



**Daffodil**  
*International*  
**University**

**Internship Report On**

**An experience in the electronics industry at Maa'rij Corporation as an  
Assistant Foreign Manager**

**Prepared By**

**Afiat Wafey**

**ID: 192-10-2068**

**Department Of English**

**Daffodil International University**

**Prepared For**

**Irina Ishrat**

**Assistant Professor**

**Department of English**

**Daffodil International University**

**DATE: 5<sup>TH</sup> May , 2023**

## Letter of Submission

5<sup>th</sup> May , 2023

Irina ishrat

Assistant Professor

Department of English

Daffodil International University

Ashulia,Dhaka.

Subject: Submission of internship report

Dear madam,

With all Due respect I am submitting my internship report on “A General Overview Of The Electronics company at Maa”rij corporation as an assistant foreign manager”, which contributed the completion of my BA in English.

In this report, I am attempting to go into detail about my entire internship experience. I am looking forward to helping you if you need any clarification in this regard.



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Yours Sincerely

Afiat wafey

ID- 192-10-2068

Department of English

Daffodil international University

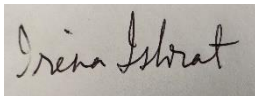
E-mail: [afiat10-2068@diu.edu.bd](mailto:afiat10-2068@diu.edu.bd)

## Letter of Acceptance

This is to certify that the internship report on An experience in the electronics industry at Maa'rij Corporation as an Assistant Foreign Manager prepared by Afiat Wafey ID- (192-10-2068 ) of department of English was completed under my supervision.I am elated to certify that the findings presented in the report reflect the hard work done by her to make the assigned project successfully accomplished.

I also certify that the internship report of Afiat is an absolute experiment to gather all information of the organization under my supervision .

I wish her all the best .



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**Irina Ishrat**

Assistant Professor

Department of English

Daffodil International University

## Acknowledgment

First of all , I am very grateful to Allah for providing me with his invisible guidelines for finishing my internship and report paper..Then I would like to thank my honorable Faculty Irina Ishrat maam who provided me with the necessary guidance and information to complete my internship report. It could be difficult if Irina ishrat maam could not guide me. & I am grateful that Daffodil international University set up the internship program, which allows us the ability to broaden our education while also gaining professional experience.

My internship time was too short, But I learned a lot while working at the Maa”rij corporation.This opportunity has not only related my theoretical knowledge with the real life scenario. it has also given me the opportunity to find out how a business organization competes in the real business world. And I am very thankful to all colleague Because for their feasible guidelines to improve my skills during those three months.

## **Executive Summary**

This report is a detailed overview of my internship journey at Maa"rij Corporation Limited at Akran bazar Birulia . This is an electronic based industry. The market for electronic goods and appliances in Bangladesh has tremendous growth potential. During my internship I have learned a lot about my communication with international seller , digital marketing etc. Now I am familiar with the sales and marketing department's duties as well as the work flow of import-based businesses.I have acquired corporate work experience, which has helped me develop both professionally and personally. My internship has had a significant impact on the professional path that I will choose for myself since it has given me the chance to observe firsthand how Bangladesh's sales and digital marketing industries operate and develop. This intership report has been written in a short time . and I did my best to make it meaningful by incorporating examples from my job at the Maa"rij Corporation Limited.

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## Chapter 1

### **Introduction**

Electronic manufacturing is a crucial sector in today's society since it propels technological development and shapes the international economy. An import is an item or service purchased in one country but manufactured in another. Imports and exports are two components of international trade. As well as International Marketing Communication. An International marketing communication encompasses all means used by businesses to inform and communicate with existing and potential customers, as well as other stakeholders. Each country and its cultures present communication hurdles to organizations. Good international corporate communication strategies help in the maintenance of these complex commercial connections. And Poor communication skills can result in financial losses and even international conflicts between countries. In my internship program, I learned how to approach overseas clients and sellers.

