

Internship Report

On

“Experience of being an Assistant Marketing Developer at the Sabbir Chemical Works.”

Prepared by

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ID: 192-10-2060

Batch: 48

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

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Assistant Professor

Department of English

Faculty of Humanities and Social Science



Daffodil International University

Date of submission: 3rd June, 2023

Declaration

This internship, "Experience as an Assistant Marketing Developer at Sabbir Chemical Works," has prepared me to complete the course titled "Project Paper with Internship" (Course Code: ENG431) in the B.A. in English programme. This assignment is submitted to the English Department of Daffodil International University's Faculty of Humanities and Social Science. It was completed under the direct supervision of Irina Ishrat, assistant professor of English at Daffodil International University. This report does not contain any unethical language that could be in violation of the norms of Sabbir Chemical Works. Using my daily work experience at my office (Sabbir Chemical Works), I can assure you that this project is an original and authentic work of mine.

Faysal Ahmed

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Certificate

It is a pleasure to certify that this project paper” **Experience of being an Assistant Marketing Developer at the Sabbir Chemical Works**, has been submitted to the Department of English at Daffodil International University, conducted by Faysal Ahmed; bearing ID : 192-10-2060. He has been successfully done his internship at Sabbir Chemical Works in Marketing development division under my supervision for completing his course entitled “Project Paper with Internship” (Course Code-ENG431) in the program B.A (Hons) in English. No part of this report has been submitted anywhere else for award or any other degree.

Irina Ishrat
3.6.23

Irina Ishrat

Assistant Professor

Department of English

Daffodil International University

Acknowledgement

First and foremost, the intern would like to express the highest verse of gratitude to his Almighty Allah who has given him enough strength to present him with persistence, diligence and great intention to successfully complete his internship. Although this internship could not done this far without help of some people. At first special thanks goes to the supervisor **Irina Ishrat** because intern had chosen a different place to do his internship so his concept was totally different from others. The supervisor has share her outstanding ideas and concepts of work on this project. She has given extra time and offline classes to make this project more fruitful. Without her it would be really difficult for to complete this project so smoothly. In every phrase of this report she has been giving me enough support and guide to discover and add new insights in the project. Without her constant guidance this project would not be successful. Another appreciation goes to marketing office supervisor **Sakib Hossain** under whom he had done his internship at Sabbir Chemical Works, Narayanganj, Bangladesh. Without his kind co-operation and helpful friendly behavior he could not being so much comfortable in the office. Another staffs at the office were also so much helpful. This really makes the office environment more useful. Furthermore, some of his friends and seniors also helped him to complete the project. He has extending his heartfelt thanks and deeply indebted to all for their endurance and motivation during his internship project work.

Abstract

This project paper aimed to provide students with practical knowledge and experience of the corporate world. The intern represented the practical work scenario as an assistant marketing developer at Sabbir Chemical Works, Naraynganj, Bangladesh. The internship was part of the course "Project Paper with Internship," and the intern was chosen after an interrogation by the officers at Sabbir Chemical Works. The intern worked in the Marketing Development department and made an honest effort to execute the internship well. Upon completion, the intern considered the experience to be outstanding and a fundamental way to improve his abilities. The project paper focused on identifying the challenges, prospects, issues, outcomes, and limitations of marketing at Sabbir Chemical Works. The study also discussed the strengths, weaknesses, opportunities, and threats observed by the intern. The report included suggestions to overcome obstacles that affected marketing and improve the department. The intern also suggested digitalizing the industry for better marketing purposes. The project paper provides valuable insights for students, academicians, and corporate professionals interested in understanding the challenges and opportunities associated with marketing in the chemical industry. The report's recommendations can help companies in the industry to improve their marketing strategies and overcome obstacles. Overall, this project paper with internship experience has proven to be an effective way to bridge the gap between the academic world and the corporate world, allowing students to gain practical knowledge and experience to excel in their future careers.

