



Daffodil
International
University

**Internship Report
on**

**Transforming Business Development Process through
Information Systems: A Practical Approach at
Classiraw**

Submitted To:

Ms. Sunjida Khan

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Department of Business Administration
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Date of Submission: **September, 2025**

LETTER OF TRANSMITTAL

Date: September, 2025

To
Ms. Sunjida Khan
Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “Transforming Business Development Process through Information Systems: A Practical Approach at Classiraw”

Honorable Sir,

It is a great honor for me, I Mohd.Al Shahriar Shezan, to submit the internship report titled **“Transforming Business Development Process through Information Systems: A Practical Approach at Classiraw”**. This report has been prepared as a requirement for the completion of the BBA program. I have given my best effort to compile all the relevant information, experiences, and insights gained during my internship at **Classiraw**.

I sincerely hope this report meets your expectations and requirements.

Sincerely,



Mohd.Al Shahriar Shezan
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LETTER OF APPROVAL

This is to certify that the internship report entitled “**Transforming Business Development Process through Information Systems: A Practical Approach at Classiraw**” has been prepared by Mohd.Al Shahriar Shezan, ID: 221-11-1578, as part of the requirements for the Bachelor of Business Administration (BBA) Program, Major in Management Information System, under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University.

The report is an original work carried out under my supervision and is hereby recommended for submission.



Ms. Sunjida Khan

Assistant Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

DECLARATION

I am Mohd.Al Shahriar Shezan, a student of the Department of Business Administration, bearing ID: 221-11-1578, Major in Management Information System, at Daffodil International University (DIU), do hereby sincerely declare that the internship report entitled “**Transforming Business Development Process through Information Systems: A Practical Approach at Classiraw**” has been authentically prepared by me.

While preparing this internship report, I have not intentionally violated any copyright laws or academic integrity policies.

I further declare that this report has not been submitted anywhere else for the purpose of obtaining any degree, diploma, or certificate.



Mohd.Al Shahriar Shezan

ID: 221-11-1578

Program: BBA (Major in Management Information System)

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First and foremost, I would like to express my gratitude towards Allah S.W.T for giving me good health and positive attitude so that I am able to maintain the energy concentration as well as patience while completing this industrial report. I am also obliged and thanks to my family (whose support, encouragement and blessings are in every walk of success life. Thanks to my internship supervisor. I would also like to thank Ms. Sunjida Khan for his helpful advice and constructive criticisms as well as the diligent support during my completion of this report. His knowledge and guidance helped us accomplish all of it in a way that made sense.”

Thank you for the privilege to work as a Management Information System Intern at Classiraw. I appreciate the good grooming, instruments and inspiration in my traineeship which was added value for my learning.

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Executive Summary

Summary The internship report that follows is a description of the work carried out during a 6 months traineeship at **ClassiRaw**, Company specialized in sourcing and exporting selling high quality leather goods and accessories. Placed at Business Development & Sales, where he concentrated on client data management and lead generation sales support such as market research and assisting with team coordination.

The intern spent the summer doing nothing / but build and update client histories; two little selling activities lead lists going on calls or visiting customers with sales people call and prospect research comp/market etc. These functions acted as a vehicle to gain hands-on experience in business-critical development skills and develop soft skills (like articulating effectively, working in teams, critical thinking, time management as well as comfort working with Microsoft excel & online tools.

It also shed light on the operational challenges at the company. Some of the major challenges that are being identified include inefficiency in manual data entry, lack of automation for lead generation process, absence of communication flow between teams process gaps, inconsistent follow-up process and not having standardized reporting systems. Solving these problems with CRM software, more sophisticated workflows and automation can make the difference between a company that's productive and efficient from one that isn't.

Overall, the internship at **ClassiRaw** did an excellent job of making concepts clear from bookish knowledge to practical. It improved the intern's understanding in developing business, sales activity and market lead decision making. What you have learned from this experiment not only contributes to your independent thinking but may also contain some valuable advice and tips for **ClassiRaw** to upgrade its work and enter a new period of exploration.

Chapter 1: Introduction

1.1 Background

In the Business Administration program internships are created to connect theoretical knowledge with practice in business life. They also allow students to apply their classroom learning, acquire professional skills, and understand how organizations operate. The internship is linked with the DBA (or BBA) programs and allows students to gain practical experience in business development, sales and client management, marketing research and data base analysis, as well as company planning – all are relevant ingredients of modern business ecosystem: marketing strategy and social responsible management.

I am willing to do my internship in ClassiRaw International Bangladesh Ltd (needs to be a search limiters) as it is the (Sourcing and Export house) of readymade leather goods industry & accessories, also of leather from one of the cheapest laboring countries with cheap market either which canny is Bangladesh. About ClassiRaw A home-grown B2B company, ClassiRaw exports premium leather goods – such as footwear, belts, bags and wallets – worldwide by connecting manufacturers to global purchasers.

As a Business Administration Student, ClassiRaw has allowed me to learn about international sourcing activities, export business development and client chasing strategies together with data driven business development. This business does supply chain logistics, CRM, marketing research and sales — everything that might seem relevant to the work in a course for a business student as well as their career aspirations.

