### **Internship Report**

On

### "My Experience as a Marketing Development Assistant at Sabbir Chemical Works"

### Prepared by

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ID: 193-10-2158

Batch: 48th

### **Department of English**

### **Faculty of Humanities and Social Science**

B.A (Hons) In English

**Under the Supervision** 

of

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Senior Lecturer
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**Daffodil International University** 

Date of submission: 03-06-2023

### **Declaration of the Student**

My work on the project named "My Experience as a Marketing Development Assistant at Sabbir Chemical Works "has prepared me to finish the "Project Paper with Internship successfully" (Course Code: ENG431) in the B.A.(Hons) in English. This assignment is submitted to the English Department of Daffodil International Universities Faculty of Humanities and Social Science. It was completed under the supervision of Ms Tamanna Farahdina, Senior Lecturer of the English Department at Daffodil International University. This report does not use unethical words that might go against Sabbir Chemical Works. Using my daily work experience at my office (Sabbir Chemical Works), I can confirm that this project is my original and authentic work.

Rakib Miah

ID: 193-10-2158

Batch: 48th

B.A(Hons) In English

**Daffodil International University** 



### **Certification of Supervisor**

It is a pleasure to certify that the project paper titled "My Experience as a Marketing Development Assistant at Sabbir Chemical Works" has been submitted to the Department of English at Daffodil International University, conducted by Rakib Miah- ID: 193-10-2158. He has successfully done his internship at "Sabbir Chemical Works" in the Marketing Development section under my supervision to complete his course entitled "Project Paper with Internship" (Course Code- ENG431) in the program B.A(Hon's) in English. To the best part of my knowledge, no part of this report has been submitted anywhere else for award or any other degree.

Ms. Tamanna Farahdina

Senior Lecturer

Department of English

**Daffodil International University** 

### Acknowledgement

I would like to express my deepest gratitude and appreciation to Almighty Allah for granting me the strength, perseverance, and determination to successfully complete my internship. Without His blessings, I would not able to complete this task. I would like to extend a special thanks to my supervisor, Ms. Tamanna Farahdina, who play a very important role to make my internship report. Her exceptional ideas and work concepts have improve my project significantly. She went above and beyond by providing extra time and offline classes to complete the project successfully. Also, I would like to tell about the Marketing Head, Sakib Hossain, under whose supervision I completed my internship at Sabbir Chemical Works in Narayanganj. His cooperation, helpful mind, and friendly behavior made my office time more comfortable and productive. Also the entire staff at my office was incredibly supportive minded, they create an environment what was very helpful to learn different things. I am also pleased to my friends and seniors who kindfully helped me on this project. Lastly, I would like to express my deepest thanks to all those who gives me their best suggestion and motivation during my internship project

### **Abstract**

The primary objective of this Internship is to identify and analyse the difficulties, prospects, and constraints of Sabbir Chemical Works. Through this, I can also evaluate the strengths, limitations, opportunities, and threats of the marketing Sections. This Internship report includes recommendations to overcome market barriers and improve the marketing section's performance, focusing on the importance of digitalisation. This Internship provides me with many types of business knowledge and experience. As part of the "Project Paper with Internship" course, I worked as an assistant marketing developer at Sabbir Chemical Works in Naraynganj. The experience I gathered was beneficial as it has greatly developed my marketing and interpersonal skills. And also, I believe, it will play a most significant role in my future career growth.

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### **Chapter- 1 Introduction**

### Introduction

In order to succeed in todays competitive job market, it is very important to have corporate knowledge and practical experience. By recognizing this need, Daffodil International University has developed a course entitled "Project Paper with Internship" that give me the opportunity to acquire real experience and practical knowledge in their respective disciplines. This course makes a connection in between academic and the business world, for allowing students to develop their skills what is necessary for a successful career. Students are required to choose an organization where they can complete their internship and acquire authentic and meaningful experience as a part of this course. The purpose of the course is to keep students updated with the realities of the corporate world and to introduce them with practical skills that will contribute to their future success. I choose Sabbir Chemical Works for my internship and I worked specifically in the marketing division under the supervision of Sakib Hossain, Senior Marketing Executive. After Three months I successfully finished my internship and fulfilled all project requirements with the help and direction of my supervisor, coworkers and staff of that organization.

