



Internship Report on “Analysis of the Marketing Strategies of Shamolima Limited”

Submitted To

Sharmin Jahan
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Submitted By

Md. Ashraful Islam
ID No: 141-11-736
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Date of Submission: 09-12-2025

Letter of Transmittal

25 August, 2025

To
Sharmin Jahan
Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “**Analysis of the Marketing Strategies of Shamolima Limited**”.

Dear Mam,

With due respect hereby I humbly present my internship report on the “**Analysis of the marketing strategies of Shamolima Limited**”. I was an intern at Shamolima Limited where I had the privilege to work in their marketing team as an “**Executive Marketing**” (**Intern**). In Shamolima I got the opportunity to observe and assist the marketing team with various field work and customer engagement.

This report summarizes the marketing strategies of Shamolima Limited. The report outlines the STP analysis, and Marketing Mix of Shamolima Limited, service offerings and various practices within the marketing department of Shamolima Limited and the results of these practices on customer engagement and satisfaction. This report is a complete reflection of my personal experiences during the internship period with Shamolima Limited.

I am really grateful for your continuous support and guidance during the internship. I believe this report should address the marketing strategies of Shamolima Limited.

Thank you for your kind consideration.

Your Sincerely
Md. Ashraful Islam
ID: 141-11-736
Program: BBA; Major in Marketing
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University



SHAMOLIMA



Letter of Completion

Shamolima Limited
Road #132, House #56/C, Gulshan-1
Phone: 01714754337
Email: shamolima@limited.com
Date: 22-08-2025

TO WHOM IT MAY CONCERN

Subject: Internship Completion Certificate

This is to certify that Mr. Ashraf Islam, a student of Bachelor of Business Administration (BBA) at Daffodil International University, has successfully completed a three-month internship at Shamolima Limited from 10-04-2025 to 30-08-2025 as a **Marketing Executive (Intern)** in our Marketing & Business Development Department.

During the internship period, he was actively involved in various marketing and research-related tasks, including:

- Preparation of client databases and support for business proposal development
- Coordination with operation team to collect real-time project data for marketing purposes
- Support in tender documentation preparation and collect potential client data.

He demonstrated professionalism, enthusiasm, and a willingness to learn throughout the internship. He showed good communication skills and a proactive attitude in completing assigned responsibilities. We appreciate his contribution to our team and wish him success in his academic and professional endeavors.

Mr. Imroz Rayhan

Sincerely,
Imroz Rayhan
Manager, Operation
Shamolima Limited



Shamolima Limited

info@shamolima.com
www.shamolima.com



Registered Office

Naseem Chamber, 3rd Floor
21, Dikusha Commercial Area,
Dhaka 1000
+880-247122542

Corporate Office

Commercial Cove,
House 56/C, Lift B, Road 132,
Gulshan 1, Dhaka 1212
+880-2-58810035

Chattogram Office

IIUC Tower, 6th Floor,
9, Agrabad C/A, Ssk. Mujib Road,
Chattogram 4100
+880-233322588

Acknowledgement

All the praises to almighty Allah for his never-ending blessing, guidance and mercy.

First off all I would love to thank to MS. Sharmin Jahan Mam, Assistant Professor, Department of Business Administration at Daffodil International University for her invaluable support and guidance. Throughout the internship period her guidance and encouragement help me a lot to conduct the study and make the report. I am very grateful.

I am also thankful to my mentor, Mr. Imroz Rayhan, Manager, Operation at Shamolima Limited who has given me the privilege to learn the information related to marketing strategies of the organization. Regardless of anything he has supported me a lot to be engaged in various kind of field work and engagement with customers. His willingness to help me making this report more accurate and informative was unimaginable which benefited me fundamentally towards the accomplishment of this report.

I would love thank my other colleagues, Mr. Lelin, Mr. Rezaul Karim, Mr, Nasher Ali, Mr. Barua. It was a great experience for me to work with them in as team. All of them helped me to in various activities during my internship in Shamolima Limited. They have helped me in many ways such as providing information and materials which was very essential for accomplishing the report. All of these people were very friendly, cooperative and supportive during all the internship period. Thanks to all of them.

I would also love to thanks all my other colleagues and stuffs of Shamolima Limited. It was a life time experience to be worked for such and esteemed organization. I am grateful to Shamolima Limited for letting me work for them.

Supervisor's Certificate

This is to certify that Md. Ashraful Islam, Id: 141-11-736, Major: Marketing, BBA, is a regular student of the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his internship program at Shamolima Limited and has prepared for this internship under my direct supervision. His assigned internship topic is “Internship Report on “Analysis of the Marketing Strategies of Shamolima Limited”. I think that, the report is well-intentioned of fulfilling the partial requirements of BBA program.

I wish him success in the future.