Details of the internship Information about the company Background: Duties/Responsibilities performed: Major learning experience gained during internship: Challenges faced and advices given by supervisor (if any): This essay also contains the characteristics for a successful professional in their vision, corporate goals, how they define succession planning to ensure resources quality now and far in the future. This Internship with ClassiRaw gave me an overall exposure Business Development and Sales process, Data Management, Market Research & Team-work exposure has been a significant key role for my success academically or professionally.

1.2 Statement of the Problem

And when battled for months during that internship with ClassiRaw's inefficiencies (especially in terms of data storage, lead generation and communication flows) There was the time I knew how broken our business development/sales processes were. More specifically:

- Client reports treated manually often were completed off schedule and contained errors in

follow up to potential clients.

- On the “hunting side of the ball,” leads were being produced manually, and so were classified prospects; it was taking too long, not to mention that it did not guarantee a maximum/quality quantity of leads.
- The business development and sales team were not well aligned with a clear process, so they could not necessarily communicate to each other or miss opportunities at times.

So, it's what's not in place - a dumbed down process to centralized CRM (customer relationship management), some automated tools to generate leads and reports and establish follow up procedures that will help close leads faster increase your efficiency – your productivity. Fixing these issues would create significantly more efficient and effective company.

1.3 Significance of the Study

The various levels of relevance The value of the internship report is relevant at different levels, both scientific and practical as well as social.

- Academic contribution: from the perspective of B.A courses, this paper bridges strange theoretical ideas with reality campus application (e.g. marketing, sales management; data administration and organization coordination. It demonstrates how the science can relate to and be used in commercial life.
- Practical implications and relevance: The practical value of the observations and what was found in this study is to be used as a learning base for ClassiRaw - in particular when it comes to improve processes (e.g. systems for managing data, automation in lead generation applicant job tickets) and standardize reporting. Deploying these tips can lead to increased operational efficiency, data quality and ultimately sales.
- Industry contribution: Since ClassiRaw involves in leather goods export industry of Bangladesh thus any further gain could drive for better practice of export and control quality check system as indicating out from the study which surely will result further rise in competitive stance over global market which means poster growth not only to specific firm but also for entire sector within country.

Valuable for future research/internship: The report can be useful as a basis for work that will be carried out by the new intern, researchers or business students who wish to conduct further research on businesses development, export operations, implementation of CRM and management in SMEs of Bangladesh or similar environment.

As such, the learning and insight of this study is not only facilitated at a personal level but also collectively to organizational development; it provides an intellectual stock-taking for academic as well as working readers.

1.4 Objectives of the Internship

Broad Objective

To gain practical experience in business development and sales operations by applying academic knowledge in a real organizational setting.

Specific Objectives

- To identify how Classiraw Company currently manages its business development activities.
- To explore how information systems effect business development activities of Classiraw.
- To find out which information system tools are suitable for improving business development at Classiraw Company.

1.5 Limitations of the Study

While this internship report seeks to provide helpful analysis and recommendations, it is necessary to consider the following limitations:

- **Data Limitation:** The paper primarily relies on data and findings observed during the apprenticeship. Results may not be complete because some material is reserved for internal documents, proprietary business data or for long term performance measurements.
- **Methodological limitations:** This commentary uses subjective perceptions, anecdote and unsophisticated data analysis (Excel reporting). It is not based on complex statistical methods or extended quantitation analysis therefore it might give some inexact conclusions.
- **Time and Resource Constraints:** The time limitations of an internship can mean it is impossible to assess change or intervention in the long term. Furthermore, limited time may stop proper organizational innovation initiatives (like the introduction of a CRM system with and without its measurements).
- **Outside:** Economy, market conditions, worldwide demand on leather items and supply chain or export regulations (Do not know source) outside of the intern project did drive business. These may potentially impact the generalizability of any guidelines.

Chapter 2: Organization Overview

2.1 Overview of the Company/Organization

ClassiRaw is a Bangladeshi sourcing & export company, specialized in exporting Premium leather goods, Accessories and footwears. It acts as a global hub for the world buyers to connect with reliable manufacturers in Bangladesh. Labor just not one factory producer, but proudly from sourcing-based model (assorted certified manufacturer/artisan/production house all over India). This chain has allowed the brand to offer a comprehensive range of high-quality leather goods, which include belts and wallets; handbags; footwear; backpacks, as well as an array of novelty accessories.

ClassiRaw has a lot of potential to utilize the expertise in leather working that made Bangladesh great, with enlightened global quality and timing dimensions. It emphasizes products quality About the product and It pays more attention to product detection, raw material selection packaging. All products accord with international standard. From raw material resources and manufacturer support, to quality control systems, finished & retail service management and export logistics create a one-stop procurement solution in ClassiRaw model that ensures contain the same high level of purity with fair price for each product.

OEM/ODM In addition to sourcing, Kennett offers OEM (Original Equipment Manufacturer)/ODM (Original Design Manufacturer) that enables international customers to customized order or own label Korean leather goods. This flexibility is one of the reasons that ClassiRaw has solid relationships with merchants, retailers and brands from different countries.

The company is also specialized in digital communication, modern sales development methodology and customer-centric services. What we do ClassiRaw leverages its web, catalog and marketing but also aggressive direct communication to bring buyers and sellers together from all over the world. Professional sales supports, product consultation service and sourcing assistance together with dependable export handling are referred to as A-class services.

