

Internship Report

On

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

Prepared by

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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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Daffodil International University

Date of submission: 30th May, 2023

Declaration

It is hereby to certify that this project titled "**Experience as an Assistant Marketing Developer at Sabbir Chemical Works**" is being submitted in partial fulfillment of the requirements for the course "Project Paper with Internship" (Course Code: ENG431) in the B.A. in English program at Daffodil International University. This project was completed under the guidance and supervision of **Md. Rafiz Uddin**, Lecturer at the Department of English, Daffodil International University. I confirm that this project is an original and authentic representation of my practical experience during my internship at Sabbir Chemical Works. The report has been prepared in accordance with ethical and professional standards, and does not contain any non-ethical or unauthorized information that may breach the rules of the organization.



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Certificate

It is 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 Sumyya Islam; bearing ID : 193-10-2149. She has been successfully done her 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 in English. No part of this report has been submitted anywhere else for award or any other degree.



Md. Rafiz Uddin

Lecturer

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Acknowledgement

The intern expresses her heartfelt appreciation to All-Mighty Allah for providing her with the courage and perseverance required to finish her internship. She would, however, want to thank various individuals for making her time at Sabbir Chemical Works beneficial and memorable. She'd like to start by thanking Md. Rafiz Uddin, who served as her supervisor and provided her with outstanding direction and help during her internship. Despite the fact that she had chosen a new job, her supervisor assisted her by providing her with more time and offline training to boost the efficacy of this attempt. The project was a big success thanks to his continued direction and support throughout the whole process. Second, she wishes to thank Sakib Hossain for his friendliness, collaboration, and assistance during her internship at Sabbir Chemical Works. He was in charge of her marketing department. His friendly nature and pleasant demeanour contributed to a happy and productive work atmosphere. The rest of the office staff members were also very helpful, which enhanced her whole experience. Last but not least, she would like to express her heartfelt gratitude to her friends and senior residents for their encouragement and support during her internship project work. She was able to finish her assignment with total concentration and focus thanks to their support and patience. The intern would like to thank everyone who helped her succeed and made her internship at Sabbir Chemical Works a memorable and joyful experience.

Abstract

The fundamental goal of this project paper was to provide students with real-world business experience. I intern at Sabbir Chemical Works was chosen following an evaluation by company officials for the course "Project Paper with Internship," and they served as an assistant marketing developer in the Marketing Development division. She made a sincere attempt to succeed in their internship and thought it was a great opportunity to develop their skills. She at Sabbir Chemical Works in Modonpur, Naraynganj, Bangladesh was tasked with writing a report detailing her observations of the company's marketing efforts and identifying its strengths, flaws, opportunities, and dangers. The research included recommendations for improving the marketing department and overcoming challenges, such as digitalizing the sector for more effective marketing. The academics, students, and corporate professionals who read this project paper and internship experience will have a deeper grasp of the marketing difficulties and prospects in the chemical business. Businesses operating in this sector may benefit from the report's suggestions for enhancing marketing efforts and addressing challenges. In the end, the information and experience gained from both the project paper and the internship may assist students make the transition from the classroom to the workplace.

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Chapter- 1

Introduction

Introduction

In the present quick-moving, profoundly continues work world, having a degree is as of now not essential for progress. Daffodil International University is one of a few foundations that has answered the expanded interest from organizations for graduates with genuine experience by including temporary jobs open doors to its projects. Courses like "Project Paper with Internship" (ENG431) are offered so understudies might apply their homeroom information in a certifiable setting. Understudies in this class are urged to pick an association that might act as a "venturing stone" to a lifelong in business. [(Rogers, 2004)]

One assistant functioned as a partner in advertising advancement for Sabbir Chemical Works in Naraynganj, Bangladesh, under the management of Sakib Hossain, the organization's senior manager. On account of their tutor, associates, and the entire staff, the assistant had the option to effectively finish their entry-level position and compose their undertaking paper. The understudy gathered tons of useful knowledge from this experience about the difficulties and open doors in the substance business showcasing field. The understudy's work at Sabbir Chemical Works shows how the "Project Paper with Internship" course might assist understudies with becoming prepared for challenges in the business world.