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Chapter- 1

Introduction

Introduction

In today's competitive job market, having practical experience and knowledge about the corporate world is crucial for a successful career. Daffodil International University recognizes this need and has designed a course titled "Project Paper with Internship" (Course Code- ENG431) to provide students with an opportunity to gain practical knowledge and experience in the academic world. As part of this course, students are required to choose a suitable organization for their internship, where they can work smoothly and gain authentic experience. The purpose of the course is to connect students with the corporate world and provide them with practical knowledge to help them succeed in their careers. One student, who chose Sabbir Chemical Works in Naraynganj, Bangladesh as their internship site, had the opportunity to work with the marketing division under the guidance of Sakib Hossain, the Senior Marketing Chief. With the support of their supervisor, teammates, and staff, the intern completed their internship and successfully completed the project. This course provides students with a valuable opportunity to gain practical knowledge and experience in the corporate world, and helps them to stand out in a competitive job market. The intern's experience at Sabbir Chemical Works is a testament to the effectiveness of this course in bridging the gap between academic knowledge and real-world experience.

Chapter- 2

Background and Significance of the Project

Rationale of the Study

The significance of implementing development projects in emerging cultures has gained significant attention in recent times. Many nations have introduced new rules and regulations to ensure fair procurement and responsible implementation of such projects. However, there is still a need for further research to identify the best practices for executing these projects in a sustainable and effective manner. Undertaking a study on this subject can provide valuable insights for various stakeholders such as industries, officials, academicians, civil society, etc. The study can help identify the challenges and opportunities associated with executing development projects in emerging cultures and provide practical recommendations for improving the process. With the increasing focus on sustainable development, the study can contribute to creating a more responsible and efficient approach towards development projects. By providing a fresh perspective on the subject, the study can also help policymakers to create more effective regulations that promote responsible implementation of development projects. The study is particularly relevant in the current age of globalization where the need for sustainable development is more significant than ever before. Therefore, it has the potential to benefit a wide range of stakeholders and contribute to creating a better world for everyone.

Objective of the Study

The objective of the assigned project paper was to provide the intern with practical knowledge and experience of the corporate world. The study focused on the marketing department of Sabbir Chemical Works, Naraynganj, Bangladesh. The objectives of this study are as follows:

- 1) To identify the challenges faced by the marketing department: One of the main objectives of the study was to identify the challenges faced by the marketing department at Sabbir Chemical Works. These challenges may include competition, market saturation, pricing, product positioning, and customer satisfaction. Identifying these challenges would help the company to overcome them and improve the marketing strategy.
- 2) To explore the opportunities for the marketing department: Another objective of the study was to explore the opportunities available for the marketing department at Sabbir Chemical Works. The study would identify potential markets, emerging trends, and untapped customer segments. Identifying opportunities would help the company to expand its market reach and increase sales.
- 3) To analyze the strengths and weaknesses of the marketing department: The study also aimed to analyze the strengths and weaknesses of the marketing department at Sabbir Chemical Works. This analysis would help the company to leverage its strengths and address its weaknesses to improve the marketing strategy.
- 4) To provide suggestions for improving the marketing strategy: The study would provide suggestions for improving the marketing strategy of Sabbir Chemical Works. These suggestions would include strategies to address challenges, leverage opportunities, and improve strengths while addressing weaknesses. The suggestions would also include digital marketing strategies to improve the marketing reach and increase customer engagement.
- 5) To bridge the gap between academic and corporate world: Lastly, the study aimed to bridge the gap between the academic and corporate world. The intern would gain practical knowledge and experience, while the company

would benefit from the intern's academic background and fresh perspective. The study would provide valuable insights for students, academicians, and corporate professionals interested in understanding the challenges and opportunities associated with marketing in the chemical industry.