Source: ClassiRaw is thus crucial in establishing Bangladesh as a predictable market place for leather goods product. "On the premises of quality, reliability and fair sourcing as the fundamental basis towards doing business, it is but natural that the company has emerged as a dynamic player in an emergence to establish itself as upcoming force amidst burgeoning export market on fast track.

2.2 Mission, Vision, and Values of the Organization

ClassiRaw Global is based on the ethos, mission and values of its parent company ClassiRaw.

2.2.1 Mission:

According to its website, ClassiRaw aims “to be a trusted partner in the global export and sourcing of high-quality footwear and leather goods. “It seeks to deliver consistent value through strategic sourcing, operational excellence, and market expertise.

2.2.2 Vision:

ClassiRaw aims “leading to the global market of leather goods, by offering top quality and value as well as innovation and effectiveness from sourcing through export.”

2.2.3 Core Values:

- Quality at its best, our counter top sink has been made to the highest quality and finishes all international standards.
- We value long-term, integrity-based relationships and trustworthy sourcing & delivery.
- Client's satisfaction by providing reliability in quality, on-time delivery and dependable supply-chain services.
- OEM ACCEPTED – We can produce any of your design.

There is also evidence that these values can be found in practice within ClassiRaw daily routines much more such on MIS level, i.e. by following trainings to abide by Code of Conducts, maintaining a true recording of the Mis and offering ethical treatment as well as remuneration to the personnel.

2.3 History and Current Operations of the Organization

History: ClassiRaw was established in the year 2017 with a notion of putting Bangladeshi traditional leather crafts on international quality standard wrap by blending local handicraft. With the years, it has become less of a traditional single-factory manufacturer and more of a sourcing and export agency — able to source from different manufacturers, ensure quality control and sell a range of leather goods around the world.

Current Operations:

Today, ClassiRaw's range of leather goods consists in a wide variety of accessories such as men's belts, women's bags and wallets; men or women's bags (backpacks to messenger bags but also duffels) key-holders, document holders or any other accessory...

It describes itself as a “global sourcing & exporting partner” — manufacturing finished leather goods that its clients (including the international buyers, wholesalers and brands) can customize brand wise, OEM/ ODM manufacturing solutions and global supply chain service.

ClassiRaw Focus on Quality Control from raw material processing, qualified factory delivery to the final product quality control, we do it professional and strict as per international standards.

The industry’s work is part of a larger export leather and leather-goods industry in Bangladesh that has the prejudice of the entire manufacturing-export sector in the country.

So you get a taste of all aspects the export-oriented, globally-driven business really entails: sourcing, coordinating manufacturing, quality control as well as global sales operation.

Chapter 3: Internship Role and Responsibilities

3.1 Role and Responsibilities

I did internship at ClassiRaw and was part of Business Development & Sales Team where I work on client managing activities, prospecting activities, sales support and market research for the company. I was getting my hands dirty with the nitty and gritty part of biz-dev in an export-focused multinational corporation.

My responsibilities included:

Client Data Management:

One of the things that was my responsibility was to collect details and informations about the clients. It was my responsibility to key back up all onsite clients work onto a MS Excel spreadsheet every night and also check the figures so nothing got missed place. This wasn't just to keep the salespeople in the loop about potential leads but also allowed me to observe first-hand how structured data can help business development and customer management. By keeping it all in the database, they could keep track of prospects so that we don't double up or even let each other know that we have called on someone before.

Lead Generation and Prospecting:

I had been getting leads for ClassiRaw's services. I created good lists of leads based on a possible business value and probably to buy through using online databases, social networks etc. The leads then were handed off to the sales and business development team for further follow-up. This position provided me insight into the early stages of client acquisition – research and targeting -- and how this correlates directly to revenue growth from lead generation.

Sales Support Activities:

I assisted the sales department with a) revising lists of follow-up leads, and subsequently sharing statistics they wanted b) calling website addresses on contact list. This necessitated calling and e-mailing clients, messaging them to keep the client functioning in a timely manner. I was also responsible for internal documentation on the client side to make sure that our sales process was smooth as well as structured. This taught me the value of keeping an open line of communication with client.

Market Research:

I researched some competition and trends from a desktop POV, summarized it into a few paragraphs for the biz dev team. This honed the team's awareness of what was going on in the

market, their own competitive strengths and how to fight for new clients. The background investigation of the market is how companies stay competitive, and how businesses make decisions based on market intelligence.

Team Communication and Coordination:

Daily team meetings I also participated in a lot of those too. In the course of these meetings, I would communicate my status on my replacement's tasks and work with team members to develop our assignment schedule. I have learnt early on how the team dynamics work, affect task arrangement and the much process synergy is at play in achieving Organizational goals.

Skill Development:

The internships were also a chance to grow personally and professionally. I improved in MS Excel and I got the hang of lead generation tools and data management. I also enhanced my interpersonal, time management, teamwork orientation and organization skills which are required in every working environment.

3.2 Rationale of Those Roles and Responsibilities

The duties and responsibilities provided during the course of the internship were closely jointed to integrate interns in the heart of ClassiRaw Business Development Sales Department. All of these tasks very clearly ladder up to the department goals:

- Keeping client data current enables the sales team to connect more effectively with clients as well as reduce the chance of miscommunication.
- Lead generation provides the team with a steady stream of potential clients and is crucial for growth and to fulfill sales targets.
- Sales enablement that nurtures that relationship and helps you keep in touch with the client over time - staying top of mind when the timing is right - can help increase lead-to-sale conversion.
- The team uses market data to learn about competitors and industry trends, guiding its strategic planning and decision-making.
- With respect to work flow, Attendings will coordinate and assign all of the encounters for their line to team members in a manner that facilitates an even distribution of work load and insures complimentary contributions of all individuals towards departmental goals.

