

# **Internship report on Experience as a Junior Marketing Employee**

Submitted by:

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ID: 201-10-527

Batch: 16th B

Semester: Fall 2023

Course title : Project Paper with Internship

Course code : ENG-431

Submitted to :

**Mrs. Asma Alam**

Assistant Professor

Department of English

Daffodil International University

Date of Submission: 30th October, 2023



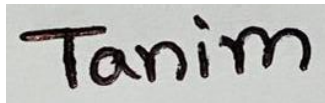
This report is submitted to the requirements for the degree of (B.A) (Hons) in English

## Declaration

I, hereby, acknowledge that the 'Internship report on Experience as a Junior Marketing Employee' is the product of my original work, under the direction and supervision of Asma Alam, Assistant Professor, Department of English, Daffodil International University. This report is submitted in partial achievement of the requirements for the degree of B.A in English.

As far as I know, all the information that I included in my report is authentic and accurate and approved by my academic supervisor, and the University Library Office.

Additionally, I would like to confirm that the whole or any part of my report has not been submitted for any other degree, diploma or institution and I take full responsibility for the writing.

A rectangular box containing the handwritten name "Tanim" in black ink on a light gray background.

Md. Saniatut Tanim

ID: 201-10-527

Batch: 16th B

Department of English

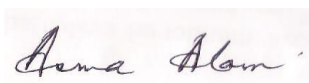
Daffodil International University

## Certification

I am pleased to confirm that the report on 'Internship report on Experience as a Junior Marketing Employee' prepared by Md.Saniatut Tanim (ID: 201-10-527) of the Department of English has been approved for presentation and defense. Under my direction , he worked with Bangladesh Equipment and Machinery Ltd as an intern as a marketing employee . He completed his internship during the Fall-2023 semester.

I am also pleased to certify that the data, the findings are the genuine work of Md. Saniatut Tanim. He did all the work with his own research.

Md. Saniatut Tanim is a regular student and very hardworking. It has been a great period for me to guide him and I pray for his future life.



Asma Alam

Assistant Professor

Department of English

Daffodil International University

## **Acknowledgement**

As I complete my academic journey I want to thank Allah for my growth, knowledge and success. Firstly, I would like to thank Daffodil International University for my betterment and Bangladesh Equipment and Machinery Ltd for allowing me to do my internship. I am thankful to my honorable academic supervisor, Asma Alam, for her supervision, facilitation, and mentorship throughout my internship. Her guidance has taught me a lot and fertilized my learning experience.

I would like to thank my English Department for giving me the recommendation letter to start my internship. I would like to thank the department of English at Daffodil International University for their facilitation and to make my academic journey more exciting. I would like to thank my family for their love, support, and encouragement to boost my working level in my internship period. Their love and belief encouraged me a lot. Lastly, I am thankful for the skills and experience I have gained, which have been a great asset to me.

## **Abstract**

This report offers an overview of my internship as a Junior Marketing Employee at BEML company. I completed my internship from 15-07-2023 to 20-10-2023 to complete my B.A. (Hons) in English degree. I gain practical knowledge and skills in the company as a marketing employee. This internship report shows my practical experience which I gathered during my internship period.

The paper highlights the symbiotic relationship between academic knowledge and practical application by demonstrating how interns integrate theoretical concepts in real-world marketing strategies. It highlights the difficulties that interns encounter, such as adapting to fast-paced industry expectations, using digital marketing technologies, and understanding consumer behavior in various areas. In addition, the research emphasizes the value of mentorship and systematic advice in developing interns' abilities and confidence.

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## **Chapter 1**

### **Introduction**

I am composing this report to share my excitement as a marketing employee in the BEML company. As a student in Daffodil International University's English department , I gained hands-on work, fieldwork and professional experience. I have always had a strong liking for learning physically and have always had a greater desire to learn with technology. This internship fulfilled my goals. It offered me to work in the field, gain technology knowledge and participate in the expansion of BEML company. I am confident that this internship provides me with a lot of skill for my future betterment and develops my future career.



## Chapter 2

### Background and Significance of the Project

As I am doing my internship as a marketing employee it gives me the opportunity to gain theoretical knowledge, I face many real world marketing situations and learn solutions. working as a marketing employee I gained not only marketing skills but also marketing research , social media marketing and data analysis also. Marketing sector internship is an opportunity to gain hands-on experience , develop their professional networking , and learn about the potentiality of a company. know about workplace etiquette, communication, teamwork and time management also. Marketing employee internships give a big scope for interns to gain the knowledge of technology sites like digital marketing, content marketing, market research etc . It encourages interns personal and professional growth. Overall, as a marketing employee, interns not only gain skills, knowledge and connection but also benefit organizations from their fresh talent, ideas and potentiality.