As an assistant foreign manager at Maa" rij Corporation, it is my responsibility to choose the best means of getting in touch with my foreign clients and determinin whether or not the products meet my requirements. Because there are numerous competitors in the market,so it is not a simple process

## Chapter 2

### **Background and Significance of the project**

#### **2.1 Background of the Internship**

This internship program is a part of my fulfillment of the BA Honors in English literature authorized by Daffodil International University..i chose my intership at Maa''rij Corporation Limited . It is an industry that manufactures electronic products. Maa''rij Corporation mainly Works with chinese company . Maa'rij Corporation exports all types of electronic projects to China.Bangladesh has a long history of exporting goods including RMG, leather, footwear, and pharmaceuticals to other nations. Consumer electronics are currently included in this list of exporting goods.As a result, Bangladesh's overall electronics export revenue for the May 2021– May 2022 fiscal year was close to BDT 900 crore. These exports are likely to grow in the future, and this industry will become a substantial source of export revenues for the country. As a result, Bangladesh's electronics industry will significantly contribute to the country's foreign exchange revenues.

#### **Requirement**

After completing the course project paper with an internship from my department, I began looking for an honorable organization to work with. For my internship, I chose Maa''rij Corporation.Then I attended the branch manager's meeting. He advised me to bring my resume and a letter of affirmation from the department. I returned three days later with my CV and an offer letter from the department. They called me to join them after I completed all of the processes.



## 2.3 Objective and significance of the Internship

Internships allow me to develop practical experience that I have gained throughout my academic career. Give me a chance to improve my skills. Furthermore, they offer a wonderful opportunity to participate in the corporate environment. Improve my English skills at the front desk and other locations where communication and interpersonal skills are necessary. I think The goal of internships is to improve and develop a variety of abilities that are useful in the workplace. In addition to transferrable abilities like communication, teamwork, problem-solving, and time management, this includes industry-specific technical talents or marketing,. Through internships, people have the chance to learn more about their desired career path and get experience along the way. Internships fill the knowledge gap between academic study and business requirements. They offer a venue for people to pick up real world skills and experience that are closely related to their chosen area, increasing their marketability and employability. In my view, internships provide a possibility for personal development and improvement. It enables people to discover their assets, liabilities, and potential growth opportunities. Additionally, internships develop a sense of professionalism, independence, and responsibility. For me this study gives me a taste of what professional life is like, as well as allows me to add more experience to my resume and communicate with people in my working life.

## Chapter 3

### **Methodology**

Writing a report paper is a whole new experience for me. It is extremely challenging from the operable report. However, this study is prepared using both primary and secondary data.

Primary source of data:

The following methods can also be used to collect

#### **primary data:**

- Conversations and discussions with employees.
- A detailed examination of the evolution of marketing and business operations at Office

#### **Secondary data sources:**

- Official website of Maa'rij Corporation
- Books and periodicals that discuss the idea of marketing operations in Bangladesh.

## Chapter 4

### **Organization Details of Maa'rij Corporation**

Maa'rij Corporation Limited is an industry where I joined as an intern for three months. I completed my internship under Maa'rij Corporation Limited. This industry opened in March 2021. It is located at Akran Bazar, Akran, Birulia, and Savar. Mr. Abdul Mannan is the chairman of this industry. Maarij mainly works with Foshan Cozum-LED Lighting Co., Ltd. Cozum-LED is a high-tech company in China that specializes in the production of LED lighting. has over 15 years of experience in this sector.

They manufacture a variety of electrical and electronic equipment, depending on market needs. The company manufactures a broad variety of low-voltage electrical accessories, including bulbs, tube lights, ceiling fans, wiring accessories, electrical protection devices, and other items, all of which are of good quality and reasonably priced. They offer a number of specialty items, including lighting, multi-socket electrical switchboards, etc. They have many sellers who are well-known throughout the world. Company shows their product via online... Then a seller representative will send a sample of their product. Maa'rij Corporation Ltd. is a new industry in the market, but they put in a lot of effort to establish their business.

**Market Research and Evaluation:** They undertake extensive market research to uncover future possibilities, client demands, and market trends.

**Product development:** The sector concentrates on creating premium electrical items that complement their distinctive value proposition. They make investments in R&D to make sure their products are cutting-edge, dependable, and satisfy customer demands.

**Strategic Collaborations:** They develop strategic agreements with suppliers, distributors, and retailers to expedite their growth. Through these agreements, they are able to increase their distribution channels, access more customers, and acquire critical resources.