Sharmin Jahan
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Declaration

I am Md. Ashraful Islam, a student of department of Business Administration at Daffodil International University. Hereby I declare that the report titled “Analysis of the Marketing Strategies of Shamolima Limited” has been prepared by myself as a requirement of my internship under the guideline and supervision of Sharmin Jahan, Assistant Professor, Faculty of Business & Entrepreneurship, Daffodil International University.

The whole study is presented mainly for the academic purposes. The study presents the STP Analysis of Shamolima Limited and my experiences and observations during the internship

I confirm that the study has not been previously submitted for any other degree or title recognition.



Md. Ashraful Islam

ID: 141-11-736

Program: BBA; Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Executive Summary

Depending on a three months internship experience, this report provides a comprehensive examination of the marketing practice of Shamolima Limited. During this period, I had the opportunity to closely observe and participate in the various marketing practices within the organization which allowed me to acquire practical knowledge and experience on companies overall marketing functions, field work, customer engagement.

The entire study and the final report on study was conducted to light up the analysis of the marketing strategies of Shamolima Limited mainly a logistics and project support services provider in Bangladesh. This report is divided different sections & chapters and particularly focused on the marketing functions of Shamolima Limited.

To make the report more accurate and informative I tried to get insight into Shamolima Limited operations. I have closely observed their services that it offers to its target audience. I got the opportunity to interact with some of its customers and opportunity to participate in field operation. All of my experience related to logistics operation and marketing functions of Shamolima were included in this report.

Despite the fact that there was certain confidential information is not presented in this report as the company policy inclusion of which could make the report more insightful. Still this report was a complete reflection based on my personal experience, knowledge, findings and challenges on my internship tenure within Shamolima Limited. It concludes with the critical findings, data analysis and recommendations to enhance the marketing analysis of Shamolima Limit

Table of Content

Title Page.....	i
Letter of Transmittal.....	ii
Letter of completion	iii
Acknowledgement.....	iv
Supervisor Certificate.....	v
Declaration	vi
Executive Summary	vii
Table of Content	viii
1.1 Introduction	11
1.2 Background of the Study.....	12
1.3 Objectives of the Study	13
1.6 Limitations of the Study.....	14
2.1 Overview of SL, Mission & Vision Statement of SL	16
2.4 Service Organogram of SL.....	17
3.1 Role & Responsibilities.....	19
3.2.1 Purpose of the Role	19
3.3 Example of task.....	19
4.1 Key Learnings	21
4.2 STP Analysis of Shamolima Limited	21
4.2.1 Market Segmentation	21
4.2.2 Targeting	22
4.2.3 Market Positioning	22
4.4 Marketing Mix of Shamolima Limited	23
4.4.1 Product or Service	23
4.4.2 Pricing Strategy	23
4.4.3 Placing Strategy.....	23
4.4.4 Promotion.....	24
4.6 Connection with Academia	25

4.7 Example of project Experience	26
5.1 Critical Evaluation.....	28
5.2 Challenges During the Internship.....	28
5.3 Learning Out of Challenges	29
5.3 Personal Development.....	29
5.4 Professional Development.....	29
6.1 Conclusion.....	31
7.1 Implication	33
7.2 Reference.....	34



Chapter – 1

Introduction



SHAMOLIMA

1.1 Introduction

This internship report rundown an overview of the practical experience gained in the course of my internship as an Executive Marketing (Intern) at **Shamolima Limited**. SL is a well renowned logistics service provider in Bangladesh that provides a variety of project support services such as Project Survey, Freight Forwarding, Customs Clearance, Warehousing, In Land Transportation, Heavy Equipment Handling, Equipment Rental service & Consultancy.

The main objective of this report is to analyze the **Marketing Strategies** of Shamolima Limited focusing on its **STP (Segmentation, Targeting, and Positioning)** approach in the logistics and infrastructural support services sector of Bangladesh.

Shamolima Limited was established with a vision to support industrial and infrastructure development. Now it has emerged as a trusted name in the logistics sector of Bangladesh. It has worked with and supported many domestic and international companies to complete their projects in a timely, professional, safe and cost - effective manner. Specially Shamolima Limited has worked with Oil & Gas Sector, Power Plant Projects in Bangladesh. During the period of my internship, I was engaged in observing and analyzing Shamolima's Marketing activities, interactions with clients and collecting information of projects. This report represents a well-organized evaluation of how Shamolima segments and become the leader of the market.

As I was interning with this organization as a Marketing Executive, I had to focused and guided to closely follow the marketing activities of Shamolima Limited. I have been able to learn and participate in various marketing activities of SL. Apart from this During my internship period I had the chances to observe and participate in the various project operation. This enhanced my knowledge and understanding of logistics management, supply chain coordination and field level challenges.