#### **Significance :**

For students, the internship report is an important part of their academic evaluation. It enables instructors and evaluators to assess theoretical knowledge's practical application in a real-world environment. The report highlights the student's skills and talent gained over the internship time. Students are encouraged to reflect on their experiences when writing the internship report. It encourages students to reflect on what they've learned, the problems they've experienced, and how they overcame them. This process of reflection improves their understanding of the sector as well as their personal strengths.

Additionally, the internship report is important because it reflects the intern's performance, learning, abilities, and experiences. It acts as a link between theoretical

knowledge and practical application, the report is feedback to the educational institute and it is useful for interns training and future career. specific objectives of an internship depending on the particular aims, the learning goals of the intern. some common specific objectives are:

1. Gaining hands-on experience : practical experience in the company is one of the specific objectives. It's like customer demand , field checking, quality checking of the products, safe and security checking. Practical experience is very helpful for interns because they can enrich their problem solving capability.
2. Learning new skills: Learning new skills is another specific objective for a marketing employee. learn about workplace ethics, professional conduct, time management , corresponding, essential workplace skills etc.
3. Learning professional networkers: To enrich interns future growth an intern must focus on networking. If it is professional networking then it will be more beneficial. Develop professional relationships with coworkers, managers and other industry professionals that might be useful for future career prospects and mentorship.
4. Knowledge of practical problem solving ability : As a company employs an intern can face many theoretical problems. But day by day he can overcome those problems. First it will be great hard to overcome but slowly he enriched his problem solving capability and the capability he learned in his intern period can apply in real world situations.
5. Project Experience : Work on specific projects or assignments that allow the intern to make a significant contribution to the business while gaining actual project management expertise that will help an intern in his future career path.

## **Chapter 3**

### **Methodology**

I chose Bangladesh Equipment and Machinery Ltd company for my internship. To start my internship in this company, I contacted Sarder Sazzadur Rahman, Managing Director BEML company. Firstly I collected my forwarding letter from my English Department, DIU. Then I presented my CV, all certificates and then they took me to an interview and selected me as a junior marketing employee of BEML company and started work from 15th July, 2023. I completed my internship report based on my experience which I gathered from my company.

## **Chapter 4**

### **Overview of Bangladesh Equipment and Machinery Ltd**

I have chosen my internship at the BEML company. It is a big multinational company. Sardar Sazzadur Rahman is the managing director of this company . This company has many branches all over Bangladesh. This company also exports and imports many equipment and machinery. This company also manufactures vehicles and parts. They also have another branch which has home appliances products. This company always promises to give good things to the customers.

BEML company does various types of business such as equipment, machinery, vehicle and vehicle products. They also do the manufacturing work. The company mainly takes on different big projects and provides service to the customers with the company people and products. Their second main work is vehicle product exports and imports. This BEML company focuses on their quality, commitment, and customer needs so its popularity is very high. This company also thinks about the benefits of its workers. The company stands out only for its large networking system.

## **Chapter 5**

### **Internship activities**

#### **5.1 Introduction:**

I joined the marketing sector in BEML company .I perform many marketing related tasks .Also train juniors . Check many things including internal products to complete projects well.

Some tasks are given to me like:

#### **Marketing sector and other work:**

- Personal File
- Service Book
- Vat Register
- Leave Register
- Leave Types
- Tax register
- Daily Attendance
- Salary count
- Product list
- Bill book
- Project file

### **5.2 Work condition:**

I started working as a marketing employee in a BEML company. I worked under the supervision of junior officer Masud. He helped me to understand and learn a lot. Then the managing director sir slowly started giving me different project work and also introduced me to other employees. I check the equipment products of the company and I used to send the quality report to sir. Then the food expenses of the employees, how many days they took leave, I used to update the file of VAT and tax every week, then I visited the junior officer and got to know about the safety and security of the employees.