This course will give understudies an edge in the gig market by furnishing them with an open door to feature their analytical power and commonsense application capacities. A significant number of the delicate abilities that will be created in this class are profoundly pursued by bosses. All in all, the "Project Paper With Internship" course is a compelling way for instructive organizations to give understudies the functional experience they'll have to prevail in the work environment.

Chapter- 2

Background and Significance of the Project

Rational of the Study

The study of the value of conducting development systems in developing societies is important for various reasons. To begin with, as globalisation proceeds, the necessity for sustainable development becomes more important. Development enterprise in developing countries have the capability to elevate people, raise living norms, and encourage profitable progress. still, it's critical to guarantee that these enterprise are carried out in a responsible and sustainable way in order to minimise negative social, environmental, and profitable consequences. numerous governments have enforced laws and regulations to promote fair procurement and responsible prosecution of development systems, which is a great launch. still, farther study is demanded to discover the particular practises for carrying out these enterprise successfully and sustainably. This study has the implicit to profit a wide range of stakeholders, including diligence, government officers, academics, civil society organisations, and others. Experimenters may discover the problems and possibilities involved with enforcing development enterprise in developing societies by doing exploration on the issue. This appreciation may lead to the development of realistic suggestions for enhancing the design prosecution process. Project planning, stakeholder participation, environmental impact assessment, social addition, capacity development, and monitoring and evaluation are exemplifications of suggestions. likewise, the exploration may help to establish a further responsible and effective approach to development enterprise. It may offer light on creative ideas and tactics that secure long-term success while taking into account developing societies' artistic, social, and environmental circumstances. This comprehensive strategy may help to alleviate any negative issues while maximising the salutary goods of development conditioning.

Objective of the Study

The objective of the assigned project paper was to achieve the following detailed goals:

- To gain practical knowledge of the marketing department: The work aimed to give the intern with a hands- on understanding of the marketing operations within Sabbir Chemical Works. This included exploring the necessary functions and places within the marketing department, similar as request analysis, client segmentation, product positioning, branding, and promotional conditioning.

- To understand marketing strategies and tactics: The intern sought to dive into the marketing strategies employed by Sabbir Chemical Works and dissect their effectiveness. This involved studying the company's approach to product development, pricing strategies, distribution channels, and promotional juggernauts. By understanding these strategies, the intern aimed to develop perceptivity into successful marketing practices and their perpetration in a real- world setting.

- To conduct request exploration and analysis: The design aimed to give an occasion for the intern to engage in request exploration conditioning. This involved literacy about different exploration methodologies, data collection ways, and data analysis processes. The intern aimed to contribute to the identification of consumer requirements, preferences, and request trends, which would support decision- making within the marketing department.

- To Apply theoretical knowledge in a practical setting: The design aimed to ground the gap between theoretical generalities learned in the classroom and their operation in a commercial terrain. By working within the marketing department of Sabbir Chemical Works, the intern sought to apply marketing propositions, fabrics, and models to real- world scripts. This practical experience aimed to enhance the intern's understanding of marketing principles and their perpetration in a dynamic business terrain.

- To develop problem- working and critical thinking: The intern aimed to hassle and address different marketing challenges during the design. This included relating issues related to product positioning, request competition, client preferences, and marketing communication strategies.

- To Enhance communication and cooperation capacities: The design handed an occasion for the intern to unite with professionals within the marketing department and other stakeholders. This aimed to enhance the intern's communication chops, both written and verbal, and their capability to work effectively in a platoon. By laboriously sharing in meetings, conversations, and design-related tasks, the intern aimed to ameliorate their interpersonal and cooperative chops. By negotiating these detailed objects, the intern aimed to gain comprehensive practical knowledge of marketing operations, strengthen their logical and problem-working chops, and develop the essential capabilities needed for a successful career in the marketing field.

Chapter- 3

Methodology

Primary Data

Due to her aspiration to come a marketing inventor, the artificial setting sounded most befitting for her externship. The occasion to work as an adjunct at Sabbir Chemical Works was eagerly embraced, as she has a partiality for engaging in creative and logical tasks. Upon joining Sabbir Chemical Works, she realized that her skills could be effectively applied in this dynamic terrain. Within our country, Sabbir Chemical Works stands out as an exceptionally innovative association, famed for its strategic development plans. Completing her externship in such a prestigious establishment was a great honor for her. Following a successful interview, she commenced her work at Sabbir Chemical Works, eager to contribute her capacities to the company's trials. In the office her regular gests are considered as primary data.