## 4.1

### **Mission ,Vision & Core Value**

#### **Mission**

- Our first objective is to respond to the ever-changing needs of consumers and markets through responsible innovation and established quality standards.
- In order to meet client expectations and contribute to a connected and smarter society, we are dedicated to providing best-quality, dependable, and sustainable solutions.

#### **Vision**

- Our vision is We want to determine the future of the industry and have a beneficial impact on society.

#### **Core Value**

- The first focus is the consumer
- Dynamic Qualities
- Personal management
- Standards for compliance

## 4.2

### Growth of Maa'rij Corporation :

Maa'rij corporation started their company at the march ,2021. They manufacture all kind of plastic based eletronic products. Currently they are making

- 1 gangbox,2 gangbox
- 2pin Switch, 4 pin stitcxch ,6 pin switch
- Multipug
- Energy Blup
- Cable tie ,Cable pin

They place a lot of attention on outstanding quality to make sure that customers are delighted. They provide a broad range of goods that are offered in a wide range of designs and hues. To better serve our consumers, their product line is broken up into categories, each of which offers a range of models, colors, and sizes.

### Gross Profit Performance (2021–2023)

Maa'rij Corporation did not experience any profit in the beginning of its voyage in 2021. Their net turnover went from 30 lac to 26 lac . And then their gross profit went from 0 to 4 lac in a loss. But after the end of march 2022 their net turnover went from 26 lac to 33 lac . and their gross profit went from 4 lac on loss to 3 lac on profit .

### Net Turnover:

Year / Months	Net Turnover in lac
2021	30 lac
2022	26 lac
2022	33 lac

### Gross Profit:

Year / Months	Gross Profit
2021	0 lac (loss)
2022	4 lac (loss)
2022	3 lac (profit)

Maa'rij Corporation first had a loss due to its net turnover of 30 lac and lack of gross profit. The net turnover dropped to 26 lac at some point in 2021, yet the business still lost money overall while managing to have a gross profit of 4 lac. The transition from loss to profit was evident by the end of March 2022, when the net turnover rose to 33 lac and the firm made a gross profit of 3 lac. Since it is a new business, they are making every effort to increase their profit.

**Mix of clients**

Looking beyond today's transaction and evaluating what it will take to not only make a product but also retain the client's loyalty for future purchases is a crucial aspect of establishing customer lifetime value.

## 4.3

### SWOT Analysis

You must do a SWOT analysis in order to pinpoint the areas of your firm that are performing successfully.. However, a strategic planning framework called a "Strengths, Weaknesses, Opportunities and Threats Analysis" is used to assess a company's competitive position and develop strategic planning. The core competencies and competitive advantages of a company are explained by its strengths. A strong financial position, a devoted consumer base, cutting-edge technology, and other factors are examples of strengths. A company's shortcomings keep it from realizing its greatest potential. The firm has to make improvements in a number of areas to be competitive, including a shortage of cash, a bad brand, a high incidence of employee turnover, excessive debt, and an inadequate supply chain. Opportunities are outside factors that might provide a company a competitive edge. Threats are anything that might potentially harm an organization.

### SWOT ANALYSIS

<p style="text-align: center;"><b>Strengths</b></p>	<ul style="list-style-type: none"> <li>• Benefits of lower costs in manufacturing.</li> <li>• ample, cost-effective labor; affordable utility prices</li> <li>• Acceptable prices for utilities.</li> <li>• industrialization policy</li> </ul>
<p style="text-align: center;"><b>Weaknesses</b></p>	<ul style="list-style-type: none"> <li>• Delivering consumer services that are satisfactory.</li> <li>• Having trouble Grabbing High Income Group</li> <li>• improper monitoring issue.</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p>	<ul style="list-style-type: none"> <li>• Electricity development across the country is driving up market demand.</li> <li>• Increasing Population Growth</li> </ul>

## 4.4

Threats to the company may also arise from changes in the external environment. Examples of such risks include

<b>Threats</b>	<ul style="list-style-type: none"> <li>• profiting from the export market.</li> <li>• Knowledge about consumer purchasing habits.</li> <li>• There are too many formidable rivals.</li> <li>• currency fluctuations in other countries</li> <li>• There are always certain local dangers, making it challenging to participate in tenders.</li> </ul>
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## 4.5