## Chapter- 2 Background and the Significance of the Project

### 2.1

### Rationale of the Study

In recent years, we have seen that how our economy has down day by day. If anyone wants to stable in this economy he should focused on his carrier. And also he should start earning the corporate knowledge or business knowledge. Because by earning this knowledge anyone can stable his or her life with sarting a new business or by doing a job in this corporate market. I am a student of English literature everyone will suggest me for a teaching profession but I have a interest on the business world. Thats why I join Sabbir Chemical Works for doing my intern. I just want to know that, how a Industry run their activity properly and how they earn profits from their products. In the Sabbir Chemical Works I was able to earn this knowledge By working there as a marketing developer. By doing Intership in there I was also able to earn my corporate knowledge also. Such as how they work in their office time and how they behave to each other. In this report I will describe my full experience of this internship. What I can find from this industry and what was missing in this industry. And what was my favorite in here and what was disgusting for me.

### **Objective of the Study**

The purpose of doing this internship is to gain practical corporate knowledge and experience. The main focus of this internship report is the marketing division of Sabbir Chemical Works in Narayanganj. By doing this report study anyone can find out-

- To make ideas on how to improve the marketing plans
- > To find out the marketing divisions possibilities
- > To analyze the marketing divisions strengths and weakness
- ➤ To identify the challenges faced by Marketing Divisions
- > To assess the effectiveness of the marketing strategies used by Sabbir Chemical Works
- > To contribute the development of chemical works
- > To build a connection with the professionals
- > To reduce the gap between the academic and business world
- > To acquire genuine knowledge and experience of corporate world
- > To enhance the skills and abilities of the intern

### Chapter- 3 Methodology

### 3.1 Methodology

I always wanted to be a marketing developer to see how a company runs their activities well, so I looked for an internship in that field. First of all I take my permission from my Department for doing an Internship for Three Months. Then I apply to the Sabbir Chemical Works for doing a three months Internship, I choose Sabbir Chemical Works because it was near of my home, And one of my known Uncle works their about five to six years. He recommends about me to doing internship in their company. As a result I get the chance to work as an assistant marketing developer at Sabbir Chemical Works. In here I applied my academic life expeciences and did many works perfectly. I think it will help me properly when I will start my corporate life or Business life. Then, during my internship period, I have used various types of methods to do my regular tasks. The methods are given below:

- ➤ Direct Interaction: During my internship, I directly interact with my colleagues, supervisors and sometimes even with the customers. This includes me to sharing and receiving project updates, suggestions and guidance to me.
- ➤ Project Planning: I assist with arranging and directing some of our company's seminars and displaying engagement in event planning.
- ➤ Desk Work: In this company I have to do many of desk related works such asanalysing the regular data, the market study, writing product reports and entering the data.
- ➤ Logistical coordinator: In this company, I also play the role of logistical coordinator to collect the data. The logistical coordinator controls the company's supply chain management system. Here, I can see how the company manages its raw materials and also how to supply its products to the customer.
- ➤ When I faced with some new things or new words in the company I used many websites and search engines like Google Search Engine to quickly get the knowledge of these things. These online resources helped me to learn more about many different aspects of marketing.
- > During this internship, I read newspapers to find out what was happening in the country. This source gave me helpful information about the marketing sectors.

- ➤ I was encouraged and motivated by doing work in the positive working environment provided by Sabbir Chemical Works with coworkers and employees. Their support, guidance and teamwork created an encouraging setting that encouraged me to do my best.
- Also, I was impressed by seeing that how friendly and supportive Sakib Hossain (Our Marketing Head) was. His good working relationship encouraged me to communicate to each other, so I did not hesitate to go to my supervisor with any questions that I did not know much about it. And also, I always tried to ask him about my mistakes, for this, he gave me feedback on my work. And from his feedback, I was able to improve my knowledge. I worked with him many of time during my internship.
- ➤ While I working here, I learned how to maintain relationships with my senior and junior colleagues and how to behave with customers and clients. Also, the professional language codes and the way of professional talking etc. I earned a lot of knowledge from my educational life, which I put to work during my internship.