- Office Work: The intern engages in different office- related tasks, which may include data analysis, request exploration, report jotting, and attestation.

- Planning Project: The intern laboriously contributes to the planning design by creating papers or documents related to the development plan. This could involve conducting exploration, formulating strategies, and furnishing perceptivity for the design.

- Speech Writing: The intern writes speeches grounded on the recently acquired data or information. This indicates her involvement in synthesizing and presenting findings or crucial dispatches to applicable stakeholders.

- Assisting in Planning Programs: The intern assists in organizing and arranging forums, suggesting her involvement in event planning, logistics collaboration, and potentially presenting or supporting speakers during the forums .

Secondary Data

The completion of her entire Internship at Sabbir Chemical Works was told and supported by different factors and sources, which can be distributed as secondary data. These include

- **Review:** The intern set up precious information in journals, which helped her stay streamlined on the current state of the country. This external source of information handed perceptivity into assiduity trends, profitable developments, and applicable news that could impact the marketing field.
- **Website and Online Hunt:** When encountering strange words or generalities, the intern dive on websites and search machines like Chrome and Google to find the necessary information. These online coffers served as a helpful tool for expanding her knowledge and understanding of different subjects.
- **Support from Teammates and Staff:** The intern set up alleviation and stimulant from her fellow teammates and other staff members at Sabbir Chemical Works. Their support, guidance, and collaboration created a positive working terrain and motivated her to exceed in her part as a marketing inventor.
- **Supervisor's support:** The intern drew alleviation from her administrator, Sakib Hossain, who displayed a warm and probative address. This positive professional relationship fostered open communication and trust, enabling her to approach him with any questions or enterprises related to strange issues without vacillation

Chapter- 4

Organization Details

4.1

The historical account of Sabbir Chemical Work.

In 1998, Sabbir Chemical Work was innovated by Amir Hossain in Gokuldasher Bag, Bandar, Narayanganj. The enterprise has deposited itself as a prosperous and recognized organisation, with a focus on the manufacturing of beast husbandry chemicals, tilling conditioning, and nonentity- repelling coils. Sabbir Chemical Work has established a robust standing in the assiduity by prioritising quality and icing client pleasure. The company's commitment to achieving high norms is apparent in its thorough exploration, innovative ways, and strict adherence to quality norms throughout the product process. Sabbir Chemical Industry is famed for its product of mosquito coils, which are a prominent item in their product line. Admitting the significance of effective mosquito operation within domestic and collaborative settings, the pot has developed mosquito coils that offer efficient securing against these vectors of complaint. Sabbir Chemical Industry produces mosquito coils that are precisely drafted through the utilisation of high- quality factors and advanced product ways. The purpose of these coils is to release a bank or vapour that has the capability to repel and exclude mosquitoes, thereby enhancing the safety and comfort of the stoner's surroundings. The fashionability of the company's mosquito coils can be attributed to their effectiveness in mollifying mosquito- borne ails and offering prolonged safekeeping. The company, Sabbir Chemical Industry, is committed to perfecting the effectiveness and effectiveness of its mosquito coil immolations by conducting exploration and development conditioning. Sabbir Chemical Industry has demonstrated a loyal fidelity to sustainable business practises and environmental stewardship, while contemporaneously prioritising the quality of its products. The reality proactively advocates for conscientious manufacturing procedures, mitigation of environmental goods, and adherence to nonsupervisory norms. Sabbir Chemical Industry's triumph in the mosquito coil assiduity can be credited to its fidelity to client satisfaction, unvarying commitment to ongoing improvement, and visionary mindset. Through the utilisation of contemporary technologies and the allocation of coffers towards professed labor force, the organisation sustains its position as a leader in the product of mosquito coils, while contemporaneously conforming to the changing demands of its clientele.