1.2 Background of the Study

Every student enrolled for BBA program at Daffodil International University has to complete three months internship at any organization and submit details report of his or her practical experience gained during the internship period. Preferably the internship has to be related to his /her academic major subjects. It's been considered that students usually enter into their professional life through the internship program. Thus, the internship program offers a student a very good opportunity to learn how a company runs, it also enables the us to develop soft skills such as communication, cooperation, problem solving ability. Most importantly and internship program gives a student opportunity of applying theoretical knowledge into practical way.

As a student of BBA program at Daffodil International University I have completed all my academic courses according to the university guideline and course curriculum following up recently I have been recruited as a Marketing Executive (Intern) at Shamolima Limited a well-known logistics and project support service provider in Bangladesh.

During my internship I have learnt a lots new things of that will help me to peruse my career in Marketing and Business Development. During my internship period I closely saw how does various department runs within an organization and how does every team member cooperate with each other to achieve a combine goal. I am delighted with the experience I gained during my internship at Shamolima.

1.3 Objectives of the Study

Objective of this study are:

- To analyze the STP of Shamolima Limited
- To identify the Marketing Mix of Shamolima Limited

1.4 Scope of the study

The scope of this study is limited to the marketing functions and strategic planning practices within Shamolima Limited, specifically focusing on the company's Segmentation, Targeting, and Positioning (STP) strategies and overall marketing approach within the logistics and project support service sectors Bangladesh.

This report covers the following key areas:

- An overview of Shamolima Limited's current service offerings and market presence.
- Analysis of the company's existing marketing strategies, including promotional methods, client engagement, and service branding.
- Identification and evaluation of market.
- Assessment of Shamolima's brand positioning within the logistics and infrastructure support industry in Bangladesh.

1.5 Methods of data Collection

1.5.1 Sources of Primary Data

- Discussion
- Observations

1.5.2 Sources of Secondary Data

- Books
- Website

1.6 Limitations of the Study

Though I tried to complete the study with full honesty and dedication still there were some limitations. The main limitation was the 3 months duration of the internship. It was very difficult to get into the depth of Shamolima Limited's marketing functions. Three months duration was inadequate for a comprehensive understanding of the company's operation. To make an appropriate report with more details and sufficient information thorough engagement with diverse department was mandatory for me. Moreover, for such report most of the companies have obligations to disclose their sensitive information. So, I lack some information in order to make a more adequate and appropriate report.

The rapid speed of the work and the extensive range of operation within the organization make it difficult. Though I had very keen to explore the major operational logistics function as an intern I was instructed to focus on few given responsibilities and tasks. So there so many things left unexamined, inclusion so which could have been made the report more lucrative and informative.

Chapter – 2

Company Overview

2.1 Overview of Shamolima Limited

SHAMOLIMA has been involved in providing Project Support Services in Bangladesh ever since the inception of the company in 1984. SHAMOLIMA has specialized in this sector through our extensive experience of providing Professional Consultancy Services, Supplying Project Materials, Providing Construction and Erection facilities, Supplying Oil and Gas field related equipment, Power Plant Heavy Engine, Transformer & other heavy material transportation from Mother Vessel to project site after Shipping & Customs clearance under our own license. Telecommunications equipment and services, and Catering & Housekeeping Services, Warehousing, Crew Handling, Crew Sign ON/OFF at different port, certified man power service & Meet&Greet service arrival/departure personnel at every international/domestic terminal inside the country.

2.2 Mission Statement

“We aim to deliver extraordinary logistics and project support services by consistently exceeding promise, surpassing customer expectations and operating as a flawless extension of our clients’ businesses – with a target of setting up the highest standards in cost efficiency, timely delivery and high-quality performance.