- 6) To assess the effectiveness of the marketing strategies used by Sabbir Chemical Works: The study aimed to assess the effectiveness of the marketing strategies used by Sabbir Chemical Works. The intern would evaluate the company's marketing campaigns, promotions, and communication channels to determine if they were achieving the desired outcomes.
- 7) To gather authentic knowledge and experience about the corporate world: Another objective of the study was to provide the intern with authentic knowledge and experience about the corporate world. By working in the marketing department of Sabbir Chemical Works, the intern would gain practical experience in a real-world business environment.
- 8) To build a network of professional contacts: The study aimed to help the intern build a network of professional contacts in the chemical industry. By working at Sabbir Chemical Works, the intern would have the opportunity to meet and interact with professionals in the field, which could lead to future job opportunities or collaborations.
- 9) To contribute to the growth of the chemical industry: The study aimed to contribute to the growth of the chemical industry by providing valuable insights and suggestions for improving the marketing strategies of Sabbir Chemical Works. The suggestions and recommendations provided by the intern could also be applied to other companies in the industry.
- 10) To enhance the skills and abilities of the intern: Lastly, the study aimed to enhance the skills and abilities of the intern. By working on this project, the intern would develop skills in research, analysis, problem-solving, and communication. The internship would also provide the intern with an opportunity to apply theoretical knowledge to practical situations and develop a deeper understanding of marketing concepts.

Chapter- 3

Methodology

3.1

Primary Data

Due to his intense desire to pursue a career as a marketing developer, he searched for an internship in an industry that matched his goals. He eagerly accepted the opportunity to work as an assistant at Sabbir Chemical Works, as he has a natural affinity for both creative and analytical duties. Upon joining Sabbir Chemical Works, he soon realised that his skills were compatible with the organization's dynamic environment. Within our nation, Sabbir Chemical Works stands out as a company renowned for its innovativeness and strategic development plans. It was a tremendous honour for him to complete his apprenticeship at such a prestigious organisation, and he was determined to make significant contributions to the company's endeavours.

His daily activities at work consist predominantly of collecting primary data through various means.

- **Desk Work:** The intern engages in a variety of desk-related activities, including data analysis, market research, report writing, and documentation.
- **Planning Project:** The intern takes an active role in the planning project by contributing to the development plan through the creation of relevant articles and documents. This requires conducting investigation, developing strategies, and providing project-related insights.
- **Assistance with Seminars:** The intern assists with organising and coordinating seminars, demonstrating involvement in event planning, logistical coordination, and potentially assisting speakers during the seminars.
- **Face-to-Face Communication:** The intern communicates face-to-face with coworkers, superiors, and potentially external stakeholders. This entails discussing project updates, exchanging ideas, and seeking direction.

3.2

Secondary Data

The successful completion of an internship at Sabbir Chemical Works was influenced and supported by a number of factors and sources that provided primarily secondary data. These variables fall into the following categories:

- ❖ The intern frequently consulted newspapers to keep abreast of national events. This external information source provided valuable insights into industry trends, economic developments, and relevant news that may have an impact on the marketing industry.
- ❖ When confronted with unfamiliar terms or concepts, the intern relied on websites and search engines such as Google Chrome to swiftly locate the necessary information. These online resources served as valuable tools for expanding marketing-related knowledge and comprehension on a variety of topics.
- ❖ Support from Colleagues and Staff: The intern was motivated and inspired by the collaborative atmosphere nurtured by Sabbir Chemical Works' teammates and staff. Their assistance, direction, and collaboration fostered a positive work environment that inspired the marketing developer intern to excel in his position.
- ❖ The intern was inspired by Sakib Hosain's affable and encouraging demeanour. This positive professional relationship nurtured open communication and trust, allowing the intern to approach their supervisor with any questions or concerns about unfamiliar issues without hesitation.