### **5.3 Marketing employee related work:**

1. Personal file: Personal files are very important files for a company. Company gave me a personal file in which I attached all the information of the employees like National Identity, Interview Sheet, Personal Details, Photographs of the Employee, Police Verification Report etc. These were stored in case someone wanted to know any information later.
2. Service Book: Service Book is a book that keeps all the organization information together in a company house like, Personal Information of a Company, Industrial Information, Designation. Company gave me this book and I updated it every week. I made many service book for company interest
3. Master Register: Master register is a book that contains all the basic information of a company or industry like employee information, salary allowance, date of work, signature etc. I used to update the register book while sitting in the office room.
4. Leave register: When the employees took leave, when they took leave, these details were written in this book. At the end of the month, they were paid by

counting the days off. If an employee was sick, then I would attach his medical documents in this file.

5. Leave types: As per Bangladesh constitution employees are given maternity leave, weekend, festive leave and sick leave but when I did my internship period I got only weekend leave and sick leave.
6. Online portal for workers: For quick work the company has its own portal to store all their information. The information of employees, their work skills and previous work skills are updated in the portal, those who join new jobs, their information is kept in the portal again, and those who leave the job, their information is deleted.
7. Daily Attendance report: The progress of a company depends on the workers of that company. When the workers attend the office I submit their attendance list through Excel.
8. Salary Count: An employee's salary is counted depending on various factors such as the employee's house rent, medical expenses, travel expenses, food expenses, all together, the salary is counted for an employee .
9. Increment Application: Our company also gives increments to the employees. All this information I took from my senior employee.
10. Final Settlement bill: Employees of this company get service benefits during their working life and even after leaving their workplace, the company slightly supports them financially.
11. New worker training session: I joined this company as a new employee as I have no previous experience anywhere. A senior employee named Masud helped me a lot in my preparation, which skills I need for my life and how to develop myself as a future employee. Senior employee guided me properly. Gradually as I got

older in the company I was also given training to juniors on how they could improve their careers.

#### **5.4 Skills Development during the internship:**

During the internship my academic skills along with new skills started to develop like

:

1. Time management : During the internship period helped me a lot to understand time management. project deadline , when to start work, when to finish internship period time helped me to understand and learn about time value and significance.
2. Creativity: Internship period is a period that gives me a big platform to present my creativity in front of everyone. This internship period helped me to think outside the box. I tried to make the company work more beautiful and easy with my creativity.
3. Networking : Company development or my own soft skill development, networking is always needed for more professional relationships and good opportunities. Networking is very important which I have learned much from the company and customers have been with our company for many years for our good networking.
4. Communication : As my company is a multinational company I had to work with many people as a marketing employee. I had to create good communication with customers through my speaking which played a very important role in all my soft skill development.
5. Collaboration : During my internship period I got to share my ideas with people from many companies and through them sharing their ideas a



communication was created which helped benefit our company. And it helps to develop my collaboration skills.

6. Presentation skills: I was able to present what I learned about presentation at the academic level, make the audience listen to me at the business level with my presentation skills and learned something new at the business level which is very useful in my skill development.
7. Research skill: Besides being a marketing employee, my job was to check the product quality to see if the customer is happy with the product or which product is not selling much in the market. I was also collecting product data, and after analysis I will give the report to the senior office so from here I was able to develop my research skills.
8. Critical thinking : While working on various big projects, I faced various barriers and with the help of my critical thinking I overcame the barriers more smoothly. I have been able to develop my critical thinking a lot in this internship period.
9. Problem solving: During the internship period in the company I had to face many kinds of problems due to being a new employee but gradually with increasing experience I was able to solve those problems which I can use in my rear world.
10. Adaptability: To work in the company I have to present myself to everyone. I had to work among many people which made me feel a lot of embarrassed but slowly as I started to solve the problems I succeeded in adapting to the environment.

### **5.5 Details of analytical and problem-solving cases:**

During my internship period, I got a chance to solve so many problems in the company. I want to share one of them:

Due to the fact that my company is very big and its branches are spread in different parts of Bangladesh, we have never disappointed the customers, we have been able to deliver the products on time. But there is a day that some of our employees delay giving products due to illness. As I joined the company as a new fresher, the company was afraid to give big projects but that day it was seen that the projects were taken from very big people. So I said to my senior sir that I can handle the matter. Me and some of my assistants arrange to bring the products from outside Dhaka and at two o'clock in the night we deliver the products and the customers are very happy to see our work.

