

Internship Report
On

**“Navigating Communication Challenges in Retail: Insights from
an Internship Experience”**

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This report is prepared for partial fulfillment of the requirement for

B.A. in English

Under the supervision of

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Declaration

I am Wasim Shihab Joy, ID:193-10-2160 Department of English, Daffodil International University (DIU), would like to solemnly declare that this dissertation on “Navigating Communication Challenges in Retail: Insights from an Internship Experience” has been authentically prepared by me. I am further declaring that I did not submit this report anywhere for any degree, diploma, or certificate.



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Certificate of Supervisor

It is my pleasure to certify that this project paper, "Navigating Communication Challenges in Retail: Insights from an Internship Experience," has been submitted to the Department of English at Daffodil International University, conducted by Wasim Shihab Joy, and bearing ID: 193-10-2160. He has successfully completed his internship at the Big Boss International retail store as a Sales Executive under my supervision for completing his course entitled: "Project Paper with Internship" (Course Code-ENG431) in the program B.A. in English. The report has not previously been presented for any recognition or academic accomplishment.



Ms. Mahinur Akhter
Lecturer
Department of English
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Daffodil International University

Acknowledgement

First and foremost, I want to express my gratitude to the Almighty Allah for being my constant companion and guide throughout my work. Because the Almighty makes all things possible for me, I have been able to successfully complete my task.

Secondly, I would like to express my gratitude towards my supervisor, Ms. Mahinur Akhter, for her exceptional guidance and the time she spent with me. Throughout this experience, her guidance, support, and encouragement have been invaluable to me. I was capable of effectively completing my project because of her assistance at every stage and her appropriate direction.

I would also like to acknowledge the management team at Big Boss International, particularly Managing Director Shahnoor Islam and Treasurer Eman Hossain, for welcoming me into their team and sharing their time, expertise, and knowledge with me so generously. Their commitment to nurturing a positive work environment, promoting collaboration, and providing exceptional customer service has been a genuine source of motivation for me.

Finally, I want to convey my appreciation to my loved ones and acquaintances for their unshaken support and words of wisdom during my internship. The trust and faith they have in me have motivated me to successfully finish my internship and have aided in my personal and professional growth.

Executive Summary

This report offers an account of my internship at Big Boss International, a prominent clothing retail establishment that specializes in providing a diverse range of dresses for individuals of all ages and gender. The report specifically focuses on the communication barriers that I faced during the course of my time at the organization and the methods that I utilized in order to overcome them. The objective of this report is to offer perspectives on interpersonal strategies that can assist apparel vendors in managing these obstacles and delivering an outstanding customer experience.

During my time as an intern, I had the wonderful opportunity to learn how to handle different communication problems that retail businesses usually face. It was quite an eye-opening experience!. These include issues brought on by language distinctions, specific cultural customs, and technological limitations. Through close collaboration with my colleagues and management team, I successfully devised communication strategies that enabled me to triumph over all of those challenges and deliver a favorable customer experience with respect to dress selection.

The present document presents a comprehensive review of the current research on communication within the context of clothing retail stores. Additionally, it includes an in-depth review of the author's internship experience, an examination of the communication obstacles encountered during the internship, and an assessment of the methods of communication implemented to negotiate them.

In summary, this study emphasizes the significance of proficient communication in clothing retail establishments that specialize in offering dresses for individuals of all ages and genders. Furthermore, it offers rational perspectives on the approaches that can be employed to conquer communication obstacles and deliver an unrivaled level of client service. The report presents recommendations aimed at assisting clothing retailers in effectively managing communication obstacles and delivering a favorable customer experience for individuals seeking dresses.