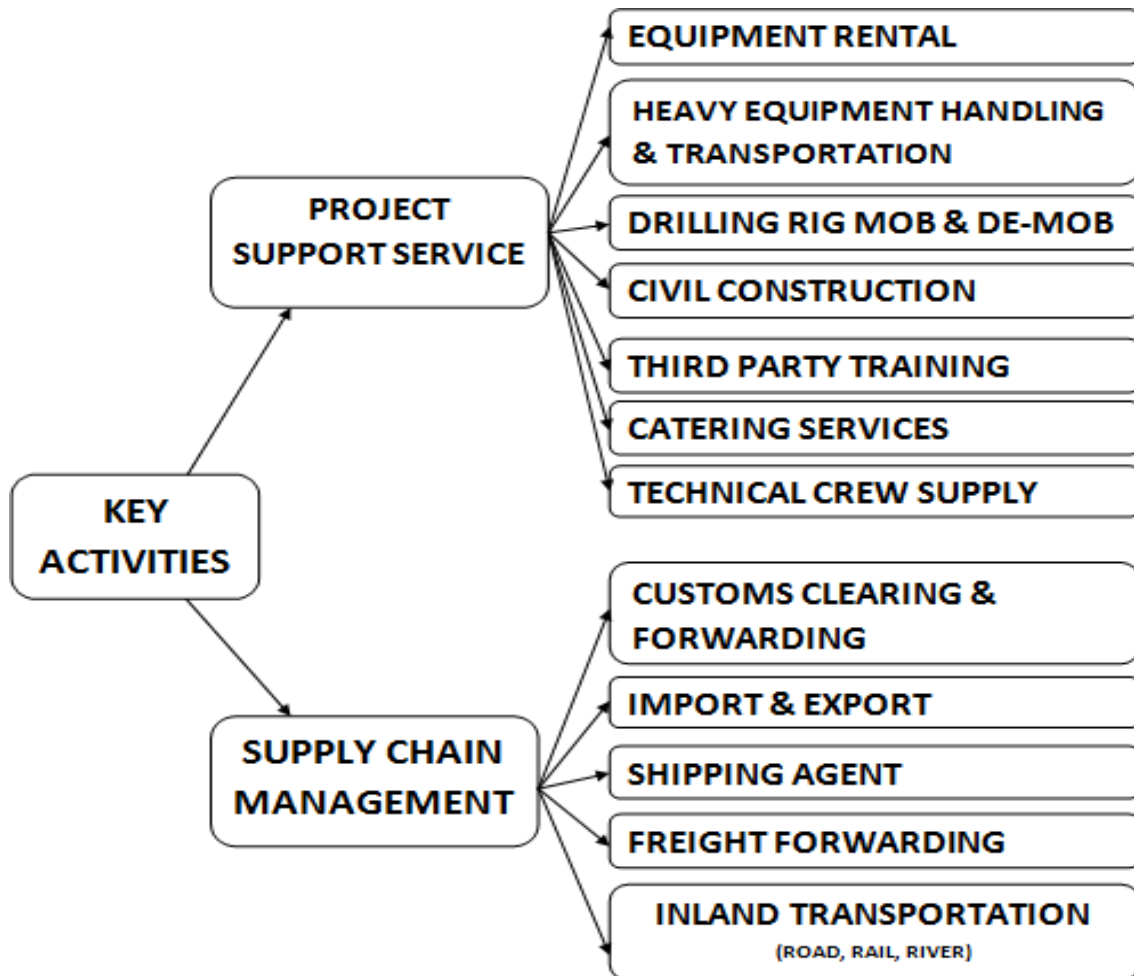
How we do this:

- By delivering more than what we promise.
- By surpassing customer expectations.
- By working as an integral part of our customers’ business.
- Meeting cost, schedule and quality parameters consistently.

2.3 Vision statement

"To be the most trusted and innovative logistics partner for the energy sector in Bangladesh and beyond—delivering turnkey logistics, project support, and heavy equipment solutions with unmatched reliability, safety, and expertise, as we build on our legacy since 1983."

2.4 Shamolima Service Organogram



Chapter - 3

Internship Role & Responsibilities

3.1 Role and Responsibilities

My role in Shamolima Limited is **Executive Marketing – (Intern)** and my responsibilities are the followings: -

- Collecting information on target industries such as power generation, oil & gas and infrastructure development.
- Arrange the necessary documents and prepare service proposal
- Coordinate with the operation team during the real time operation.
- Assist the marketing team to prepare documents for marketing case studies.
- Support the marketing team in participation in industry expo and seminars.

3.2 Rationale of my Role

In this highly competitive market the business of Shamolima Limited runs in a competitive environment, where I worked as a **Marketing Executive (Intern)**. I have played a supporting role in the strategic planning of marketing department by collecting information and participating in promotional activities.

3.2.1 Purpose of the Role

I have performed bellow duties during my internship tenure:

- Assisting the marketing team to highlight the brand visibilities
- Building the communication bridge with the marketing team and operation team.
- Searching new EPC contractors.
- Helping the marketing team in tender preparation and proposal preparation.

3.3 Example of Task

During my internship I had been assigned along with my team to make a list of potential client and upcoming projects by collecting information from news and visiting client office directly. I have prepared the data sheet of potential upcoming projects was prepared by me with the help of my other team mates.

Chapter – 4

Key Learnings and Experiences

4.1 Key Learnings

During my 3 months internship period at Shamolima Limited, I had the opportunity to learn about the insights of logistics business. Here I had the opportunity to work directly with the marketing team and customer engagement. My greatest learning experience was being able to directly work in the highly specialized field of projects logistics and B2B marketing.

I was able to figure out how real time business operation works by collaborating with various department within an organization. I combinedly worked with Marketing, Business Development and Operation team.