### Opportunities and Obstacles

The present market rivals are very competitive. , the corporation must position its brand in Bangladesh by:

- The manufacturing process benefits greatly from economies of scale
- In the industrial sector, there is a strong backward relationship and vertical integration
- setting up a large amount of money
- A competitive price may be found for goods of top-notch quality

They should employ a range of materials to build barriers against access through:

- All around the nation, distribution networks have been created
- Service management system
- A substantial financial investment



## Chapter 5

### POSITION DESCRIPTION

During my three months of work as an intern at Maa'rij corporation. They provide interns the chance to have numerous learning experiences. I work there as an assistant foreign manager. For me, working for a trade business like Maarij Corporation was a genuine corporate orientation. I essentially finished various tasks. They established the concepts, and I was only a follower. Sometimes I attempted to use my academic knowledge to improve it. they always appreciated me for my work. I had a full-time job that required me to put in eight hours a day, five days a week. The staff at the financial institution are friendly and supportive, and the workplace is pleasant. I was given the responsibility of communicating with overseas clients on behalf of Maarij Corporation Ltd. as an assistant foreign manager. It is one of the most significant departments in the firm in terms of sales and buy communication. as I was very new to this sector, due to which I could not perform properly. Our foreign communication manager Abrar Shariar sir helped me throughout my internship . as I am his assistant he always show me how to work in this sector .

#### 5.1:Job Responsibilites

No matter how successful your business is, if you do not advertise it and the items it sells, no one will ever know it exists. A strong communications division can help in this situation. Having a communications department is essential to spreading the word about your company and what you do, whether you run a small startup, a well-established mid-sized firm, .as I am very new in this sector they always guide me . as an assistant foreign manager I completed several communication tasks. My very fast task was

- Deal with a chinese company name FOSHAN COZUM - LED LIGHTING CO . LTDAns I contact withthem via E-mail. & Let them know that MAA'rij corporation wants to work with them .
- set up a meeting with clients.
- Coordinating with website developers and managing their social media and website.

I have to update my distributor's website with the amount of stock that has been sold out in domestic markets. For instance, if I buy 8 lights from them and sell 4 of them within a month, I must update this information on their website. so that they will be aware that I have fewer product.so that the vendor might present me with a fresh good.

Corporate communication plays a significant part in business. You want someone in charge of managing your corporate communications objectives who is qualified to

handle all of the crucial communications tasks for your business. As I am very new in this I still have a lot to learn.

### **New Skill Development**

I am a English literature student at the moment . I do not have any first-hand knowledge of corporate culture or the workplace. During my internship period , I gained knowledge on how to approach issues, how to resolve them, how to conduct yourself as an employee, and how to complete tasks. I have really improved, and I am confident that this will help me in my future professional life.

### **5.2 Motive for choosing this job**

I choose this employment for a number of reasons, and I think this role is really intriguing. I am genuinely passionate about my profession and the field, first and foremost. The organization's reputation for innovation, its ideals, and its dedication to customer satisfaction intrigued me when I did some research on this company and the specific function. These are quite similar to my own ideals and goals, therefore I'm pleased about the prospect of helping such a purpose-driven company. Additionally, the job description itself significantly aligns with my abilities and experiences. The work environment and opportunity for advancement are two other factors that made me want to take this position. I learned through my research and discussions with current and previous workers that the business promotes a collaborative and inclusive environment where employees are encouraged to take on new projects, exchange ideas, and advance their abilities. Last but not least, I am truly optimistic about the chances and prospects for this company's future. I feel that by joining this team, I will be able to make a significant contribution to the company's success while also growing personally and professionally.

## Chapter 6

### **Scope of the Study**

Nothing and no one are flawless. As a result, this document is not expected to be flawless. I may have a number of restrictions in my study because I'm an undergraduate student. These constraints may arise from a variety of sources.

#### **Lack of time:**

The biggest issue was the lack of time. My internship is only for three months. As a result, there was insufficient time to take in all of the activities. Most of the time I was unable to visit the office five days a week.