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Chapter 01

Introduction

1.1 Introduction to the Report

I completed my Bachelor of Arts in English from Daffodil International University (DIU). I completed a four-year course. Now for the remaining parts of the practical portion, which I have completed as a sales executive at the “Big Boss International” retail store. This practical component will be assessed by my regarded academic advisor. Therefore, based on my practical experience, I have completed this report and submitted it to my supervisor. The report is titled **"Navigating Communication Challenges in Retail: Insights from an Internship Experience."** As part of my project paper, I had the chance to conduct additional analysis at Big Boss International. My supervisor at work was Mr. Shahnoor Islam (Managing Director). The focus of my assignment was on communication and the numerous company-related issues associated with the organization. My university supervisor, Ms. Mahinur Akther, a lecturer at Daffodil International University (DIU), authorized the topic. My apprenticeship began in February 2023 and concluded in April 2023. In this era of intense competition where no room for error exists, production efficiency plays a crucial role. Survival and expansion require dedication to obtaining an advantage and efficiency in all areas. In every industry, it is the individuals who make all the difference. Sales executives perform a crucial function in the retail setting. After working with Big Boss International, I would like to share my insights. As a sales executive, I approached my assignment from a broader perspective. I also managed to change and implement international compliance standards across all parameters.

1.2 Objectives

The objective of this internship report is to examine the communication challenges encountered in a retail store as well as possible solutions. This report strives to improve the overall consumer experience and encourage positive relationships between employees and customers by identifying key communication issues and developing solutions.

- To identify common communication obstacles that retail staff encounter, such as language barriers, cultural differences, and unconventional consumer expectations.
- To develop strategies for communicating effectively with customers and coworkers, including active listening, clear expression, and empathy
- Explore how technology, such as online messaging and social media, can enhance communication in a retail setting

- To evaluate the effect of communication on customer satisfaction and loyalty, and to identify methods to enhance communication in order to better meet consumer needs
- To examine the significance of non-verbal communication, such as body language and tone of voice, in fostering positive consumer relationships and resolving conflicts
- Through practical experience and mentorship, develop personal and professional communication skills, including negotiation, conflict resolution, and persuasive speaking

These objectives focus specifically on retail communication difficulties and strategies for overcoming them.

1.3 Overview of the Company

Big Boss International is an established retailer that specializes in the sale of apparel and garments. Established in 1998, the organization has expanded its operations and gained a reputation for providing high-quality products at an affordable price point.

The principal objective of the organization is to provide customers with exceptional goods that accommodate their particular requirements and surpass their expectations. These steps' ambition is fulfilled by upholding a dedication to novelty, superiority, and client satisfaction.

Big Boss International has a team of proficient experts who are committed to providing optimal products and services to their clientele. The employees of the company exhibit a strong sense of passion towards their work and demonstrate a steadfast dedication towards delivering exceptional service to their customers.

Big Boss International is dedicated to integrity, ethical business practices, and social responsibility, in addition to delivering superior products and services. The corporation places significant importance on its responsibility to the community and the environment, and endeavors to generate a constructive influence in all of its operational locations.

Big Boss International is a prominent enterprise recognized for its dedication to revolutionary advancements, exceptional standards, and client satisfaction. Social responsibility and ethical business practices help the firm thrive and expand in retail.

1.4 Product process and costing

The product line at Big Boss International includes a wide variety of clothing items, such as dresses, suits, shirts, pants, trousers, spare-shirts, drop shoulders, and jackets; as well as accessories like belts, socks, and panjabi. The organization prides itself on using only the most superior resources to craft articles that are both chic and cozy, and have an impressive lifespan.

Big Boss International, has developed a manufacturing system in such a manner that we can secure maximum efficiency and cost-effectiveness, all while keeping the quality levels at their highest. The company's manufacturing courtyards are fitted with cutting-edge machinery and are managed by adept professionals who are passionately committed to producing first-class items.

Big Boss International is devoted to delivering economical rates to its clients, while still maintaining quality standards. When determining a product's or service's price, businesses must consider a myriad of factors, including the costs of resources, work, and overheads. They must also keep an eye on current market supply and demand, as well as the rival pressures they face. All of these factors work together to form the company's pricing tactics.