## **Chapter 6**

### **Challenges and Learning**

#### **6.1 Data collection:**

The report on “Enhancing Product Quality Control: A Junior Marketing Employee Internship Report” has been completed with my own information that I collected from the working field in my company. I started working as a marketing employee, learning their working style, their daily routine and collecting data for my project paper. I did many tasks and also completed some projects. Appropriately, I also worked with juniors and taught them my company work also.

#### **6.2 Data analysis for the Report:**

The information is written from Microsoft Word Document. I wrote this report with my personal working experience and collected information from the company, visit site, from my colleagues and documents. The data analysis process of my reports is:

- 1) Observation: I witnessed the company's working style by going to different places with the employees. It helped me a lot to learn about marketing by observation.
- 2) Surveys: I collected data from many surveys. I look after companies vat file, annual income , tax file, and office document also. From those I collected a lot of data for my report.
- 3) Document Analysis: I analyze many documents like project documents, incoming and outgoing cost, personal data file . I collected many ideas for my report.
- 4) Personal Reflection: In my internship period, the senior manager gave me a notebook and pad. In the notebook I always note down tasks, challenges and routine also. This self-reflection process is good for my skills development and growth.

### 6.3 Limitations of the Study:

The HR, Admin and Compliance department covers a huge area of work but it is impossible to cover it within three months. My limitations of this internship period are:

1. Limited Duration: My internship period was only three months. In these three months I was able to perform my work properly but I did not get the long-term results of the work or the project that I completed due to the short time it is a big obstacle in my development.
2. Lack of Experience: Lack of experience has affected the internship period. The company did not give me a big task and period because of lack of experience. Experienced workers are granted for big projects but we are not granted because of lack of experience.
3. Limited Responsibilities: As a fresher the company gave us limited significant responsibility not given high level responsibility. As a fresher the company didn't trust us enough which faced major obstacles in my internship period.
4. Limited training : Full time workers are trained for a longer period of time than limited workers. Also full-time workers are taught better than more limited workers. This was affected in my learning period.
5. Limited Networking opportunities : Networking is very important for bonding with customers . But companies give limited networking opportunities to the fresher.

So, this was my limitation which I faced during my internship process.

#### 6.4 Self-assessment:

In my Internship period I identified my many strengths that help me to enhance my performance and opportunities to learn new skills. I learned many academic skills that really helped me a lot in my internship period . Some of my strengths are :

- **Communication:** Communication skills are one of my best strengths that play a vital role in my workplace. Workplace communication ability benefits employee morale, engagement, productivity etc. it is important for team collaboration and cooperation. For better outcomes it is very essential in the intern period . Good communication is essentially the ability of one person to make contact with another and make himself or herself understood(Book: “ Effective communication ”by John Adair). To make good communication an intern should understand other employees.
- **Time Management:** Time management is very essential for an intern. To boost working experience an intern should think about his time management. to express one's capacity and improvement one should follow the time management. Good time management skills can help you to meet deadlines, stay oriented and be more productive, (Book:“Getting Things Done : The Art of Stress-Free productivity” by David Allen)
- **Teamwork:** Working together generates ideas and creativity. I thought a lot about that topic at my academic level. Teamwork improves productivity and brings better business results. For an intern it boosts morale and motivation. In company it will be beneficial for organizational progress because of more customer service and productivity.
- **Problem-solving:** If the problem can be solved very quickly then time is saved for other work which plays a very important role in making good progress for the

company. problem solving capability can increase customer satisfaction that is very significant for company progress. ( Book : “Thinking Fast and slow ”by Daniel Kahneman)

- Adaptability: Being adaptable to changing situations and technologies, as well as willing to learn new skills and procedures.
- Emotional intelligence: Emotional intelligence is the ability to prioritize work, define goals and efficiently manage time in order to meet deadlines and achieve objectives. It is very important for the inter-period.

During my internship I learned some new skills like:

- Digital marketing skills
- Research skills
- Data entry skills
- Google excel skills
- Analytical skills
- Marketing skills
- Presentation skills

I faced many problems that I put in my weaknesses list like Management ,Project management, Writing,Mathematical problems, Customer service etc and I am working on it.

## **chapter 7**

### **Recommendations**

I have some recommendations for this company to their betterment:

The recommendations are:

- They should think more about the safety issue of their company's employees.
- They need to expand their offices to create a friendly environment .