4.2 STP Analysis of Shamolima Limited

4.2.1 Market Segmentation

Segmentation helps a business to identify specific group of audience based common characteristics and behavior. Segmenting of a market is the process of dividing a market into discrete groups of clients that have different demands, traits, or behaviors and may require different services or marketing strategies. Clients who respond similarly to a particular set of marketing initiatives make up a market segment.

a) Geographic Segmentation of

Shamolima Limited applies geographical segmentation by focusing its operation in different countries.

b) Behavioral Segmentation:

Shamolima Limited adopts behavioral segmentation by understanding and addressing the diverse service usage patterns, loyalty behaviors of its clients across the South Asia.

4.2.2 Targeting

- Shamolima Limited operates business in Bangladesh, India, Sri Lanka. These regions are their target customers.
- They target Medium and high users.
- Mostly hard-core loyal customers group are their target customers.

4.2.3 Market Positioning

Positioning refers to where it stands in client's eyes in comparison to its rivals. The goal of Shamolima Limited is to create distinctive market positioning for its services in the logistics industry of Bangladesh. Shamolima Limited initially evaluates potential competitive advantages on which to base the position before presenting its service. By providing complete solution and ensuring more safety than rivals, the company offers higher value to its target customers in order to establish a competitive edge. Brand Positioning Statement of Shamolima Limited - **“Your specialized logistics partner”**.

4.4 Marketing Mix of Shamolima Limited

4.4.1 Product or Service Portfolio of Shamolima Limited

Shamolima Limited provides door to door logistics solutions with a strong focus on project support services, particularly for large-scale infrastructure, power, oil & gas, and heavy industry projects. Key services include:

- Export and Import
- Freight Forwarding Services
- Inland Transportation
- Trunkey Project Logistics & Support Service
- Heavy Equipment Handling
- Equipment Rental Services

4.4.2 Price

Pricing strategies of Shamolima Limited balances competitiveness with the specialized nature of logistics business.

Pricing based on the complexity of the particular project includes project type, cargo type, heavy lifts and equipment engagements.

Contract based pricing depends on types of agreement and service needs with the EPC Contractors and Government Bodies.

4.4.3 Place

Strong inland transport connectivity to industrial zones, power plants and gas exploration fields in Bangladesh.

Deployment of project teams directly at mega construction, power plant project and oil gas drilling project sites.

4.4.4 Promotion

Promotional Strategies of Shamolima Limited built on trust experience and expertise in critical project handlings.

Shamolima relies heavily on long-term client relationships build on trust, reputation, and proven service records. These are the key aspects for Shamolima for client retention and repeat business.

The maximum portion of business is acquired by Shamolima is through the government tenders. Favorable business outcome mostly depends on the marketing efforts that are aligned with preparing technically competitive proposals with compliance, capacity, reliability and proper documentation.

Shamolima Limited tries to attend every trade fair, exhibition and conferences that are held on energy. It helps Shamolima to promote brand visibility and attract high-value clients.

4.5 Rationale of Role and Responsibilities

Being a member of the marketing team mainly I have performed all the given task from my Department Head. I have assisted the marketing team in various activities related to the marketing. Here I would love to mention that during my internship tenure, I have learnt about the behavioral traits B2B client. I have directly worked in a market research project on potential B2B clients conducted by the marketing department of SL. By directly communicating with the customers, I got to enhance my communication skills and customer handling ability. I also learn how to prepare a quotation for the customers. My role as a Marketing Executive helped me to increase my professional and personal skills.

I also contributed to my company by assisting my team in various activities. As I was instructed to collect information on potential B2B client, in this assignment I contributed to marketing team.

4.6 Connection with Academia

I am grateful that this internship program gave me an opportunity to use my academic knowledge into the practical field that I learnt during my academic courses of BBA Program, specially from my marketing classes. The knowledge and concept I learnt from Integrated Marketing Communication, Marketing Research, Brand Management, Customer Behavior and Physiology help me to work in Shamolima Limited as a Marketing Executive (Intern). Using my academic learnings from the Marketing Research course I have contributed my team in preparing a data sheet of potential B2B target customers.

4.7 Example of Project Experience

Name of the Project

Participation of “Bangladesh-China trade conference”.

Project Details:

Bangladesh Economic Zones Authority (BEZA) and Bangladesh Investment Development Authority (BIDA) had jointly organized the event at June 1, 2025. Around 250 investors and businessmen from about 100 Chinese companies took part in the conference. The unprecedented scale of the delegation includes representatives from China's infrastructures developers, EPC Contractors, Oil and Gas drilling companies and electronics, and agro sectors. We had out stall at the event. I had contributed my team to organize the materials to be presented at the stall and had directly communicated with many potentials EPC contractors.

Chapter – 5

Critiques and Reflections

5.1 Critical Evaluation

By the process of systemically accessing the strengths and weakness of Shamolima Limited it can arguably say that it is the leading logistics service provider company. Still there are points that Shamolima can improve its brand visibility. My observation about SL strength and weakness are as follows:

5.1.1 Strength Identified:

- Vast experience and Industry expertise in specific sector.
- Modern Technology and wide range of equipment
- Portfolio and IMS Certified, ISO 45001
- Ability to handle Heavy & ODC cargo

5.1.2 Weakness Observations:

- Lack of digital Marketing
- Lack of Formal & Structured Marketing Strategy.

