able to purchase the product.
- Another suggestion if they keep track of customer billing, then they can come up with some fixed discount on regular customers, which can be a sweet gesture towards them.
- And also i feel kike they should increase the space for their outlet as many customers had to wait when the floor is full and they should definitely come up with new branches in future.
- And lastly, they should maintain transparency with the customer always and to ensure customer satisfaction should be their main motto.



CHAPTER 6

CONCLUSION



6.1 Conclusion

In conclusion, my internship experience at Diva Bangladesh as a customer relationship executive has been truly a lifetime experience. Throughout the period with the company, I have gained a lot of experience in the clothing line. It also helped me to develop strategies and future opportunities. And also, it made me understand how to create an established brand image. Additionally, the internship also provided me with a diverse team of professionals, aslo a supportive manager which led me to a smoother job experience. Diva Bangladesh has given me a valuable insight into the challenges and opportunities of the fashion industry. This internship has not only taught me practical skills but also taught me teamwork, adaptability, and customer satisfaction.

Overall, this internship has been an invaluable experience in shaping my future career path. I am grateful to Diva Bangladesh for providing me with this opportunity that encourages growth and learning.



CHAPTER 7

REFERENCES



7.1 References

- (1) *Diva Bangladesh (wrapped yourself in luxury)| best authentic luxury clothing store in Bangladesh. (n.d.).*<https://divabangladesh.com/>
- (2) *Diva Bangladesh Company Overview. (n.d.).*
<https://divabangladesh.com/about-us/>

Internship Certificate

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Anika Shova, a student of B.A. (Hons.) in English, Daffodil International University, Birulia 1216, has successfully completed the internship programme at Diva Bangladesh. During the period of her internship, she has developed her skills with self-motivation to learn new skills. Her performance exceed our expectations and she was able to complete the target on time.

Customer Relationship Executive

Internship Schedule: 11:00 AM to 6:00 PM

We wish her success for all her future.

Date: April 1st, 2025

DIVA BANGLADESH



Proprietor

Show Room:

Bashundhara City Shopping Mall : Shop # 63, 64, Level # 2, Block # C, Panthopahat, Dhaka-1215
Polwel Carnation Shopping Centre : Shop # 46, 47, Level # 3, Sector # 8, Uttara, Dhaka-1230
Tropical Alauddin Tower Shopping Complex : Shop # 333-334, Level # 3, Sector # 3, Uttara, Dhaka-1230
Gulshan Pink City Shopping Complex : Shop # 27, Level # 2, Plot # 15, Road # 103, Gulshan-2, Dhaka-1212
Gulshan Pink City Shopping Complex : Shop # D-21, Level # 4, Plot # 15, Road # 103, Gulshan-2, Dhaka-1212
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