# Chapter- 4 Organization Specifications

### 4.1 **The Background of the Sabbir Chemical Works**

Sabbir Chemical Works was founded by Amir Hossain in 1998 and it was based out in Gokuldasher Bag, Bandar, Narayanganj. The company has been well known for its high quality livestock Chemical, agricultural products and mosquito coils etc. Sabbir Chemical Works is known for producing high qualities mosquito coils. This company has produced mosquito coils that effectively defend against the disease carrying insects, and also it has very effective for control mosquitos in homes. Sabbir Chemical Works takes great step in developing its mosquito coils by make use of only the best quality materials and by using advanced production techniques. These coils produce a smoke or vapor that kills and drives away mosquitoes and also protecting the users from bites. This mosquito coils have become very popular because they work well to stop the spread of diseases carried by mosquito and it also last for a long time. Sabbir Chemical Works is always working on the research and development to improve the quality of their mosquito coils. And we can find out the mosquito coils of Sabbir Chemical Works in the name of Good Fight Coils. It has many different flavors such as- Green Power, Super Jumbo, Jumbo Fight, Good Knight etc. These all products carry different types of flavors and actions. The Green Power is the one of the most popular product of Sabbir Chemical Works. I think every people of Narayngani have listen about it.

### **Divisions of Sabbir Chemical Works**

Basically, I think organizations like Sabbir Chemical Works have these following divisions:

- ➤ Production Division: The production section is in charge for the manufacture of companys all products, including dairy Chemical and mosquito coils.
- > Supply Chain Management Division: This section handles the needs of the raw materials and any finished equipment supplies. It also takes care of purchases and delivery, and It also make sure that retailers and customers get their items on the time.
- ➤ Quality Control Division: This section ensure that all products ensure the companies own quality standards. In order to keep a products quality, it has to go through a lot of testing such as- quality checks of products.
- Research and Development Division: This section is the in charge of doing scientific research, trying out new formulas and coming up with the new products. It is very important for improving products and keep update with the market trends.
- Administration Division: Companies facility management, office maintenance, paperwork, record keeping and administrative these all tasks are done by this department.
- Finance Division: This section is in charge of budgeting, accounting, salaries etc. And it also keep the data of products sells and benefits and losses also. This section is very important for keeping companies finances stable.
- ➤ Sales and Marketing Division: This section of sales and marketing is in charge for advertising and marketing of Sabbir Chemical Works products. This sections need to find out customers wants, making marketing plans, managing customers relationships and reaching the sales goals.

### **Marketing Division**

I worked in many different way in the Marketing Division to help the company reach more people and to make its products more well known. I worked here very closely with the marketing section and helped them to come up with new ideas and put them into action for marketing projects. This means coming up with the new plans to reach the people we want to reach, putting our products in good places and finding the good marketing points. I helped to promote Sabbir Chemical Works products through a variety of online channels and platforms because in this digital era it is a very important task for a company to grow up. And this is a platform what includes social media marketing, making creative content and digital ads etc. I was able to make brochures, presentations which are all kind of marketing materials. I also worked with illustrators to make materials what was more interesting and eyecachting.

### 4.4

### The Aim of the Marketing Division

This sections aims are to make the company more known in the market, also get a bigger share of the market and bring in and keep good amount of customers in the market. And, the marketing development division may also want to do –

One of the main goals of this department is to effectively promote products of Sabbir Chemical Works. This means is making advertising plans and sales deals to get people interested in the companies products and services. Getting and keeping more customers: The goal of the marketing development section is to get new customers and keep that one who is already in here. This section wants to grow its customer base and wants to build longterm connections with them. Working with Sales: The marketing development section deals directly with the sales team to make sure that the marketing goals and sales goals are in a line.

### **Chapter-5 Internship Details**

### 5.1 Using Skills with in different ways

In the Sabbir Chemical Works, I used my many types of marketing skills here such as-digital marketing, communication skills and the proper use of Microsoft office, excel and powerpoint. Because of these skills I could able to work welly in the marketing section and it also help the companies marketing efforts in many ways.