5.1.3 Recommendation

- Build a well-structured marketing plan combining the both traditional and digital.
- Develop a Digital Identity of the brand
- Get a CRM software to trac leads, manage clients and follow up the potential B2B target clients.

5.2 Challenges During the Internship

- Short duration of the internship program was the initial challenge.
- As the projects dealt by Shamolima are usually located in remote areas, working on this project was difficult.
- Collecting information by interviewing the top management of B2B client was another major challenge.

5.3 Learnings out of Challenges

- Learn to work under the pressure.
- Learn to work under critical situation.
- Learn to keep calm during challenging situation
- Learn to communicate with corporate clients
- Learn the process of collecting market information

5.4 Personal Development:

Working in this internship help me gaining field work experience. I learnt to work as a team member. Being worked in this project helped gain practical exposure of a project from beginning to accomplishment.

5.5 Professional Development:

The above-mentioned project also helped me to develop set of skills which will help me in pursuing my career in logistic business. It enhanced my communication both personal and professional. I also learn to interact with the customers providing the feedback in a professional manner. Apart from this I have prepared target market research on Potential B2B Clients, this gave experience of real time research work. Overall, my experience in this internship will help me for widely to be worked professionally.

Chapter – 6

Conclusion

6.1 Conclusion

My internship at Shamolima Limited teaches me a lot about the concept of logistics business and B2B Marketing Process. Being a Marketing Executive (Intern) I was mainly involved with the marketing team. Though my main duty was to assisting the marketing team still I had the opportunity to work in collaboration with the other department of the organization. This gave me a real time view of team work and corporate culture.

As the business of Shamolima limited is B2B driven, I learned about the B2B traits. Here I would love share my experience of working as a team member in making list potential B2B clients from energy sector. Apart from this in the internship tenure, one of my most impactful experience was being involved in very critical logistics project involving a 340-ton transformer for a substation project in Kodda, Gazipur. The mentioned project is a reflection of my involvement and learning experiences. I actively observed and contributed to this project along with the teams. This report is the reflection of my overall experience during the internship period.

Moreover, this internship program will help me to develop myself as marketing professional. I learn how to prepare work report, professional communication, time management, team work and other things. All the learning and experiences that I gained from the internship program, will help me to pursue my future career. Specially it will give an advantage if I consider my career in any B2B driven business organization.

Chapter – 7

Implications

7.1 Implications of the Internship

This internship at Shamolima Limited, a market leader of Trunkey project logistics services provider has given me the opportunity to learn about the valuable insights into the real-world operations, challenges, and strategic management of large-scale logistics projects. My internship with this company has several implications both for professional and personal development.

Practical Understanding of Project Logistics:

The internship program has enriched me with depth understanding of how Trunkey Project Logistics are managed from the planning to the final execution. My experience of this internship also helps me understand the cross-department collaboration within the organization such as customs clearance, ODC handling, site delivery to ensure seamless project completion.

Bridging Academic Knowledge with Industry Practice:

This internship program has built a bridge with my academic theories and their practical operation. Through this internship I had the opportunity to use my academic learning into real life operation. I learnt about how the STP and marketing Mix were applied in business. As I was engaged in marketing team

Professional Growth and Skill Development:

The internship program helped me develop certain skills professionally. It has enhanced my ability to work within a team, my communication skills, time management etc. With my engagement in various department healed me to develop my problem-solving ability and attention to details. It also gave me an exposure to logistics software and documentation systems to be competence in the relevant field.

Strategic and Managerial Insights:

With the wider perspective, the internship provided insight into how a integrated project logistics company develop competitiveness through reliability, cost effectiveness and value-added services.

Contribution to Future Career Direction:

My experience in this internship program has increased my interest and motivation to pursue a professional path in logistics and supply chain management. All the lessons I have learnt from the internship program will serve as a foundation for future professional development in the logistics industry.

7.2 References

- SHAMOLIMA LIMITED, Overview, <https://shamolima.com/old/>
- <https://egcb.gov.bd/site/page/2ba225fd-1732-483c-9fb1-12497b100fb4/->
- <https://www.impactmybiz.com/blog/what-is-behavioral-segmentation-in-marketing/>
- <https://instapage.com/blog/behavioral-segmentation/>



DAFFODIL INTERNATIONAL UNIVERSITY

Faculty of business & Entrepreneurship

Department of Business Administration

Internship Log Book

Student Name:	Md. Ashraful Islam	Internship Site:	Shamolima Limited
Supervisor Name:	Mr. Imroz Rayhan	Week Beginning:	11-May-25
Internship Coordinator:	Sharmin Jahan	Semester:	Summer - 2025

Summary of Internship Activities (200 words maximum)

I got employment in Shamolima Limited as a Marketing Executive (Intern) with effect from May 10, 2025. During my internship I was involved in various activities related to marketing and project operation. My main responsibilities in Shamolima were assisting the marketing team in the various activities of Marketing Department. Apart from this I had to perform some additional tasks based on necessity and priority of the company.