1.5 Mission and Vision

Big Boss International works to ensure that its consumers get high-quality clothing and accessories at reasonable costs. Upholding top-notch customer service and moral business conduct is our top goal. By offering innovative and original designs, exceptional quality, and a steadfast dedication to social responsibility, we want to become a major participant in the fashion business on a worldwide scale.

1.6 Products of Big Boss International

Big Boss International is a retailer of clothing for a variety of demographics, including men, women, and children. Customers may try on garments at three different locations before making a purchase. Big Boss International offers a range of goods for sale. Here are a few examples:

1.6.1 Men's Apparel

It may discover a variety of men's apparel selections to pick from at Big Boss International. This covers clothing such as shirts, pants, suits, jackets, and shorts. The store also offers a selection of headwear, belts, ties, and other accessories for men. Fashionable, cozy, and durable menswear is

produced by Big Boss International. We prioritize using high-quality materials and expert craftsmanship to ensure that our clothing lasts.



1.6.1: Men's Section



1..6.1: Jeans,shirt,cap,trousers

1.6.2 Women's Garments

At Big Boss International, women have access to a variety of clothing options, including dresses, jeans, blouses, trousers, underwear, and jackets. In addition, the store offers a selection of shoes and handbags for ladies. Big Boss International designs fashionable, useful, and cosy women's clothing. Utilising top-notch components and paying close attention to even the smallest details are values we highly appreciate.



1.6.2: Tops

1.6.3 Children's Apparel

Dresses, blouses, trousers, and jackets are just a few of the children's clothing options offered by Big Boss International. The store also sells a large range of children's accessories, such as hats and shoes. At Big Boss International, we create children's clothing with an emphasis on making sure kids like wearing it and that it is constructed from high-quality materials to endure. We also prioritize safety to ensure parents can feel confident in their purchase.

At Big Boss International, one can find everything you need for clothing in one place. We offer a diverse range of clothing options for men, women, and children. Customers love to visit the store because of its focus on using high-quality materials, paying close attention to every detail, and providing excellent customer service. This has made it a go-to destination for those who want to find stylish and comfortable clothing.



1.6.3: Children Clothing

Chapter 02

Literature Review

Good communication plays a crucial role in the triumph of any company, and the retail industry is no exception. In this chapter, I will explore the existing research on how communication works in retail businesses. I'll focus on three important areas:: internal staff communication, external customer communication, and new communication advances.

2.1 Customer communication

Customer interaction is essential for managing a retail business. One of the most crucial aspects of the work is. According to studies, effective customer communication may result in better levels of client satisfaction and loyalty, as well as more successful sales. In 2011, Rosenbaum and Massiah discovered this. Employees in the retail sector need to be proficient in a variety of communication skills, including active listening, empathy, and persuasion, in order to effectively engage with consumers.

2.1.1 Activated Perception

It's crucial to listen intently in order to interact with them successfully. When you engage in active listening, you pay attention to what the client is saying and make an effort to comprehend their requirements. To make sure you understand them completely, you may ask them questions. You might also offer them comments to demonstrate that you are paying attention. All of this aids in ensuring that you are fulfilling the demands of the client. Retail personnel can connect with and gain the confidence of their consumers when they actively listen to them. More sales and a devoted consumer base may result from this

2.1.2 Generosity

Another essential communication skill that retail personnel need to have is empathy. Understanding and experiencing another person's feelings is known as empathy. It is crucial in circumstances when consumers could be irritated. By being sympathetic, retail staff may convey to customers that they value and care about their issues.

2.2 Employee Communications

Effective staff communication is essential for a retail company to succeed. According to studies done by Tucker et al. in 2002, better communication with workers may improve job satisfaction, productivity, and overall performance. Retail managers must create clear lines of communication, provide their team the necessary training, and support them in order to promote successful communication among staff members.