Overall, it allowed me to contribute in ClassiRaw and get an image of what is a professional business development team in an global environment. It was also consistent with the same goals that I had in seeking my degree in Business Administration and those of the company.

3.3 Examples of Tasks

Some of the things that I did during my internship were hands-on projects and helped me believing to understand how the whole thing with business development is working:

Client Data Management Example:

I had a complete database in MS of company names, contacts, emails, phones, Interests and history. This database was used as a sales repository for the sales team to input leads, set up call backs and grade prospects.

Lead Generation Example:

I found my leads for ClassiRaw's export business of leather goods through LinkedIn, social media and also online business directories. I've sorted leads lists of leads lead lists by some type related to client, country or the number of employees new list out for our sales guys to grind away on.

Sales Support Example:

I assisted with the sending of follow up emails to customers and scheduling calls and logging responses. For instance, after building a list of leads, I helped the sales team to call the prospected leads and present them ClassiRaw's services as well as feedback.

Market Research Example:

I did short competitive snapshots (products, pricing and overall market strategy). These understandings were used by the team to focus their outreach and refine the business development model of the company.

In the process of this role, I learned not only quantitative skills, but also how business development and sales teams cooperate to achieve company goals. Each project has expanded my knowledge as to how professional process cheaper, better, faster in a real company.

Chapter 4: Key Learnings and Experiences

4.1 Important Learnings

Here's what as an individual as well a professional, I learned from my stint at ClassiRaw which helped me grow up! I gained a lot of experience and one of the most important things for me was to see how business development/sales worked in our real world. In studies, we usually learn about only marketing sales & clients management but Internship taught me how and where all these theoretical concepts will be applied in industry. It finally clicked how properly managed client data, good at generating and following up on leads can directly affect the company's ability to turn prospects into clients and stay in relationship for more than a decade.

Organization and you know control of your data is a big part too. The chance arose when I was entering customer details into MS Excel spreadsheets and you need the most useful, current info. A couple of small errors or omissions in a location plan could prevent your sale, at worst kill a deal. It was an experience which gave me a finely-tuned attention to detail, and I quickly learnt the value of having data that is correct and normalized to help make decisions and to role-out efficient process.

I also interned at Mind Crest and learned a lot about market research and competitive analysis. By reading about competition, market trend and potential customers, I would understand how companies look for opportunity, pivot strategy, and stay competitive. It became clear to me that there is a relationship between data-driven ideas and effective business development.

I also built professional communication skills by regularly corresponding with clients, colleagues and management. This ability of syncing up with your co-mates' daily plans, also helped me understand the importance of team play, collaboration work plans- what not. and during my stint I even learnt things like task prioritization, time management and workplace discipline -all which I think for a student was essential to learn about professional life.

4.2 Rationale of Those Roles and Responsibilities

The tasks I performed were highly aligned with the organization and goals of ClassiRaw. Serves in the point role of collates data provided by defined clients, my services contributed expressly enabling the sales team engage client with leads tracking system. Lead Generation and Market Research Young Innovations Business Development Skills with strong lead pipeline and growth potential. Processes: Attending team meetings and handling tasks helped facilitate workflow and

responsibility, which is another way interns can assist professional teams while learning about real company work flows.

It was through those assignments that I came to understand what different department roles in the company did, and how it all kind of fed into everything for data management, sales, research and communications to run for higher ed on our way towards a company win. I understood the ground reality of sales pipeline management, alignment of team efforts and client success more in depth that allowed me to understand a few reasons as to why I was hired in every job I got.

4.3 Connection with Academia

The internship at ClassiRaw made it possible for me to directly apply what I was able to learn studying Business Administration. As a way of illustrating the interrelationship of theory and practice we can note that:

Application of Marketing Principles:

The grind of leads generation and prospects research had allowed me to put a face on market segmentation, target audience analysis and strategic outreach, or at least how these are taught in marketing 101.

Sales and Business Development:

Sales Team work and follow up - here I had the ambition to practically learn how to sale, how is customer relations management with clients, sales partners and customers same as SM principles per management sales.

Data Management and Operations:

And collecting, organizing and updating client data, following up on leads reminded us of some other practical sides to data management, work efficiency and operations planning - that we picked up inside the classroom.

Analytical Skills Development:

It forced me (and still does, to an extent) to think in a structured way and make decisions based on market research and analysis of competitors Practice summarizing conclusions with the use of frameworks – is the best tool I have been given for dealing with real life business issues which require applying theory.

Professional Communication:

Communicating with clients, team members, and supervisors on a daily basis gave me the opportunity to apply business communication theories that I had studied in class including formal writing, email structure and effective verbal communication.

Teamwork and Organizational Behavior:

I went to teams and worked with teammates, which gave me applied examples of all those factoids we'd studied in the curriculum about organizational behavior, leadership and teamwork.

Problem-Solving and Decision-Making:

Having to solve proper challenges, such as missing client data or an ineffective workflow was a way to apply problem-solving mechanisms and how you have to adapt theoretical solutions in order for them become real world ones.