## **Chapter 8**

### **Conclusion**

Finally I would like to say that my internship period has played a very important role in my life working as a marketing employee in the BEML company. By working in this company I got to know about the internal strategy of the company, gained a lot of knowledge and developed my skills a lot. Furthermore, Working with many professional and non professional people was an exciting journey for my career. My company benefited a lot through different types of work I did . My problem solving skills developed a lot. In addition, I know this internship period is very important for my previous professional life. As I have been involved with a company that I have come to know about many rules and responsibilities which will play a big role in my professional life. All my hard skills have been developed and I have also learned about the importance of timing and how important even small tasks are.

Overall, This internship period has had a good impact on my knowledge growth and I am proud to have such an opportunity. I think this journey is very rewarding for my future life.

## Chapter 9

### References

Book: “ *Effective communication* ”by John Adair.

Book: “*Getting Things Done : The Art of Stress-Free Productivity*” by David  
Allen.


Book : “*Thinking Fast and slow* ”by Daniel Kahneman.



## Chapter 10

### Appendices

#### Appendices 1- Internship Placement Letter from DIU


**Daffodil International University**  
 A landmark to create the Future

Faculty of Humanities  
 Date: 10/09/2023  
 Dept. of English

Ref: Internship Placement/232

**Managing Director**  
 Bangladesh Equipment & Machinery Ltd.  
 Address: Ka/59, Post Office Road Kha Para, Khilkhet, Dhaka-1229, Bangladesh.

**Subject: Request for Internship Placement**


Dear Sir,

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


I would like to draw your kind attention that **Md. Saniatut Tanim Hossain, ID Number: 201-10-527** has completed 120 credit hours in 41 courses from the Department of English. It would be highly appreciated if you could kindly allow him as an Intern at your esteemed organization.

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

With the best regards,


  
 10/09/2023

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



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[www.daffodilvarsity.edu.bd](http://www.daffodilvarsity.edu.bd)

## Appendices 2- Internship Offer Letter from the Managing Director


**BANGLADESH EQUIPMENT & MACHINERY LTD.**  
Office: Ka/59, Post Office Road, Kha Para, Khilkhet, Dhaka-1229, Bangladesh.  
 Contact: +8801780227700, E-mail: sazzad@bemi-bd.com, Web: www.bemi-bd.com

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Date: 14 September, 2023

Dr. Liza Sharmin  
 Associate Professor and Head  
 Department of English  
 Daffodil International University  
 Daffodil Smart City  
 Ashulia, Dhaka, Bangladesh

**Sub: Permission for Internship in our Company**

Dear Sir,



This refers to your Letter of Internship Placement/ 232, dated 10-09-2023, we are pleased to agree with your proposal to allow one student of your esteemed University for an internship programme in our Company on B.A in English Department for 12 (twelve) weeks with effect from 15-07-2023.

**Details of the student is given below:**

Name of the Students : Md. Saniatut Tanim  
 ID : 201-10-527

Pleased to advise that the student will not be allowed any kind of T/A & D/A during his internship period and he will report to our Corporate office on the scheduled date.

Thanking you,

  
**(Sarder Sazzadur Rahman)**  
 Managing Director  


### Appendices 3- Certificate of Appreciation

**BEML** BANGLADESH EQUIPMENT & MACHINERY LTD.  
Office: Ka/59, Post Office Road, Kha Para, Khilkhet, Dhaka-1229, Bangladesh.  
Contact: +8801780227700, E-mail: sazzad@beml-bd.com, Web: www.beml-bd.com

Date: 10 October, 2023

**TO WHOM IT MAY CONCERN**

This is to certify that **Md. Saniatut Tanim** student of B.A in English Department at **Daffodil International University (DIU)**, Roll No: 201-10-527 has successfully completed 12 (Twelve) weeks Internship for Industrial Training from 15 July 2023 to 20 October 2023, in this company.