Chapter- 4

Organization Details

4.1

History of the Sabbir Chemical Work

- ❖ Amir Hossain established Sabbir Chemical Work in Gokuldasher Bag, Bandar, Narayanganj in 1998. The company has established itself as a highly successful and reputable entity, specialising in the production of livestock chemicals, agricultural production, and mosquito coils.
- ❖ Sabbir Chemical Work has built a solid reputation on the market by placing a heavy emphasis on quality and customer satisfaction. Throughout the production process, the company's dedication to excellence is evident in its rigorous research, innovation, and adherence to stringent quality standards.
- ❖ Mosquito coils are one of the most notable products offered by Sabbir Chemical Industry. Recognising the significance of effective mosquito control in homes and communities, the company has created mosquito coils that provide effective protection against these disease-carrying insects.
- ❖ The mosquito coils produced by Sabbir Chemical Industry are meticulously formulated using premium ingredients and cutting-edge manufacturing processes. These coils are designed to emit a smoke or vapour that repels and destroys mosquitoes, making the user's environment safer and more comfortable.
- ❖ Due to their efficacy in reducing mosquito-borne diseases and providing long-lasting protection, the company's mosquito coils have garnered popularity. Sabbir Chemical Industry continually endeavors to enhance the performance and efficacy of its mosquito coil products through research and development.
- ❖ Sabbir Chemical Industry is committed to sustainable business practices and environmental stewardship in addition to its emphasis on product quality. The organization actively promotes responsible manufacturing processes, environmental impact reduction, and regulatory compliance.
- ❖ The success of Sabbir Chemical Industry in the mosquito coil industry can be attributed to the company's commitment to customer fulfilment, commitment to continuous improvement, and forward-thinking approach. By leveraging modern technologies and investing in qualified personnel, the company remains

at the forefront of mosquito coil production, catering to its customers' evolving requirements.

- ❖ As a socially responsible organisation, Sabbir Chemical Industry supports local communities and contributes to their well-being through corporate social responsibility initiatives.
- ❖ Sabbir Chemical Industry has established itself as a reputable provider of dairy chemicals, production farming, and mosquito coils through its extensive history of accomplishments, unwavering commitment to quality, and diverse product portfolio.

4.2

Departments of the Sabbir Chemical Works

Sabbir Chemical Works has multiple departments, each of which plays a vital role in the company's overall operation and success. The following departments are typically present in an organisation such as Sabbir Chemical Works:

- This division is responsible for conducting scientific research, experimenting with new formulations, and creating innovative products. It plays a crucial role in driving product development, technological advances, and remaining ahead of market trends.
- The production division is responsible for the manufacture of the company's numerous products, including dairy chemicals and mosquito coils. It guarantees efficient production processes, quality control, and compliance with safety regulations.
- The quality assurance department ensures that all products satisfy the company's stringent quality standards and comply with applicable regulations. At various phases of production, it conducts exhaustive testing, quality checks, and inspections to maintain product integrity.
- The sales and marketing department is responsible for promoting and distributing the products of Sabbir Chemical Industry. This requires market research, the identification of customer requirements, the development of marketing strategies, the management of customer relationships, and the attainment of sales goals.
- This department manages the flow of raw materials, finished products, and supplies throughout the company's operations. It manages inventory, procurement, and distribution, and ensures that products are delivered to consumers on time.
- Human Resources: The human resources department is responsible for various aspects of the workforce. It consists of recruitment and selection, employee induction, training and development, performance management, and compliance with labour laws and regulations.
- Budgeting, financial reporting, payroll, accounts payable and receivable, and financial analysis are managed by the finance and accounting department. It is essential for maintaining financial stability and making intelligent business decisions.

- Administration: The administration department provides support for day-to-day operations, including facilities management, office maintenance, documentation, record-keeping, and administrative duties.

Sabbir Chemical Works's intern has chosen to work in the company's Marketing Development Division. The success of the business and the growth of this division depend on the efforts of the marketing team. The intern's preference demonstrates their desire to aid Sabbir Chemical Industry's top-level marketing initiatives.