This internship gave me a practical sense of how to apply all the ideas we were wrestling with in school and made academics real; it also provided me with tangible skills that I was able to bring into future positions in business development, sales and operations.

4.4 Examples of Experiences that Helped Me Grow

Here are some of the specific experiences I had as an intern that helped influence who I would become:

- **Client Databases:** Enhanced data storage and retrieval skills led to the design of complete client records in Excel. I knew all the client touchpoints which are essential to get a sale.
- **Business Development:** Browsing the web and gathering potential clientele in an organized lead list, I discovered analytical mindset/prioritization and strategic cold calling.
- **Sales Support:** It has supported me in mastering my language, decorum of the meetings, calls and emails I made for the follow up from clients. It also got me thinking that the 80 percent you need to engage early is a direct contribution into trust and inevitably, happy client.
- **Market Research:** Preparing competitor and market trend summaries Developed my researching, analytics and critical thinking skills. From the beginning, I was taught to search for business opportunities, risks and market dynamics in decision-making.
- **Team Work:** daily meetups, as well consequently working with team enhanced my team spirit, social interaction and work flow understanding. And in doing so, I have learned how important it is to communicate and delegate the tasks out in order to make sure that the company's goals are met with minimal effort.

Overall, it was a great learning curve in terms of technical knowledge and analytical skills which also helped me enhance my soft skills. It facilitated me to get a hands-on experience on the business development/sell operation, to understand how an organization actually runs and get the opportunity of applying my bookish knowledge. It was great learning experience through which I gained confidence, discipline and understanding of business in the international export-oriented industry; it also provided me a good platform to get my first professional assignment.

Chapter 5: Critique and Reflections

5.1 Critical Evaluation

My internship at ClassiRaw was an excellent learning experience that allowed me to listen and contribute during what I undertook hands on in business development as well as the sales of a global company. The traineeship enabled me to apply theoretical Business Administration knowledge in practice and see it working in the commercial business environment. I have worked in all the disciplines that are essential to pushing along a business development/sales cycle: customer database management, lead generation, sales support, market research and trying to make a team better.

When I was doing an internship, I understood from where ClassiRaw because governing themselves for sourcing export firm. That leaves the space, and the role is filled by connecting Bangladeshi producers with foreign buyers in need of good, reliable leather goods, according to Sultana. During my time here, I have been around a lot of what the update entailed: Getting rid of dirty data and field sources and en masse correspondence that includes an alert system as to who is on any one particular station up until the last minute. In the Business Development and Sales team, work is well planned out, which has helped me to realize how being disciplined, accurate and communicating timely lays a route of success of the firm.

But the internship also surfaced some things the company could improve. For example, several manual activities were required to handle client data and this sometimes delayed access or updating records. Finding leads was 100% manual and it took forever to do, pretty inefficient. There was occasional break in the communication line between BD & Sales whereby not all details are being transferred. What the internship did afford me though was an insight into operational and administrative challenges in a professional environment, their implications on productivity where decision making is concerned.

5.2 Key Challenges Faced During the Internship

Program I faced a lot of difficulties which lead me to know how to jump into new obstacles quickly, handle tasks efficiently and confidently and go about analyzing 1 issue from every possible perspective! The challenges were not just learning, but I have gained sight on how business operation actually works. The principal remaining barriers are as follows.

Data Management Inefficiencies:

Efficient data handling from clients was the major challenge. In assembling and compiling, what

I discovered that the client data I had included had holes, inconsistencies or outdated information. For example, some customer contacts were missing and past interactions were not well-documented. It was putting the feedback loop on hold and we had to go manually verify that information and correct it. The lessons learned were about the significance of being current on your work in order for no lag to arise and make timely decisions. It also had a company-wide data management culture they didn't.

Manual Lead Generation:

Leads were largely manually generated via the web, social media and listings. It was very time-consuming and I had to have a lot of checks transferred across not to make mistakes or do work twice. Max Mather had to categorize and prioritize potential clients, needing patience, research skills and organization. While frustrating at first, it really made me have to consider more analytically, and more intentionally and holistically about how one generation leads into business development.

Communication Gaps Between Teams:

Speaking different languages Another challenge was the discrepancy between Business Development and Sales. Reports about history of client interaction or follow-up were sometimes not sent well either, causing some confusion or delays. It really was an eye-opener for me in terms of how lack of knowledge affects client buy-in and the effectiveness of a department at large. The key takeaway here for me was the need of strong communication, understanding each other's events and collaborate across teams like a charm to keep things going wonderfully.

Inconsistent Follow-Up Process:

Inconsistent troubleshooting and smooth follow-up with customers was also difficult. Some leads were being contacted late, and they had little to no chances of becoming converted. "The thing is, it was just extremely hard to do — even with due diligence and keeping follow-up lists, you were inevitably dropping people." It had me get more organized and that good follow-up leads to efficiency and satisfied clients.

High Workload During Peak Days:

Multitasking on high volume days was rough: Updating client database, cold calling for leads and warm calls for sellers follow up while conducting market research simultaneously. We had to believe in priority, dip and flow our time properly as well as optimize/workflow it right to balance :) these three. This was super helpful for getting comfortable working under pressure, balancing multiple things and just being productive when the shit hits the fan.