2.2.1 Channels of Clear Communication

Clear communication channels must be established in order to guarantee successful contact with staff. Meetings with the team, training sessions, and one-on-one interactions are just a few examples of formal and informal communication methods. Retail shop managers must make sure that their staff members have the knowledge needed to do their duties effectively and may express their concerns to the management group.

2.2.2 Training and Guidance

The provision of training and assistance to workers is also crucial for firms to have good communication with them. Retail managers should teach their staff members communication skills in addition to educate them on the rules and items of the shop. They might be instructed on effective conflict resolution techniques and active listening. It's critical for managers to be approachable to their staff members and to provide direction and help when required. Additionally, they must be capable of handling any issues that may arise at work.

2.3 Innovations in Communication

Technology has grown more significant in how the retail business communicates over the last several years. Various technologies, including social networking, smartphone apps, and digital signs, are used by retail establishments to enhance communication with their patrons and staff.

2.3.1 Social Media

To communicate with their clients, many retail firms utilise social media sites like Facebook and Instagram. Social media platforms may be used by anyone to convey information about their new items and promotions. They may also respond to any questions or grievances that their clients may have using these sites. In addition to serving its core goal, social media may also benefit companies by raising brand awareness and fostering closer relationships with their clients.

2.3.2 Mobile Apps

Retailers are using mobile applications to improve their communication with consumers, which is another way technology is being utilised in this industry. Retail apps are created to provide information to consumers about products and promotions. They also make it easy for customers to make mobile payments and pick up their purchases at the store. Mobile apps can help retail stores keep track of their customers' preferences and behaviour. This information can then be used to provide more customised and personalised experiences for customers.

Chapter 03

Methodology

I have always been fascinated by language and communication, especially as a student of English Language and Literature. Throughout my internship at Big Boss International, I had the opportunity to apply the theoretical knowledge I had gained and improve my professional communication skills.

My courses were English for Academic purposes and Listening, Speaking and Pronunciation. These courses elevated my confidence to communicate with the consumer and enabled me to boost my self-esteem as well as help me to handle hostile situations. The course covered numerous facets of communication, such as effective speaking, listening, and presentation skills. It also emphasized developing confidence in public speaking, which improved my interactions with consumers.

Apart from the English for Academic Purposes course, I also attended the Art of Living course. This course was designed to assist individuals in leading a stress-free and satisfying life. The course taught me how to effectively communicate with customers, manage stressful situations, and maintain composure under stress.

In addition, I took the Employability 360-degree course, which helped me cultivate my personality and employability abilities in general. Self-evaluation, time management, SWOT analysis, organizational, communication, and leadership abilities were all covered in this training. I learned how to properly manage my time, plan my work, and interact with coworkers and customers during my internship at Big Boss International.

To communicate with consumers, detect their needs and preferences, and provide the best service possible, I made use of my communication abilities. I also managed the goods, arranged items, and kept the shop neatly organized by using my organizational skills.

I would not have successfully finished my internship at Big Boss International without the preparation provided by my educational background and personal experiences. I was able to develop my overall personality and employability skills as well as my ability to engage with customers and cope with difficult situations as a consequence of the methods I learned.

Chapter 04

Personal Experience

4.1 My experience as a Sales Executive

From February through April, I worked as an intern at Big Boss International for three months, or 13 days. I had the opportunity to interact on a regular basis with clients who came from all backgrounds and had various requirements. This chapter will provide a detailed account of my everyday activities as an intern.

4.1.1 Day 1: February 13th, 2023.

My first day at Big Boss International was filled with challenging and interesting circumstances. I was given a job in the very crowded men's room. When I first arrived, my boss took me around the business and introduced me to the staff. The diversity of clothing they possessed for both adults and children amazed me.

I was responsible for helping consumers make purchases, responding to their questions, and guiding them toward the goods they desired. On my first day, I saw an experienced worker teaching a new employee how to use the cash register and record sales transactions. While working as a retailer, I helped customers choose shirts, trousers, and suits. Even better, I had the privilege of assisting a father in selecting matching clothing for his identical twins. I had some initial anxiety about something, but my colleague's guidance and support really helped me feel more confident.