- ➤ Use of academic knowledge: In here I have tried to relate my academic knowledge with my reallife working experience in the marketing sector. I am a student of English department because of that I know English well. My English knowledge helped me in data entry and also all documentation releted works what is need to written in English.
- ➤ Communication: In here my communication skills have an very important role for working with my team members. For this I can easily explain them the ideas. And also for this communication skill I can also communicate directly with the coworkers and superiors easily.
- ➤ Digital Marketing: In here, I use my digital marketing skills to make the company more visible and reachable in the online world. This can include things like to managing social media accounts, by making interesting content and by running online advertising campaigns.
- ➤ Use of Microsoft office: For being good in the Microsoft office software like word, excel and powerpoint it lets me helps to do many of my desk related tasks quickly and welly. And also this includes things like analyzing data, writing the reports, making the documentation, making presentations and getting ideas from Excel spreadsheets easily.

### A brief summary of internship Works

During my internship at Sabbir Chemical Works in Narayanganj. I had to do a lot of different things there. I did the following things:

Customer Engagement: In here I was able to give them the information about our products and also I work on their problems to solve it. I also went to the events where Sabbir Chemical Works was present their products for show up, which helped the company to grow up its network area. I used my creative ideas and themes for completing the campaigns of sabbir chemical Works properly. Tasks Given by Company: The company give me the task to enrich their products in my area. For this they give me some of their sample mosquito coils. And I give some of their mosquito coils to my friends, some of my known grocery shops and my relatives also. As a result when they can find out this products accuracy. They ask me about this reputedly. As a result in this way I could enrich their products in my area.

### **Experience as a Marketing Assistant Exicutive**

When I worked as an assistant marketing developer in the Sabbir Chemical Works in Narayanganj. I learned a lot from here.

During my internship I can realize that how a company do their Marketing to enrich the people. It takes many types of systems to produce the marketing welly. Such as-where Sabbir Chemicals Works products is welly known by the customers, in their they do not give such a good facilities to the supplier, retailer and to the customer. But where the companys product is unknown they give their many types of facilities to sell their products. In here I can realise that We have to analyze the data to invest in the right place. During this session, I was able to figure out who is the main target audience of this company. And I come up with the good marketing plans by doing a lot of market research and analyzing how people behaved on our products. In here I was able to learn how to make creative contents and I also made graphics deigns what was work effectively communicated with the companies brand messages and product value. As a result I was able to get the attention of the target audience by this. Because of that I can recognize that how to use the graphics design for marketing. In the company I also had to make sure that people from different sections worked together welly. I also worked welly with many different sections such as- sales, product development, and management. And we have to make sure that they were all on the same stage. Because only working together is the solution for grow up a company.

## Chapter: 6 Findings, Limitations and Recommendation

### **Findings**

During my internship at Sabbir Chemical Works, I was able to find many things in the companys working prosses. I think these findings will provide useful insight into the Companys strengths, weaknesses for improvement. So, lets see the findings:

I noticed that Sabbir Chemical Works has a great reputation for giving their customer proper satisfaction with their products. And the companys commitment to quality ensure and customer satisfaction is the main thing what build longterm relationships with customers and also can earn their trust. In the Sabbir Chemical Works I also find out that it has a good process management system, which makes sure that their all works run smoothly and all projects are finished on the proper time. Safety and following the rules is a very important thing to the Sabbir Chemical Works. The company has strict safety measures and training programmes so that employees can work in a safe environment.

### Limitations

When I did my internship at Sabbir Chemical Works, I found some limitation what should be changed-

I think, my Internship was done in a short amount of time, there was not much time to collect and analyse a companies full information. If I would have a more time, it would have been possible to look more closely at how the company works and what it does. Access to Information: In the Sabbir Chemical Works I found that some of information and data what I needed that was not easy to find, which was a problem. I could not able to find some sensitive or private data, which could to give me the full knowledge of Chemical works. Such as- Profits and Losses data of Sabbir Chemical Works. And what was the money amount was needed to stabilized this company. During my internship period I spend most of the time in the marketing section. As a result I have not enough knowledge of other divisions of Sabbir Chemical Works. For this it is not able to show how the whole organisation works.

### Recommendation

I have Some recomandations for Sabbir Chemical Works which can improve the brand value of this organization. As a intern of them I thinks that It should be the proper time to take step on this.