#### **Treated like an assistant:**

Sometimes I feel like they do not treat me well. They assigned me various trumpery jobs, like trimming the excess paper, stamping the check, locating the files, etc. Sometimes, playing the part of an assistant feels like a waste of time since it diverts me from the goal I had in mind for my internship.

#### **Unguaranteed me to get a job:**

Even while my internship helped me get a lot of experience, it is by no means a certain route to land a job. In addition, finding a job without the right connections and expertise is quite difficult. My ability to succeed truly depends on me.

#### **A low wage:**

Even though I tried to contribute as much as possible, my pay was quite low. My expectations were higher than it. I was quite excited because it was my first job. However, they did not pay because they hired me to do the task. Therefore, receiving such a little income makes me feel completely defeated about my performance.

## Chapter 7

### **Observation and Findings**

Maa;rij corporation is a well known electronic manufacturing industry . it is located on Akran bazar ,Akran Birulia ,savar. It was a great experince for me to work with Their team.During this short time of internship I am finding so many things about our industry .

#### **7.1 Political boundaries**

This essential and dynamic export& import oriented business has faced some challenges generated by local forces, which may be referred to as vulnerabilities, as well as some problems caused by forces beyond our political boundaries, which may be referred to as threats to our industry. . Nevertheless, we need to do more to encourage businesspeople to invest in the sector through our financial policy initiatives. Other significant weaknesses in the banking sector include issues at the port, a divisive political climate, the electricity crisis, the country's currency adjustment policy, and the absence of some government policy support to maintain the country's declining competitiveness against its rivals on the global market.

The following categories might be used to group the shortcomings that have been discussed above:

- adverse political environment and law and order
- insufficient budgetary measures
- Political strategies for the industry have not developed enough.
- Ineffective service assistance

## **7.2 Lack of a cordial connection**

The internal relationship is not conciliatory. The employees are not co-operative with each other. Everyone just concerns with their own benefits. As a result, lack of empathy and amiable relationship are noticeable among the employee.

## **7.3 Lack of computing expertise:**

The organization should training the employee regarding computer accurately. Therefore, this training will be favorable to employee to increase the knowledge of computer.

## **7.4 Client management:**

The hardest part of managing clients is dealing with their constant mood and behavior changes. Client management is essential in every business, including manufacturing. Understanding customer behavior and maintaining the change of behavior is the major issue for an Manufacturing industry .

## Chapter 8

### **Recommandation**

Manufacturing business have been doing very good in bangladesh. The following are a few things I would like to suggest:

- Maa;rij Corporation ought to choose some competent individuals who are adept at utilizing modern technologies. Although they have staff members with extensive knowledge in this area, tragically the majority lack basic technological skills.
- There should be severe regulations about the delays that manufacturers incur due to their lack of professionalism, so that they are required to make up the difference if they request an extension of the targeted period.
- In order to prevent "speed money" and corruption from impeding the operations of small businesses like the Maarij Corporation, the government should also establish certain tight restrictions in these areas. If these rules can be upheld, businesses will profit to the fullest.
- If you are placing new items, get input from the field supervisor.
- A proper check must be made by the quality control staff, and the product assurance system must be in place.

## **Chapter 9**

### **Conclusion**

Bangladesh's electronics market is segmented by a number of industries, including consumer products, agriculture, transportation, and manufacturing. Bangladesh manufactures a variety of consumer electronics items, although in the majority of situations, the manufacturing businesses import various parts from outside and assemble them in their local services. In 2016, Bangladesh imported electronics for both personal and business use valued about 2.2 billion USD. The electronic sector is capable of producing electronic accessories for both the domestic and foreign markets. The production facility of our firm's company has been thoroughly examined in this report, which concludes with a thorough review of the manufacturing procedures and efficiency enhancements. I had the chance to examine the export business environment in our nation up close while working my internship at Maarij Corporation. They are doing their best to advance their job despite being fresh to the industry. Despite the fact that my working period was too short, I gained important skills with the Maa'rij Corporation. It was wonderful experience to me.