Departments of the Sabbir Chemical Works

Sabbir Chemical Works comprises several departments, all of which are integral to the company's overall functioning and achievement. Sabbir Chemical Works generally comprises the following departments

- This department is responsible for performing scientific examinations, trialling new compositions, and developing inventive goods. The part it assumes in propelling product development, technological advancements, and maintaining a competitive edge in the request is of utmost significance.

- The product department bears the responsibility of fabricating a variety of goods for the organisation, similar as dairy chemicals and mosquito coils. The perpetration of this measure ensures the optimisation of product processes, effective quality control, and adherence to safety regulations.

- The department responsible for quality assurance is assigned with icing that all products meet the company's rigorous quality criteria and cleave to applicable regulations. Throughout different stages of the product process, comprehensive testing, quality assessments, and examinations are carried out to insure the preservation of product integrity.

- The department responsible for the creation and distribution of Sabbir Chemical Industry's products is the deals and marketing department. The forenamed tasks bear conducting request exploration, discerning client requirements and preferences, formulating marketing tactics, overseeing client relations, and achieving deals objects.

- The department in question is responsible for overseeing the movement of both raw accoutrements and finished products, as well as inventories, throughout the wholeness of the company's operations. The system oversees the operation of force, procurement, and distribution processes, with the ultimate thing of timely delivery of products to end- druggies.

- The department of mortal coffers holds responsibility for different angles of the labour force. The mortal resource operation process comprises different stages, including reclamation and selection, hand induction, training and development, performance operation, and adherence to labour laws and regulations.

- The finance and account department is responsible for overseeing different fiscal functions similar as budgeting, fiscal reporting, payroll, accounts outstanding and delinquent, and fiscal analysis. Maintaining fiscal stability and making informed business opinions are pivotal aspects.

4.3

Section of Marketing

The intern performs different places in the Marketing Development Department with the end of expanding the company's request reach and enhancing the visibility of its wares. The primary duties assigned to the intern in this particular area are

- By conducting comprehensive request exploration, the intern acquires knowledge regarding prevailing consumer trends, client conditions, and competitive strategies of rival enterprises. The utilisation of this data by the organisation can grease the development of further efficient advertising juggernauts and enable canny functional decision- timber.

- The intern is anticipated to engage in close collaboration with the marketing platoon and laboriously share in the development and perpetration of marketing strategies. This involves formulating tactics to target specific demographics, establishing favourable product placements, and relating profitable distribution channels.

- The duties associated with the externship position number brand operation liabilities, which encompass the act of revising and broadening the association's website. They help in tasks similar as formulating brand guidelines, covering brand perception among the general public, and upholding brand uniformity.

- The contemporary period of technology has led to the involvement of the internet in the creation of Sabbir Chemical Industry's products across different online channels and platforms. This order encompasses social media marketing, content product, and digital advertising.

- The intern will give support in the creation of marketing accoutrements similar as leaflets, donations, and deals accoutrements . They unite with illustrators and pens to produce visually appealing and witching accoutrements .

- Upon the completion of marketing juggernauts, the intern aids in assessing their efficacy and worth. This entails scrutinising crucial Performance pointers(KPIs), covering deals data, and furnishing recommendations for enhancing forthcoming marketing endeavours.

- The intern's expressed interest in joining the Marketing Development Department is reflective of their appetite to apply their marketing moxie and passion towards advancing the association's objects. The intern will acquire practical knowledge and play a pivotal part in Sabbir Chemical Work's enduring strategic development schemes by engaging in different marketing endeavours.

The objective of the Marketing Development Department.

The primary end of the Marketing Development Department at Sabbir Chemical Industry is to grease the progress and success of the organisation by enforcing effective marketing tactics and endeavours. The objects of the department are to compound brand elevation, amplify request portion, and appeal and uphold consumers. The Marketing Development Department may have a set of primary objects, which are as follows

- The department strives to identify and explore new request prospects, both in the domestic and transnational spheres, with the end of expanding its request reach. Through the perpetration of request exploration, consumer geste analysis, and target member identification, the department aims to expand the company's request penetration and adventure into new request segments. The department assigned with the creation and enhancement of the commercial brand identity is the Marketing Development Department. This entails establishing a strong brand identity, situating the company's products strategically, and generating brand mindfulness and consumer fidelity.