Adaptation to Professional Work Environment:

There was stiff resistance in the early days, you know being a true professional corporate environment. Their processes and their reporting, and their assumptions were culturally bound, it

wasn't just - you had to look at it and learn from it. I found my way on professional etiquette and workflow regimen for working together, here and there. It is that very challenge which taught me to be flexible, professional and disciplined with my work — skills imperative in any business career."

5.3 Learning from Challenges

ClassiRaw was a school of life and career for me who passed the intense period in it. Every challenge tested me not just in my own capacity and adaptability, but also for acquiring new competencies that will be an achievement in the future as a manager. We describe the main lessons learned from these challenges as follows:

Attention to Detail and Accuracy:

Dealing with client data taught me the importance of precision and diligence. Handling incomplete and/or inconsistent or outdated data, the least I can confirm everything against source and have well maintained records. And that process was not serving me well: Here, I perfected my sense of detail and worked on developing my ability to second- (and third-) guess my own work for errors that could blow the deal — and came to appreciate how good information led to better business decisions. I learned that even a small glitch in database management can fuel madness, to be meticulous and not trust anyone with anything at work.

Problem-Solving and Initiative:

Issues like the absence of information from clients, unclear task distribution or not-on-schedule status of communication led me to think and move ahead. That I developed the ability to notice problems early, think about potential workarounds and commit to fixing it (solo or with co-workers). Obviously when I started to notice that some client follow throughs were left down the session drain by uncertainty over task ownership, I made comments like: let's compile some lists of these dirt baggies follow ups and then how important they really are. It developed my problem-solving skills and self-belief to become a positive influence on the team.

Effective Communication:

These cross-team communication failures really made the importance of clear, upfront and proactive communication obvious to us. I also became skilled in sharing information at speed; to update and clear queries where necessary. Through enhancing my verbal and written communication abilities, I proactively engaged in team talks, reporting deliverables contributing to smooth co-ordination between Business Development & Sales Teams. This distills to the fact that good professional communication with everyone is essential, both for trust, ensuring that everybody keeps pushing in the right direction and for team working.

Time Management and Task Prioritization:

We needed to manage our time and schedule tasks between prospecting for leads, following up

with leads, finding data results and work done. I could now prioritize and segment time to match even time frame for some tasks especially in high work load. This is something that will be beneficial for me in my career ahead and I've delivered a bunch of projects and the quality has been good.

Adaptability and Professionalism:

We had a little bit of transition at the beginning, we were learning what they (the organization) are all about, the way things run; reporting structure and what is expected in the workplace. Furthermore, I've also become flexible and experienced in office etiquette – and it has boosted my self-assurance when interacting with colleagues. I learned a lot from this experience on how to and become comfortable in new settings, hear criticism (positive or negative) and be professional.

Teamwork and Collaboration:

I saw how much we can accomplish working together when I came together with to work done. I also learned teamwork, organization, and support -and most importantly, reaching department goals. The challenges I learned to let myself be more open, to bring forth my ideas and the importance of team work in business.

Critical Thinking and Analytical Skills:

In market research or when analyzing lead gen data, I had to be able to use my brain and critically appraise. I understood how to extract insights and prescribe action with data, identify trends and communicate key learnings in a way that aligned with the team's business objectives. This has somehow made me so much more analytical and informed in decision making.

5.4 Overall Reflection

Overall, my time at ClassiRaw was life-changing both personally and professionally. At my job, I utilize “on street” business sense and sales operations to figure out how by simply making client calls, generating leads or doing market research an agency grows. The works and the hurdles which I completed in this project, build up my technical background like MS Excel, statistical data analysis skill and market research, soft skill like communication, team work with problem solving, time management etc.

And then I guess bam, just about on an individual level, you know, all your flaws, especially if you're sensitive to things, boy they come out. Band Amy Knoles So there were those sides of losing discipline and learning portions of some corporate Ordered system work world but it's been such a great Crazy wildcard ride I always feel like Losin' my money has really paid off for Vacations and clothes people dreaming My best And even though the pocketbook Is sad career-wise Losin' drove me Clothes wise computer wise give wise Carwise vacation wise drinks wise persona wise sanity wise Aston Martin get up Get ahead who knows? I learned pretty quickly how to work on my own, and with others as well and fit into their frequency. I learned so much by

watching the company operate as an efficient unit, how different business development opportunities are brought to marketplace, and how sales teams sustain relationships with customers – or address issues and blocks in workflow or communication.

The internship was a link between theory and practice. Concepts grasped in courses like marketing management, organizational behavior, sales strategy and business communication were all applied to routine tasks. I have learned much about the application of theory to the professional context and conditioned for future opportunities in business administration.

Lastly, the internship was not only knowledge oriented but also provided a ground for personal and skills development and readying for career. It gave me grounding on how organisations work, taught me practical skills – and helped give me confidence that I would survive some of the realities of the workplace in my future career.

Chapter 6: Conclusion

The internship with ClassiRaw was a great opportunity for learning and coming into contact with business; it made the gap's between reality and studies to get smaller. During the internship, I served in Business Development & Sales Department and learnt a lot of Client data keeping, Lead Generation, Sales support and market research as well as good experience to work with group. My responsibilities were structured in a way to enhance not only on my technical skills - MS Excel, data management and analytical research - but also build key soft qualities including communication, teamwork, problem-solving, time management and work discipline.