## References

[https://www.researchgate.net/publication/228314998\\_Overall\\_Problems\\_and\\_Prospects\\_of\\_Bangladeshi\\_Ready-Made\\_Garments\\_Industries?fbclid=IwAR0GjaJ3H4IBvve27ZjmGv\\_4MB-Jqnf6DsdJLPT4QOGWVpbhJDrdpscq2-Y](https://www.researchgate.net/publication/228314998_Overall_Problems_and_Prospects_of_Bangladeshi_Ready-Made_Garments_Industries?fbclid=IwAR0GjaJ3H4IBvve27ZjmGv_4MB-Jqnf6DsdJLPT4QOGWVpbhJDrdpscq2-Y)

<https://www.made-in-china.com/showroom/ledlight-selena>





Date : Sunday, May 7, 2023

**TO Whom It May Concern**

**CERTIFICATE**

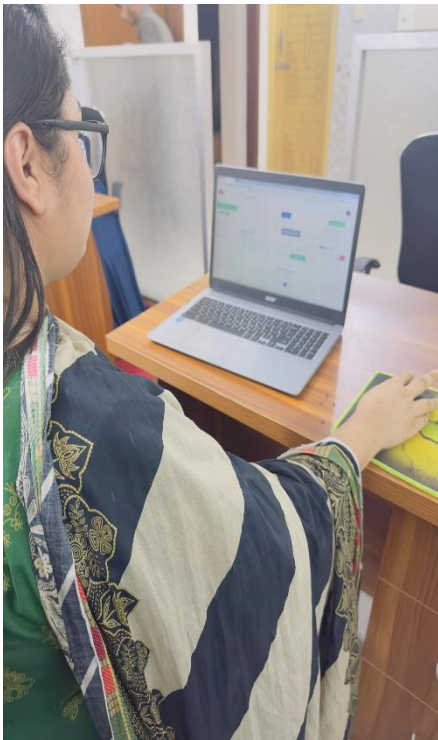
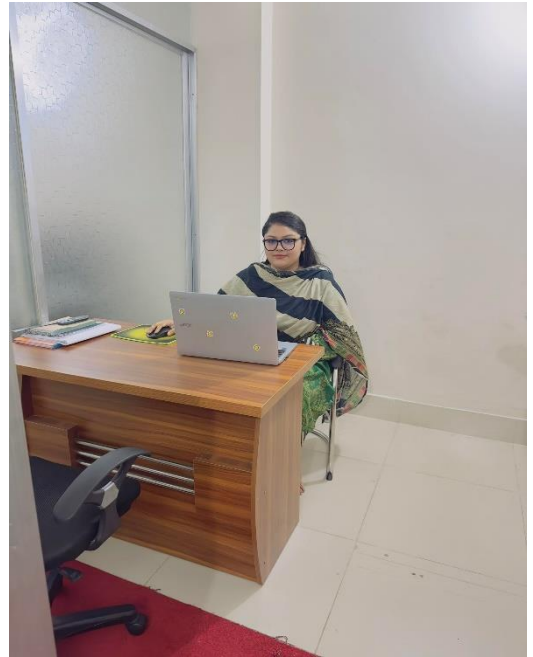
This letter is to certify that Afiat Wafey (192-10-2068), a student of Daffodil International University, has completed three months as an intern at MA'ARIJ Corporation. During the period of her internship with us She was found hardworking and inquisitive .

We wish her success for her future endeavours.

**Abdul Mannan**  
Chairman

**Mobile: +8801819481033**  
**Office: Akran Bazar, Akran Birulia ,Savar**

Akran Bazar, Akran Birulia ,Savar



Ref: Internship Placement/222

Date:04-02-2023

**Managing Director & CEO**

Ma'Arif Corporation  
Address: Akran Bazar, Akran, Birulia, Savar, Dhaka.

**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 **AFIAT WAFEY, ID Number: 192-10-2068** has completed 123 credit hours in 41 courses from the Department of English. It would be highly appreciated if you could kindly allow her as an Intern at your esteemed organization.

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

With the best regards,

*Liza Sharmin* 4.2.2023

**Dr. Liza Sharmin**

Associate Professor and Head  
Department of English  
Daffodil International University  
Email: [headenglish@daffodilvarsity.edu.bd](mailto:headenglish@daffodilvarsity.edu.bd)