If I want to highlight one particular act during my internship tenure at Shamolima, it was involved in preparation of making list of potential B2B client. I had to collect information related to energy sector Bangladesh. For collecting this information, I visited some government organization and many websites. With the support of my team members from the marketing team I converted the information into a resource. Apart from this I was directly involved in a project operation. During the project I learn about the shipping document and various steps of a project operation of heavy lift handling. I also had the opportunity to apply my academic knowledge practically at professional level.

Moreover, direct engagement with the customer has helped me to nourish my communication skills. During this internship I learn so many things that helped me to develop myself personally and professionally. I believe the experience I gained during this internship period will be the pillar of my future career.

Week & Date:	Description of Activities
<p><u>Week 1:</u> 11 May, 2025 To 15 May, 2025</p>	<ul style="list-style-type: none"> ▪ Joined Shamolima Limited as a Marketing Executive (Intern). ▪ Introduced to marketing team along with colleagues from other departments of SL. ▪ Received company brochure along with material that tells details of the company. ▪ Got instruction to study company service portfolio and resources.
<p><u>Week 2:</u> 18 May, 2025 To 22 May, 2025</p>	<ul style="list-style-type: none"> ▪ Attended meeting lead by the marketing manager regarding the weeks plan and tasks ▪ Went to visit Shamolima Limited Yard to along with the technical team to see the equipment physically. ▪ Learn about the equipment name and specific use of the equipment. ▪ Watch videos and photographs of Shamolima Limited projects work.
<p><u>Week 3:</u> 25 May, 2025 To 29 May, 2025</p>	<ul style="list-style-type: none"> ▪ Attend the weekly meeting held by the team leader. ▪ Learn to use outlook mail corresponding. ▪ Attend a meeting along with my teams with an existing client regarding a service complain. ▪ Learn about shipping document such as Billing of Lading, PI, Commercial Invoice, Packing List.

<p><u>Week 4:</u></p> <p>1 June, 2025 To 4 June, 2025</p>	<ul style="list-style-type: none"> ▪ Attend a trade exhibition organized in BEZA. ▪ Prepare the road survey report and submit to operation head. ▪ Coordinate with the project operation team for an ongoing project of an existing customer. ▪ Went to EGCB to collect information about new power project. ▪ Browse client website to figure out project information
<p><u>Week 5:</u></p> <p>5 June, 2025 To 12 June, 2025</p>	<ul style="list-style-type: none"> ▪ No official work due to Eid – UL – Adha vacation.
<p><u>Week 6:</u></p> <p>15 June, 2025 To 19 June, 2025</p>	<ul style="list-style-type: none"> ▪ Joined office after Eid – UL – Adha ▪ Went visit a running project to learn about project operation ▪ Support project operation team to arrange necessary tools and equipment. ▪ Collect project progress data and made report using those data and get signed from owner representative.
<p><u>Week 7:</u></p> <p>22 June, 2025 To 26 June, 2025</p>	<ul style="list-style-type: none"> ▪ Attended weekly meeting of marketing team. ▪ Make list of steel structure development company as potential buyer of crane rental service. ▪ Observe crane work. (70-ton crane lifting Parker Rig Movement) ▪ Check equipment log sheet and handover to accounts department.

<p style="text-align: center;"><u>Week 8:</u></p> <p style="text-align: center;">29 June, 2025 To 3 July, 2025</p>	<p style="text-align: center;">○</p> <ul style="list-style-type: none"> ▪ Attended meeting held by the department leader for weekly plan and tasks both individuals and teams. ▪ Went to BAPEX, PetroBangla to collect information about gas exploration project. ▪ Collect information about the contract signed by BAPEX and CCDC regarding gas drilling project at Rashidpur Gas Field ▪ Meet with Head of procurement of BAPEX, (Local Purchase)
<p style="text-align: center;"><u>Week 9:</u></p> <p style="text-align: center;">6 July, 2025 To 10 July, 2025</p>	<p style="text-align: center;">○</p> <ul style="list-style-type: none"> ▪ Attended weekly meeting held by department head to know about weeks plan and task. ▪ Assist my colleague in preparation of a tender document of rig movement (Rig No: 269; Parker Wellbore). ▪ Organize the data collected by visiting prospects and browsing client website to make the potential customers list.
<p style="text-align: center;"><u>Week 10:</u></p> <p style="text-align: center;">13 July, 2025 To 17 July, 2025</p>	<p style="text-align: center;">○</p> <ul style="list-style-type: none"> ▪ Attended regular weekly meeting got brief of weekly task ▪ Work on preparation of the potential B2B customer list. ▪ Assist the project team in allocating the equipment according to necessity of project. ▪ Make a report of running equipment and idle equipment. ▪ Went to a client office to sign the equipment log sheet and submit it to the billing department.