The most useful thing for me was being shown how Business Administration could be applied practically in the world. The knowledge I gained in marketing management, sales strategy, organizational behavior and business communication has been applied to duties involved with lead generation, qualification, client database maintenance and market research overviews. This integration of theories and application challenged my self-confidence, deepened my learning experiences and gave me insights into how do companies actually work in a company in international frame.

It was during the internship, where I faced a number of challenges in terms of weak data management systems, relying heavily on manual lead generation, lack of team communication and follow-up dints with heavy workloads. Attention to detail, problem solving, communication skills, time management, flexibility and teamwork; were just a few things I learned from wrestling through those challenges. All the hardships and challenges where an opportunity for me to level up personally and professionally that gave the space for positive feelings to surface, as in being more responsible, disciplined, mindful.

Overall, I got so much out of my internship at ClassiRaw! It gave me a practical exposure on business development exercise and also inculcated a professional approach, work place readiness etc. Having gained a stronger grasp of structured processes, client interface and numbers mentality affecting organizational growth, I understand the real-world implications involved in managing a business.

It will be a valuable experience I will carry with me in my future career. That hand done, I've been focusing on business development and sales / operations management so that I can use what was taught me in the internship. Furthermore, the exposure to real business problems has provided me with strong problem-solving abilities in a working environment; work effectively as part of a team and make contributory to organizational success.

In summary, the stay at ClassiRaw has been an amazing milestone in my academic and professional journey. It related practical information, developed my repertoire, and equipped me with mechanisms for disassembling business development and sales. I'm sure that nothing is going to replace what an experience like this will do for my professional career and the path I have chosen in business administration; now knowing that faced with a problem in business, I can handle it.

Chapter 7: Implications

7.1 Applicability of Academic Learning

At the internship in ClassiRaw I was able to put into practice some theoretical concepts from my administration course. Groups are expected to integrate concepts from marketing management, sales strategy, customer relationship management, organizational behavior and business communication in the tasks assigned daily. For example:

- Lead gen — used marketing segmentation and target marketing principles.
- Client follow-ups and communications encompassed the business writing and oral skills addressed in class.
- Content management and reporting also reinforced elements of OPs coordination, as well as the benefit of a clear work flow.

Theory to practice connected my academic learning with living students, making it more real me and helped me understand better how a lesson was learned by the classroom so to speak--how a lesson plans itself into teacher decision-making or operational effectiveness.

7.2 Organizational Impact

During my internship, I played a significant role in the daily processes and growth of ClassiRaw.

- **Enhanced Data accuracy:** By ensuring the accuracy of updating in excel for client details/records I've greatly contributed to free information flow between Business Development and Sales teams. Since you have good customers information in your hand, your sales teams could easily follow up. Appointment scheduling and missing on chances are minimized.
- **Sales Enablement Support:** Sales team employed my engineered-leads & prospect lists to focus on high-worthy clients Reducing sales cycle warm-up time. Accurate lead classification also informed organizational decisions in the company.
- **Market Insight for Action:** Research and the analysis of market and competitor forces informed clear re-caps of trends that the team could apply in adjusting strategies to attract/retain clients.
- **Work Flow Efficiency:** I participated in daily team meetings, provided update on progress and managed tasks that facilitated smooth work flow by timeous completion of activities which directly led to over-all team productivity.

Consequently, my presence was helpful to arrange the work on business, improve the communication and participate in decision-making process (Actually interns also contribute in general efficiency of the company provided that they are given specific tasks.).

7.3 Industry Relevance

I cannot ask for a better internship learning about global sourcing/export in the leather goods industry. ClassiRaw stands between Bangladeshi manufacturers and its international clients with a commitment towards quality, delivery time line & the satisfaction of our client.

- **Business Development Eye-Opener:** They revealed to me the fact that, the critical element in business growth is having interested clients, and generating quality prospects. Knowledge of dissecting client requirements and market needs educates the necessity of using data driven approaches in a ruthless industry.
- **Efficiency.** I know from experience that having the right process in place, good data management and communication is crucial for a healthy operation, follow up on time and so keep clients happy.
- **Market and Competitor Knowledge:** One key thing that competitor analysis taught me was its strategic significance of being aware what is happening with neighboring kinds of companies in the industry, around product pricing trends, market positioning etc.

It's highly valuable for a BD, sales, operations and international business career (and really any professional path you choose to navigate) – as in you see the requirements of the industry, client relationships + expectations AND operational strategy intertwine for effective results.

7.4 Lessons Learned

The internship made me stronger, and taught me some really important things which I would love to share.

- **Importance nothing short of essential:** Current, accurate client information is necessary to maintain the workflow and uphold professional good name.
- **Processed Focus:** Cold Calls, Follow-ups, Nurturing Leads Reports etc.... (Processes save a lot time and make team more productive).
- **Professional communication** - having punctual and precise written & oral expression is key to organizing work, client relations and teamwork.
- **Juggling work and priorities:** With so many balls in the air at any given time (especially during busy season), it was hard to stay focused on going out to do the kind of work that was truly urgent while still delivering a high quality.
- **Flexibility & Resiliency:** Failing in an on-air universe where I must adhere to professional

constraints has made me resilient, but it's also made me flexible and creative in the way that I troubleshoot post-production issues.