4.1.2 Day 5: February 27th, 2023

On my fifth day of employment with Big Boss International, I had become gradually more used to the store's layout and its wide range of goods. I spent the most of my time in the men's section, but I also assisted shoppers in the kids' area. I was beginning to have a better understanding of what the clients desired and enjoyed.

On one occasion, a client requested a formal shirt and pair of trousers. He had to dress professionally since he was going to a business meeting. I guided him through his

decision-making process and gave him details on the various fabrics and styles that were offered. I also recommended a couple of pieces of apparel that would go well with his outfit. He appreciated my help and was very satisfied with his purchase.

4.1.3 Day 9: March 13th, 2023

I became more certain and comfortable with my position as time went on. It was a significant success for me that I could now run the cash register on my own. I helped customers in the children's and men's sections.

One encounter that came to me was with a little kid who wanted to buy a superhero T-shirt. He was scared and resisted asking his parents for help. I smiled and walked up to him, asking what his favorite superhero was. He told me he was a huge Spiderman devotee. I showed him several Spiderman T-shirts in the trial room and allowed him to put them on. I could see the excitement in his eyes when he discovered the ideal candidate. It was a minor exchange, but it made my day.

4.1.4 Day 13: April 3rd, 2023

Bittersweet was my last day at Big Boss International. I had come to adore the team and the work atmosphere. I spent my final day assisting customers in the men's section and assisting my coworkers with restocking products and arrangements.

An interaction that stood out to me was with a middle-aged father searching for a birthday present for his son. He was uncertain about what to purchase and appeared somewhat disoriented. I proposed several options and inquired about his son's interests. I assisted him in selecting a few items, and he departed the store smiling.

My experience at Big Boss International was overall enlightening and enriching. I developed new skills that I can use in my future endeavors, including knowledge about customer service and communication.

Chapter 05

Findings, Limitations and Recommendations

5.1 Findings

Through the time I spent in the retail industry, I discovered that the workplace presents numerous communication challenges. There are language barriers, diverse consumer profiles, and interpersonal conflicts between employees.

Language barriers posed a significant obstacle for me. As for someone whose first language is not English, it was somewhat challenging to efficiently communicate with consumers who spoke other languages. In addition, most of my colleagues were not native English speakers, which occasionally led to misunderstandings and miscommunications.

Another obstacle I faced was the diverse customer demographics. The store catered to men, women, and children, each of whom had distinct requirements and preferences. This required that I adapt my communication style and approach to each individual consumer.

Interpersonal conflicts between employees were also a significant obstacle. Dissimilarities in communication styles and personalities frequently result in misunderstandings and disagreements, which could have a negative impact on the workplace as a whole.

I discovered that effective communication was crucial for overcoming these obstacles and ensuring a positive experience for both customers and employees.

5.2 Limitations:

Although I learned considerably from my job, there were some things that I could not do that I wish I could have. First of all, the duties were performed solely in one retail store, which might not provide a good example of how all retail shops deal with communication problems. Due to the short length of the job, only a small number of people were able to be observed.

During the job, it was also clear that language hurdles were a big problem. Some customer did not speak the local language well, so it was hard for them to explain what they wanted and what they needed. This language problem also made it hard to get to know customers and gain their trust, which is a key part of communicating well in the retail business.

Another problem was that the customers were all the same. Most of the customers were about the same age and came from similar social and economic backgrounds. This may not be a good example of the communication problems faced by retail outlets with a more diverse customer base.

Last but not the least, there was not enough time to do in-depth conversations or surveys with customers to learn more about their contact experiences. Because of this limitation, important information that could have helped build better communication strategies in the retail business may have been missed.

Even with these restrictions, the job taught me a lot about the communication problems stores face and how to solve them.

5.3 Recommendations:

Multiple recommendations are provided for Big Boss International to improve its retail store communication based on the study's findings and limitations.