- One of the crucial pretensions of the department is to consummately announce the immolations of Sabbir Chemical Industry. The forenamed tasks encompass the development of marketing juggernauts, advertising strategies, and deals elevations aimed at stimulating interest and demand for the products and services offered by the company.

- The ideal of the Marketing Development Department is to land new guests and uphold the fidelity of the current bones.

. The department aims to broaden its client base and establish enduring connections by executing focused marketing tactics, delivering exceptional client gests, and creating client fidelity enterprise.

- The Market Intelligence department is responsible for gathering and assessing request intelligence in order to stay over- to- date with assiduity trends, contender strategies, and client inclinations. This data aids in decision- timber, recognising arising openings, and conforming marketing strategies consequently.

- The Marketing Development Department collaborates with the deals platoon to insure that marketing enterprise are in line with deals objects. The collaboration among these departments guarantees a cohesive approach towards creating leads, transubstantiating them into guests, and achieving fiscal objects.

- The department tools quantifiable pretensions and regularly assesses the effectiveness of marketing enterprise through dimension and analysis. The process entails the surveillance of pivotal performance criteria, examination of crusade issues, and perpetration of data- informed variations to marketing tactics with the end of attaining the asked issues. [(Radkevych, 2018)]

Chapter- 5

Internship Details

5.1

Using skill

The intern at Sabbir Chemical Industry makes use of a range of marketing- related capacities, similar as communication, MS Office capability, and digital marketing. These chops allow the intern to successfully support the marketing objects of the organisation and contribute to the marketing development department.

- **Digital Marketing:** The intern utilises their skills in digital marketing to broaden the company's online reach and exposure. This might include running social media accounts, producing intriguing content, perfecting website performance, running online advertising juggernauts, and analysing digital marketing analytics to ascertain their efficacy. See Goodfightcoil on Facebook for further information.

- **Communication:** The intern must have exceptional communication skill in order to work with the platoon, stakeholders, and outside mates. generalities, marketing tactics, and crusade pretensions are successfully communicated. also, the intern may speak with associates, directors, and outside stakeholders directly to partake design updates, trade ideas, and get guidance.

- **MS Office Proficiency:** The intern can effectively carry out a range of office- related tasks thanks to their proficiency with MS Office, which includes Word, Excel, and PowerPoint. This covers producing donations, creating reports, writing attestation, and gleaning information from data- filled Excel spreadsheets.

- **Marketing capabilities:** Using marketing capabilities including request exploration, request analysis, and consumer segmentation, the intern contributes to the creation of marketing strategies. They help in relating target requests, examining consumer geste , and formulating plans for efficiently reaching and interacting with implicit guests.

- The intern's creativity is put to use while designing marketing accoutrements including leaflets, donations, and deals packages. They use their imagination to produce aesthetically charming and prevailing accoutrements that successfully communicate the company's brand and product messaging.

- The intern uses their logical ideas to assess marketing data and KPIs, similar as crusade effectiveness, client perceptivity, and request trends. This study makes it easier to make data- driven opinions, assess the success of marketing juggernauts, and ameliorate unborn tactics.

5.2

A short list of work of internship

The intern had a number of liabilities throughout their externship at Sabbir Chemical Industry in Fatullah, Narayanganj. The externship party did the following effects :

- Client Engagement: Helped answer to client enquiries, issues, and product information in a timely and gracious manner.
- Collecting Data: Conducting client checks and gathering input from guests to understand their preferences and ameliorate overall client satisfaction.
- Client collaboration: Contributed to the creation and use of client relationship operation ways to strengthen customer connections.
- Networking: Networking with Other Businesses Coordinated cooperative marketing juggernauts and promotional events with mate companies and suppliers, erecting connections that were mutually salutary.
- Digital Marketing: The company's network was expanded via Sabbir Chemical Industry's participation in trade shows, exhibits, and assiduity events.
- Event Planning: Supporting with Planning and Collaboration of gleeful Events Helped organise and organise gleeful events, similar as commercial mileposts, product launches, and client appreciation conditioning.
- Design Planning: Shared in the design of advertising accoutrements for vacation or special events by the marketing platoon.
- Clients Feedback: Assiduity Tasks Assigned conducted request exploration and analysis concentrated specifically on the chemical sector, collecting perceptive knowledge about request trends, client wants, and contender exertion.