- **Team Support and Collaboration:** Works as a team player to support the organization/company objectives, solve problems and assist other team members when necessary to enable departmental productivity.

Those lessons not only improved my academic, but they also taught me in practical ways for the career.

7.5 Skill Development

Areas of growth occurred in several areas due to the internship:

- **Technical skills:** Proficient in MS Excel for client database management, market research tools and lead generation technology.
- **Analytical** – Must be able to find patterns, analyze data from clients/market and provide sound sense for making business decisions.
- **Operations skills:** Better communication, cooperation, time management, corporate discipline and professionalism.
- **Problem-solving oriented skills:** Solution-oriented in handling problems (missing data, delays in workflow, out of contact follow-up).
- **Vision**—shows depth of vision, and has the capacity to relate daily activities with broader business development and organizational goals.

These are all transferable skills that open the door for you to start a career in business administration, sales, or operations.

7.6 Challenges Faced

In internship, met with lots of challenges and misconception in learning routes and in growth especially:

- **Poor management of client data:** Inaccurate reporting of clients or outdated information has required further evidence being sought in what the commissioner sees as proof for a centralized system.
- **Manual Lead Generation:** With out sourced / automated lead generation, it something that I find time consuming well it tested my patience, organization and ability to focus on a task as most men have difficulty in more than one thing.
- **Communication, Lack of Coordination** – There were times that there was a miscommunication between team A and team B where things got slow on their part and

we had to take it upon ourselves to explain.

- **Differs by Follow-up Process:** Seeing that we were not able to work fast enough on those leads as it took a lot of internal tasking to be in touch with the lead.
- **Overwork paradox:** Juggling a lot at once (busiest days), I've learned how to push through more, manage my time better and multitask even more efficiently.
- **Transition to professionals/environmental:** I was able and willing to get accustomed and adjust myself easily into a team however it is merely during this path from the school/college into environment of company no reporting -type standard...and learning by doing.

All of these were in their turn to enhance professional maturity, problem-solving skills and preparation for the job market.

7.7 Recommendations and Future Directions

Based on the above learning and experiences over these two months at internship, I would suggest few of the following which might help to enhancing throughout operations, team functioning & business strategy of ClassiRaw. These recommendations will be related to the challenges I experienced through this internship, and they will represent concrete solutions both for implementing now and in the future.

Implement a Centralized CRM System

Challenge: Time-consuming data entry and lack of complete or accurate client data.

During my internship, I noticed that customers were being handled on Excel docs without there existing a common repository of customers, which caused customer representatives to have hard time finding the relevant information in time, double claim entries and not knowing who they are speaking to sometimes. The above business should consider a CRM that can house all client data, capture interactions, automate follow ups and report at the click of a button. With a CRM you would avoid all of the mistakes, and save an enormous amount of time that can be focused on managing client relationships without constant interruptions.

Automate Lead Generation Processes

Issue: Wasting Time on Manual Lead Generation * **Solution** We created a push button SEO lead generation software that literally makes getting clients as easy as pressing a button!

Most lead generation was manual, offline, or involved social media / online listing digging (inefficient and not always accurate). Supplementing with automation tools that made the team create leads faster and much more accurate meant there was a lot of bandwidth to actually spend time on strategic efforts, such as getting in front of clients or prospects. Automation also ensures a consistent flow of targeted prospects while serving the human errors quotient.

Standardize Reporting Formats

Challenges Impediments The inability to use the same reporting structure and team communication disjoints.

During my internship, I observed that team members report differently and this may cause ambiguity for analysis and decision making. Client interaction templates, Lead status reports and follow up progress report that should be standardized to assist with one time and clear communication along with easy performance measurement for your team members. This uniformity would also help new team members to become accustomed quickly to reporting requirements.

Establish Structured Follow-Up Processes

Pain Point: The disappearing act with leads and inconsistent procedure w/clients.

One issue was some of the leads did not always get worked as fast as we would like due to addressing either not being low hanging or load balancing. Enter structured follow-up tracker setup, unambiguous responsibilities assigned and auto-reminders generated – every single lead could be reached out to on time resulting in a greater number of deals getting closed. It would also build accountability with the team, and allow supervisors to visibly see what they were working towards.

Regular Team Practice and Development of the Player

Problem Solved: People are not being proficient in Excel, CRM software, sales communications.

Some members of the team were lacking some maturity when it came to working with data tools, effective business communication or even just basic sales manners. Training programmes and

workshop series would also go a long way in achieving technical capacity, quality of communications and enable staff perform their functions. The training will cover possibly using CRM; ways of lead generation, report creation and being a professional with clients.

Ensuring Better Resource Potential Use and Workload Schedule of Time

Challenge: Busy on peak days and it's a challenge to control the activities.

On some days when the team was particularly busy, it was difficult to multitask; updates sometimes had to be deferred and dialogue placed on hold. The implementation of policies for task allocation, priority lists and workloads monitoring would ensure equitable sharing of tasks. This might help them reduce stress, get more organized and support the team in meeting their deadlines.

Improved Team Communication and Collaboration

Problem Solved: Bulls-eye DEX with business development and sales.

Confusion led to moments when client status updates or leads not attempt sharing. Regular cross-team check-ins, clear reporting structures and common communication channels would also promote unity, reduce the potential for errors and improve process efficiency. When the content is open forums on issues and successes, it helps with this team vibe..

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