Sabbir Chemical Works has not any website. In this Digital era a company must to have a website because without this customers can not able to find out Sabbir Chemical Works in online. And because of that they will miss good amount of customer for their products. Sabbir Chemical Works is not fullfil with the Digitalization . They do not has proper digital equipment for work as a result sometimes their activity stops for a good amount of time. In todays market every products need to connect with the digital shopping market. Such as Daraz, Chaldal etc. But Sabbir chemical Works has not create business deals with that types of organization. And I thinks that they should mark that area where their products in unknown and have to take some steps like producing paid advertising in social media with marking that area. As a result people can easily able to know about their products.

### **Chapter: 7 Conclusion**

### Conclusion

My internship at Sabbir Chemical Works as an assistant marketing developer has helped me to grow and develop professionally. During my time at this company I have shown a strong desire to succeed and a passion for marketing. My internship at Sabbir Chemical Works is not only helped me to get better at marketing but also it showed me how flexible is the business world. This internship also helped me to learn a lot and teach me how to set me up for a successful career in marketing. It also teach me that, how to face the different marketing problems.

At last, I can say that I did my best to write this internship report according to the rules. During my internship I did also my best to finish this report writing task by using only what I realise in here. I learned a lot from it and I am sure that in future it will help me to make better decisions about my career.

### Chapter: 8 Appendices



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### TO WHOM IT MAY CONCERN

This is to attest to Mr. Rakib Miah's successful completion of a three-month (From 20<sup>th</sup> February, 2023 to 20<sup>th</sup> May, 2023) internship project at Sabbir Chemical Works in the area of Marketing Development. He is a student of English literature at Daffodil International University.

Mr. Miah shown admirable commitment to learning, passion, and dedication throughout his internship. He actively participated in a range of marketing initiatives, such as customer engagement plans, competitive analyses, and market research. His services were crucial in helping the marketing team succeed and in reaching our organizational objectives. Mr. Miah demonstrated a great grasp of marketing principles while working at Sabbir Chemical Works, as well as strong analytical and problem-solving skills. He consistently looked for ways to increase his knowledge and abilities while displaying real love for the industry. During his internship, Mr. Rakib Miah undoubtedly gained useful real-world experience and industrial knowledge. He is a strong contender for future projects because of his diligence, commitment, and professionalism.

By signing this document, we congratulate Mr. Rakib Miah on finishing his internship assignment successfully and wish him the best of luck in his future studies and career.

Sincerely,

SABBID CHEMICAL WORKS

Md Sabbir Hossain

Proprietor

Sabbir Chemical Works

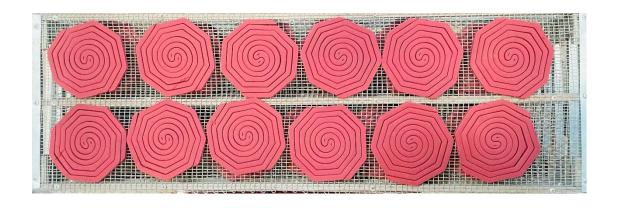
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Internship Report On "My Experience as a Marketing Development Assistant at Sabbir Chemical Works" Prepared by Rakib Miah ID: 193-10-2158 Batch: 48th Department of English Faculty of Humanities and Social Science B.A (Hons) In English Under the Supervision of Ms. Tamanna Farahdina Senior Lecturer Department of English Faculty of Humanities and Social Science Daffodil International University Date of submission: 03-06-2023 Declaration of the Student My work on the project named " My Experience as a Marketing Development Assistant at Sabbir Chemical Works " has prepared me to finish the "Project Paper with Internship successfully" (Course Code: ENG431) in the B.A.(Hons) in English. This assignment is submitted to the English Department of Daffodil International Universities Faculty of Humanities and Social Science. It was completed under the supervision of Ms Tamanna Farahdina, <u>Senior Lecturer of</u> the English <u>Department at Daffodil International University</u>. This report does not use unethical words that might go against Sabbir Chemical Works. Using my daily work experience at my office (Sabbir Chemical Works), I can confirm that this project is my original and authentic work. Rakib Miah ID: 193-10-2158 Batch: 48th B.A(Hons) In English Daffodil International University II Certification of Supervisor It is a pleasure to certify that the

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Reference

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