5.3

Overall Experience as an Assistant Marketing Developer

The intern gained useful experience while working as an assistant marketing inventor for Sabbir Chemical Industry in Fatullah, Narayanganj, and made a major donation to the marketing division. He may add up his career background as follows The intern laboriously engaged in a range of liabilities and tasks during the internship, flaunting a strong fidelity to professional growth and a solid understanding of marketing generalities and tactics. They played a pivotal part in developing and putting into action strategic marketing plans that rounded the pretensions of the business. By performing in- depth request exploration and probing client geste , they were necessary in relating target groups and creating successful marketing strategies. The intern demonstrated exceptional creative content product chops, showcasing their capacity to produce multimedia material that successfully conveyed the company's brand messaging and product value propositions. By making use of their creative bents, they successfully captured the target followership's attention and bettered the brand's request placement. The intern's proficiency in digital marketing was apparent from their active participation in juggernauts. They enforced targeted online advertising juggernauts, optimised website content, and administered social media platforms with skill. They attained measurable issues that served the company's online presence by regularly covering, assessing, and perfecting brand exposure, engagement, and website business. The intern's primary duties also included cross-functional collaboration and collaboration. To optimise the impact of marketing conditioning and guarantee alignment, they worked well with cross-functional brigades that included deals, product development, and operation. Their outstanding interpersonal capacities and capacity for participating knowledge fostered concinnity and backed in the overall success of integrated marketing juggernauts and enterprise. Overall, the intern's time at Sabbir Chemical Industry in Fatullah, Narayanganj, as an Assistant Marketing inventor was defined by their fidelity to their career, ongoing progress, and major benefactions to the marketing division. The company's marketing conditioning served from their chops in strategic planning, creative content generation, digital marketing, cooperation, and logical analysis.

Chapter: 6

Conclusion

6.1

Conclusion

The intern's professional development and progress have greatly served by his or her internship as an assistant marketing inventor at Sabbir Chemical Industry. During their time at the organisation, they've shown to have a strong fidelity to quality and a love for marketing. The intern had a variety of marketing liabilities as an assistant marketing inventor, including communication, MS Office capability, and digital marketing. They were suitable to help the company's strategic pretensions and the marketing department's pretensions because to their capability in these fields. The intern bettered at structure connections with people throughout the externship and showed the capability to do so with guests and companies outside of the externship. Their hassles were distinguished by their professionalism and excellent communication capacities, which led to successful hookups and collaborations. The intern's time at Sabbir Chemical Industry helped them come more marketers and gain important knowledge about the changing nature of the sector. The internship has given them a strong base for a future career in marketing and has equipped them with the chops they need to handle real- world marketing difficulties. I've no doubt that the intern will continue to thrive and prosper in their professional career grounded on their performance and fidelity during the internship. They are a benefit to any establishment involved in marketing because of their upbeat stations, openness to literacy, and inflexibility. In conclusion, the intern's experience at Sabbir Chemical Industry has been helpful and essential to their development as a professional. They now have the applicable chops, exposure to the business, and solid foundation needed to pursue a successful marketing career.


Chapter: 7

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Certificate



SABBIR CHEMICAL WORKS

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

TO WHOM IT MAY CONCERN

This is to certify that Ms. Sumyya Islam, a student of English Literature at Daffodil International University, has successfully completed a 3-month (From 20th February, 2023 to 20th May, 2023) internship project at Sabbir Chemical Works in the field of Marketing Development.

Throughout her internship period, Ms. Islam demonstrated exceptional dedication, enthusiasm, and a strong commitment to learning. She actively participated in various marketing activities, including market research, competitor analysis, and customer engagement strategies. Her contributions played a significant role in supporting the marketing team and achieving our organizational objectives. We are confident that Ms. Sumyya Islam has acquired valuable practical experience and industry insights during her internship. Her hard work, dedication, and professionalism make her a promising candidate for future endeavors.

We hereby acknowledge Ms. Sumyya Islam's successful completion of her internship project and extend our best wishes for her future academic and professional pursuits.

Sincerely,

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Library Report

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