<p style="text-align: center;"><u>Week 11:</u></p> <p style="text-align: center;">20 July, 2025 To 24 July, 2025</p>	<ul style="list-style-type: none"> ▪ ▪ Attended the weekly meeting at the beginning of the week. ▪ Submit the potential customer list to department head. ▪ Went to client office to submit project weekly progress report about an ongoing rig movement. ▪ Went to BPDP to collect information about upcoming renewable energy project.
<p style="text-align: center;"><u>Week 12:</u></p> <p style="text-align: center;">27 July, 2025 To 31 July, 2025</p>	<ul style="list-style-type: none"> ○ ▪ Attended the regular weekly meeting held by department. ▪ Help the marketing team to organize necessary document to prepare quotation regarding a rig movement. ▪ Went to visit a potential client to discuss business opportunities for their upcoming solar project. ▪ Learn about mail corresponding with client.
<p style="text-align: center;"><u>Week 13:</u></p> <p style="text-align: center;">3 August, 2025 To 7 August, 2025</p>	<ul style="list-style-type: none"> ○ ▪ Attended regular weekly meeting. ▪ Finalize and submit Internship report draft to supervisor ▪ Prepare a project completion report to submit the at owner office. ▪ Collect supplier information that may require for future project. ▪ Went to customer office to endorse shipping document. ▪ Prepare initial proposal for customer inquiry to be finalized by the operation head.

<p><u>Week 14:</u> 10 August, 2025</p>	<ul style="list-style-type: none">○▪ Corrected internship report as instructed by university supervisor.▪ Prepare the presentation to final defense.▪ Received final career guideline from the internship supervisor for the development of future career.
---	---

Md. Ashrafur Islam
Student ID: 141-11-736
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University



SHAMOLIMA

Appointment Letter to Confirm Internship

Md. Ashraful Islam
Father's Name: Md. Ainal Molla
Baimail, Queshem Cotton Mills Ltd,
Gazipur City Corporation, GAZIPUR

5 May, 2025

Dear Mr. Ashraful Islam

The management is pleased to recruit you as a Marketing Executive (Intern). Your internship begins with effect from 10 May, 2025 for a period of three months till 10 August, 2025, under the following terms and conditions.

1. That your present designation will be Marketing Executive (Intern)
2. Your work station will be located at Shamolima Gulshan Office.
3. You will be assigned tasks under the supervision of the Marketing Department.
4. You will conduct yourself in a manner that is not detrimental to SL interest.
5. You will be given a monthly allowance of taka 10000/- BDT.
6. Your working hours will be Sunday to Thursday from 10 A.M to 6 P.M.
7. You are expected to contribute towards market research, business development, client communication and branding efforts of the company.

During the course of your internship, you are expected to maintain the highest standards of professionalism, integrity, and confidentiality in accordance with the company policies.

Sincerely

Md. Tayef Hasan
Manager- Human Resource
Shamolima

Accepted by

I, Md. Ashraful Islam, accept the internship offer under the terms stated above.

Signature:

Date:

Shamolima Limited

info@shamolima.com
www.shamolima.com



Registered Office

Naseem Chamber, 3rd Floor
21, Dikusha Commercial Area,
Dhaka 1000
+880-247122542

Corporate Office

Commercial Cove,
House 56/C, L/F 6, Road 132,
Gulshan 1, Dhaka 1212
+880-2-58810635

Chattogram Office

IJC Tower, 8th Floor,
9, Agrabad C/A, Sk. Mujib
Chattogram 4100
+880-233332598



DAFFODIL INTERNATIONAL UNIVERSITY
Faculty of business & Entrepreneurship
Department of Business Administration

Intern Assessment Form

Semester Summer – 2025

Year - 2025

Name of the Intern: Md. Ashraful Islam

Name of the Supervisor: Md. Imroz Rayhan.

Please Rate the Intern’s Performance Based on the Criteria (Please Tick “ ↗ “)

Specific Area	Please rate his or her performance on a 10 - point scale (1= Poor Performance ... 10= High Performance)									
	1	2	3	4	5	6	7	8	9	10
Regularity in Office	1	2	3	4	5	6	7	8	9	10
Communication Skills	1	2	3	4	5	6	7	8	9	10
Work Responsibility & Accountability	1	2	3	4	5	6	7	8	9	10
Work Ability (Independently/Team)	1	2	3	4	5	6	7	8	9	10
Adaptability in Work Place	1	2	3	4	5	6	7	8	9	10

Signature
(Including Official Seal)