4.3

Department of Marketing

The intern works in various capacities within the Marketing Development Department to help the company reach a wider audience and raise the profile of its products. The intern's primary responsibilities in this section include:

- Through extensive market research, the intern learns about consumer trends, customer needs, and rival strategies. The organisation can use this data to create more effective advertising campaigns and make smarter operational choices.
- The intern will collaborate closely with the marketing team and play a role in the creation and execution of marketing initiatives. This entails developing strategies for reaching desired demographics, creating advantageous product placements, and locating fruitful distribution points.
- Internship responsibilities include brand management tasks such as updating and expanding the company's website. They help with things like crafting brand rules, checking on how the public perceives the brand, and maintaining brand consistency.
- In today's digital age, the intern plays a part in promoting Sabbir Chemical Industry's products through a variety of online channels and platforms. Social media marketing, content production, and digital advertising all fall under this category.
- The intern will assist with the development of marketing collateral such brochures, presentations, and sales kits. They work with illustrators and writers to create eye-catching and engaging materials.
- After marketing campaigns have been launched, the intern helps assess their success and value. This include analyzing KPIs, keeping tabs on sales data, and offering advice for improving future marketing efforts.
- The intern's interest in working in the Marketing Development Department speaks volumes about their desire to put their marketing knowledge and enthusiasm to use for the benefit of the organization. The intern will gain experience and make significant contributions to Sabbir Chemical Work's long-term strategic development plans through participation in a variety of marketing initiatives.

4.4

Goal of the Marketing Development Department

The objective of the Marketing Development Department at Sabbir Chemical Industry is to fuel the company's development and achievement through effective marketing strategies and initiatives. The department's goals are to enhance brand visibility, increase market share, and attract and retain consumers. Specifically, the Marketing Development Department may have the following primary objectives:

- **Market Expansion:** The department endeavours to identify and investigate new market opportunities both domestically and internationally. By conducting market research, analysing consumer behaviour, and identifying target segments, the department intends to broaden the company's reach and enter new markets.
- **The Marketing Development Department is responsible for constructing and enhancing the company's brand image.** This entails establishing a strong brand identity, positioning the company's products strategically, and generating brand awareness and consumer loyalty.
- **Effectively promoting the products of Sabbir Chemical Industry is one of the primary objectives of the department.** This includes creating marketing campaigns, advertising initiatives, and sales promotions to generate interest in and demand for the company's products and services.
- **Customer Acquisition and Retention:** The Marketing Development Department's goal is to acquire new clients and retain existing ones. By implementing targeted marketing strategies, providing exceptional customer experiences, and developing customer loyalty programmes, the department seeks to expand its customer base and cultivate long-term relationships.
- **Market Intelligence:** The department collects and analyses market intelligence to keep abreast of industry trends, competitor actions, and customer preferences. This information assists in making decisions based on data, identifying emergent opportunities, and adapting marketing strategies accordingly.
- **Collaboration with Sales:** The Marketing Development Department works closely with the sales team to align marketing initiatives with sales goals. Collaboration between these departments assures a unified strategy for generating prospects, converting them into customers, and meeting revenue goals.
- **Measurement and Analysis:** The department establishes measurable objectives and evaluates the efficacy of marketing activities on a regular basis. This involves monitoring key performance indicators, analysing campaign results, and making data-driven adjustments to marketing strategies to achieve the intended results.

Chapter- 5

Internship Details

5.1

Using skill

The intern at Sabbir Chemical Industry utilizes a variety of marketing-related skills, including digital marketing, communication, MS Office proficiency, and others. These abilities enable the intern to effectively contribute to the Marketing Development Department and support the company's marketing initiatives. Here's how these abilities are used:

- **Digital Marketing:** The intern uses their digital marketing talents to increase the company's online visibility and reach. This may include the management of social media accounts, the creation of engaging content, the optimization of website performance, the execution of online advertising campaigns, and the analysis of digital marketing metrics to determine their effectiveness.
Ref: <https://www.facebook.com/Goodfightcoil>.
- **Communication:** The intern's excellent communication skills are indispensable for collaborating with team members, stakeholders, and external partners. They effectively communicate concepts, marketing strategies, and campaign objectives. In addition, the intern may communicate directly with coworkers, superiors, and external stakeholders to discuss project updates, exchange ideas, and seek direction.
- **MS Office Proficiency:** Proficiency in MS Office, including Word, Excel, and PowerPoint, enables the intern to efficiently complete a variety of desk-related duties. This includes data analysis, report writing, documentation, presentation creation, and extracting insights from Excel spreadsheets containing data.
- **Marketing Skills:** The intern contributes to the development of marketing strategies using marketing skills such as market research, market analysis, and customer segmentation. They aid in identifying target audiences, analyzing consumer behavior, and developing strategies to effectively reach and engage prospective customers.
- When creating marketing collateral such as brochures, presentations, and sales packages, the intern's creative abilities are utilized. They use their creativity to design visually enticing and persuasive materials that convey the company's brand and product messages effectively.
- The intern analyses marketing data and metrics, such as campaign performance, consumer insights, and market trends, using their analytic abilities. This analysis facilitates data-driven decision making, the evaluation of marketing initiatives' efficacy, and the optimization of future strategies.

5.2

A short list of work of internship

During their internship at Sabbir Chemical Industry in Fatullah, Narayanganj, the intern was responsible for a variety of duties. The intern engaged in the following activities:

- **Customer Engagement:** Assisted in promptly and professionally responding to customer inquiries, providing product information, and addressing their concerns.
Ref:<https://www.facebook.com/photo?fbid=813293893404501&set=pcb.813293990071158>
- Conducting customer surveys and collecting customer feedback to gain insight into customer preferences and enhance customer satisfaction overall.
- Aided in the development and implementation of customer relationship management strategies to foster strong customer relationships.
- **Networking with Other Businesses:** Collaborated with associate businesses and suppliers to coordinate joint marketing initiatives and promotional activities, nurturing relationships that were mutually advantageous.
- Aided in establishing and sustaining professional relationships with key industry stakeholders and contacts.
- Sabbir Chemical Industry was represented at industry events, trade fairs, and exhibitions, expanding the company's network.
- **Support for Festive Events:** Assisted with the planning and coordination of festive events, such as company milestones, product launches, and customer appreciation activities.
- Participated in the development and implementation of creative concepts and themes for celebratory campaigns.
- Contributed to the marketing team's creation of promotional materials for festive seasons or special occasions.
- **Assigned Industry Tasks:** Conducted chemical industry-specific market research and analysis, gaining valuable insights into market trends, client demands, and competitor activities.
- Aided in the development of industry-specific marketing strategies to effectively promote the products of Sabbir Chemical Industry. Contributed to the development of marketing collateral and materials highlighting the company's expertise and distinctive services. Tracked and monitored industry regulations and compliance requirements to ensure conformity.

5.3

Overall Experience as an Assistant Marketing Developer

As an Assistant Marketing Developer for Sabbir Chemical Industry in Fatullah, Narayanganj, the intern acquired valuable experience and contributed significantly to the marketing department. His overall professional experience can be summed up as follows:

Throughout the apprenticeship, the intern actively participated in a variety of responsibilities and duties, demonstrating a strong commitment to professional development and a firm grasp of marketing principles and strategies. They were instrumental in the creation and execution of strategic marketing strategies that aligned with the company's objectives. They played a crucial role in identifying target audiences and developing effective marketing strategies by conducting extensive market research and analysing consumer behaviour.

The intern excelled in creative content development, demonstrating their ability to compose persuasive copy, design visually appealing graphics, and develop multimedia content that communicated the company's brand messages and product value propositions effectively. They effectively captivated the attention of the target audience and strengthened the market positioning of the brand by utilising their creative abilities.