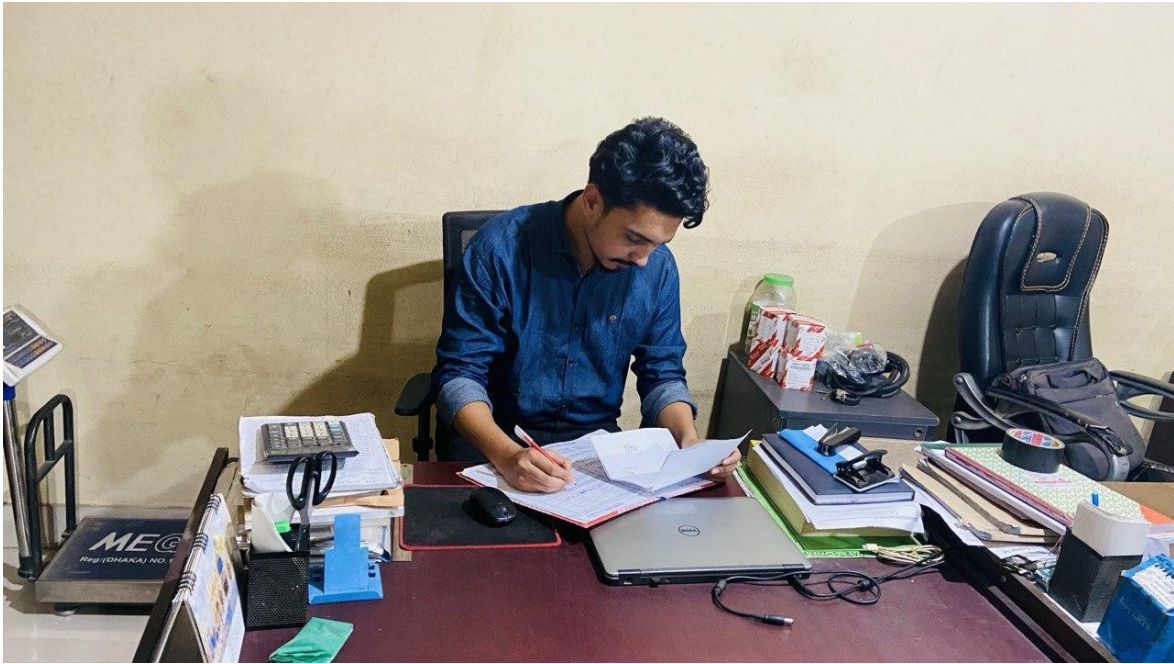
He shows great dedication, work & well manner during this period. We wish him all the success in future.