Firstly, the company should invest in regular communication training for its employees, particularly those who interact directly with clients. Effective communication skills, including active listening, empathy, and conflict resolution, should be the focus of the training.

The company should also consider employing multilingual employees or providing language instruction to its employees. This would assist non-native speakers and consumers who speak different languages in overcoming language barriers.

Thirdly, the company should provide consumers with more comfortable and accessible trial rooms. The limited number of trial rooms and lengthy wait times can frustrate consumers and negatively impact their purchasing experience.

Finally, Big Boss International should collect regular consumer feedback in order to comprehend their communication difficulties and experiences. This may be accomplished via surveys and online platforms. The feedback would assist the business in identifying and improving the quality areas and adjusting its communication strategies accordingly.

Chapter 06

Conclusion:

In conclusion, the internship at Big Boss International educated me on how retail business deals with communication issues. Communication difficulties may emerge for a number of reasons, including language hurdles, cultural differences, and individual behavior, as was shown in the research, highlighting the need for efficient communication in maintaining happy customers.

The research concluded that difficulties may be solved if appropriate communication tactics are used. The students were able to overcome their language difficulties with the aid of the skills and strategies they learned in the English for Academy Purposes classes, the Art of Living course, and the Employability 360 degree course. Limitations, such as the short length of the internship and the small number of consumers surveyed, were also noted in the research. Data gathering and analysis efforts, however, overcame these restrictions and Recommendations were provided to enhance retail establishments' communication practises in light of the study's results and limitations. Employees were provided with opportunities to enhance their communication skills, bilingual employees were hired, and frequent surveys of customers provided insight on how to fix any gaps in understanding.

The internship at Big Boss International was quite helpful because it showed me the necessity of communication in a retail context and how to deal with the difficulties that might arise while speaking to customers.

Chapter 07

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Chapter 07

Appendices

8.1 Photographs with organization



8.1: Discussing effective strategies to attract a larger customer base with Treasurer Eman Hossain



8.2: Mr. Pomel teaches how to handle fabric like a professional.

Recommendation Letter



Faculty of Humanities
and Social Science

Ref : Internship Placement//231

Date:26-02-2023

General Manager

Big Boss International.

Address: House: 34, Road no.: 2, Dhanmondi, Dhaka-1205

Subject: Request for Internship Placement

Dear Sir,

We are happy to inform you that the Department of English at Daffodil International University (DIU) has been offering BA (Hons) in English for the partial fulfillment of the requirement for the BA in English Degree, students are required to be placed in relevant organizations as interns to gather professional experience. The duration of the Internship is three months.

I would like to draw your kind attention that **Md. Wasim Shihab**, ID Number 193-10-2160 has completed 117 credit hours in 39 courses from the Department of English. It would be highly appreciated if you could kindly allow him as an Intern at your esteemed organization.

Please feel free to contact me for further information if required.

With the best regards,

Liza Sharmin 26/2/2023

Dr. Liza Sharmin

Associate Professor and Head

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Internship Certificate

BIG BOSS INTERNATIONAL

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Ref :BBI/GM/45

Date:14/05/2023

TO WHOM IT MAY CONCERN

This is to certify that Wasim Shihab Joy, a student of B.A. (Hons.) in English, Daffodil International University, Daffodil Smart City, Birulia 1216, has successfully completed a three-month internship at Big Boss International Retail Store. Wasim Shihab Joy worked as an intern from February to April and showed a high level of commitment, dedication, and enthusiasm throughout his internship period. During his internship, Wasim Shihab Joy worked in various departments of the store and gained valuable experience in the retail industry. He demonstrated excellent communication and teamwork skills, and was always willing to take on new challenges and learn new skills. We are pleased to present this certificate of internship to Wasim Shihab Joy as recognition of his successful completion of the internship program at Big Boss International.

Shahnoor Islam
14/05/23

SHAHNOOR ISLAM
Managing Director
Big Boss International