The intern's expertise in digital marketing shone through as they actively contributed to digital marketing campaigns. They managed social media platforms with expertise, optimised website content, and executed targeted online advertising campaigns. By continuously monitoring, analysing, and optimising brand visibility, engagement, and website traffic, they achieved quantifiable results that positively impacted the company's online presence.

Collaboration and cross-functional coordination were also essential responsibilities of the intern. They collaborated effectively with cross-functional teams, including sales, product development, and management, to maximise the impact of marketing initiatives and ensure alignment. Their exceptional communication skills and ability to share insights nurtured cohesion and contributed to the success of integrated marketing campaigns and initiatives as a whole.

Overall, the intern's experience as an Assistant Marketing Developer at Sabbir Chemical Industry in Fatullah, Narayanganj, was distinguished by their professional commitment, continuous growth, and significant contributions to the marketing department. Their expertise in strategic planning, creative content development, digital marketing, collaboration, and analytical insight had a positive effect on the company's marketing initiatives.

Chapter: 6


Conclusion

6.1

Conclusion

The assistant marketing developer apprenticeship at Sabbir Chemical Industry has been invaluable to the intern's professional growth and development. They have demonstrated a strong commitment to excellence and a passion for marketing throughout their tenure at the company. As Assistant Marketing Developer, the intern was responsible for various marketing tasks, including digital marketing, communication, and MS Office proficiency. Their expertise in these areas enabled them to effectively contribute to the marketing department's aims and support the company's strategic objectives. During the internship, the intern demonstrated exceptional interpersonal skills and the capacity to develop positive relationships with customers and external businesses. In their interactions, their professionalism and superior communication skills shone through, resulting in fruitful collaborations and partnerships. The intern's experience at Sabbir Chemical Industry has not only improved their marketing skills, but also provided them with valuable insights into the industry's dynamic nature. The apprenticeship has provided a solid foundation for their future career in marketing and has prepared them to face actual marketing challenges. I have no doubt that, based on their performance and commitment throughout the apprenticeship, the intern will continue to flourish and excel in their professional career. Their positive attitude, willingness to learn, and adaptability make them an asset to any marketing-related organisation. In conclusion, the intern's time at Sabbir Chemical Industry has been both beneficial and instrumental to their professional growth. It has equipped them with the practical skills, industry exposure, and firm foundation necessary to pursue a prosperous marketing career.

Certificate



SABBIR CHEMICAL WORKS

Ref : SCW/GBMN/2023 Date :30/05/2023.....

TO WHOM IT MAY CONCERN

This is to certify that Mr. Faysal Ahmed, a student of English Literature at Daffodil International University, successfully completed a 3-month (From 12th February, 2023 to 12th May, 2023) internship project at Sabbir Chemical Works in the field of Marketing Development.

During his internship period, Mr. Ahmed displayed exceptional dedication, enthusiasm, and a strong commitment to learning. He actively participated in various marketing activities, including market research, competitor analysis, and customer engagement strategies. He consistently demonstrated a high level of professionalism, adaptability, and an eagerness to contribute to the organization's objectives. We are confident that Mr. Faysal Ahmed has gained valuable practical experience and industry insights during his tenure at Sabbir Chemical Works. His dedication, hard work, and professional demeanor make him a promising candidate for future endeavors.

We hereby acknowledge Mr. Faysal Ahmed's successful completion of his internship project and wish him the very best in his future academic and professional pursuits.

Sincerely,

SABBIR CHEMICAL WORKS
Qummi
Proprietor

Md Sabbir Hossain
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[Adriana Roseli Wunsch Takahashi, Sergio Bulgacov, Claudia Cristina Bitencourt, Hale Kaynak. "EXPANDING THE DYNAMIC CAPABILITIES VIEW: SPECIAL CONTRIBUTIONS". Revista de Administração de Empresas, 2017](#)

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Appendices



- Product of Sabbir Chemical Industry.