  
(Sarder Sazzadur Rahman)  
Managing Director

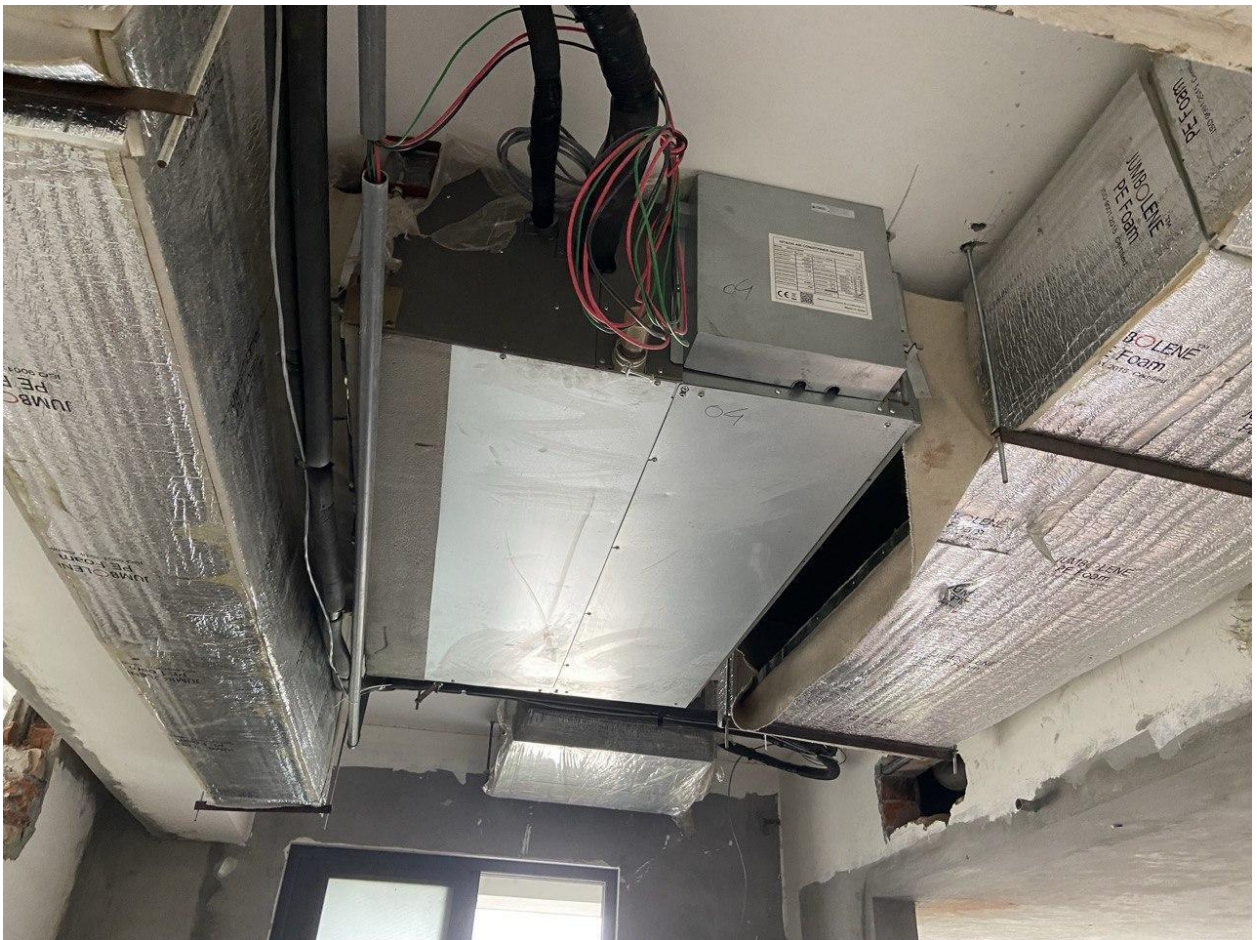
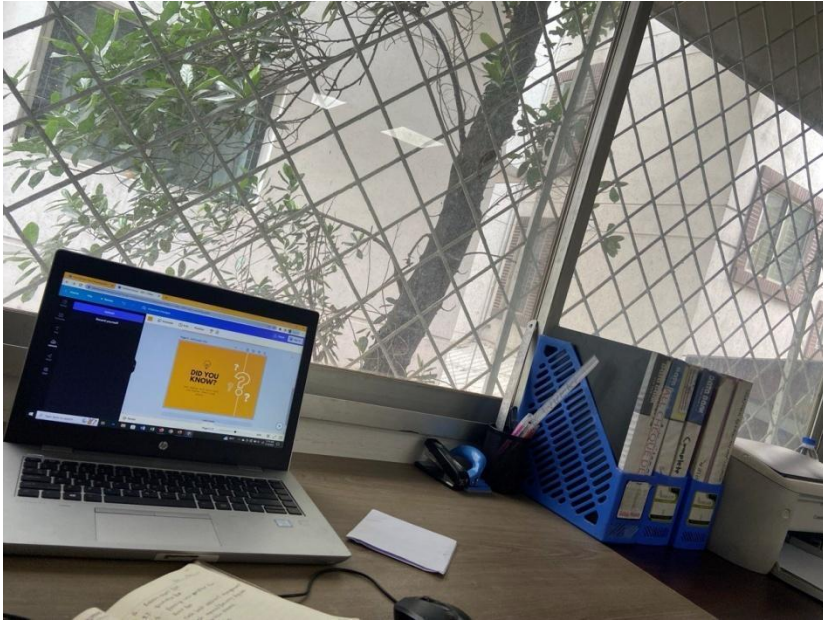


#### Appendices 4- Some Pictures of BEML company





**Appendices 5- Some project work pictures**





## Appendices 6- Plagiarism Report

11/15/23, 9:04 AM

Turnitin - Originality Report - 201-10-527

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201-10-527 By Saniatut Tanim					

2% match (student papers from 11-Apr-2018) Class: April 2018 Project Report Assignment: Student Project Paper ID: <a href="#">944724129</a>
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1% match (Internet from 29-Jun-2023) <a href="http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/9437/21892.pdf?isAllowed=y&amp;sequence=1">http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/9437/21892.pdf?isAllowed=y&amp;sequence=1</a>
< 1% match (Internet from 15-Oct-2023) <a href="http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/10951/23852.pdf?isAllowed=y&amp;sequence=1">http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/10951/23852.pdf?isAllowed=y&amp;sequence=1</a>
< 1% match (Internet from 02-Feb-2023) <a href="http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/2326/P13153%20%289%25%29.pdf?isAllowed=y&amp;sequence=1">http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/2326/P13153%20%289%25%29.pdf?isAllowed=y&amp;sequence=1</a>
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< 1% match (Internet from 03-Oct-2023) <a href="http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/10887/23788.pdf?isAllowed=y&amp;sequence=1">http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/10887/23788.pdf?isAllowed=y&amp;sequence=1</a>
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