



**Internship Report on**  
**“An Analysis of the Marketing Activities of 1000Fix Services Limited”**

**Submitted To**

**Prof. Dr. Mohammed Masum Iqbal**  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

**Submitted By**

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**Date of Submission: 20/12/ 2025**



**Report on**

**“An Analysis of the Marketing Activities of 1000Fix Services Limited”**

## Letter of Transmittal

20/12/2025

To

Prof. Dr. Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business and Entrepreneurship

### **Subject: Submission of Internship Report**

Dear Sir,

It is my great pleasure to submit my internship report titled “An Analysis of the Marketing Activities of 1000Fix Services Limited”. I have tried my best to complete this report accurately by following the directions provided by you and the Business Administration Department.

During my three-month internship at 1000Fix Services Limited, I had the opportunity to gain hands-on experience in the area of outdoor branding and event activation. This report reflects my practical learnings, observations, and analysis of how marketing activities are executed in a service-based company. I sincerely hope that the report meets your expectations and provides valuable insights into my internship experience. I would like to thank you for your continuous guidance and support throughout this period.

Sincerely yours,

Nahid Hasan Emon

ID: 221-11-1448

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Department of Business Administration  
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## Declaration

I, Nahid Hasan Emon, hereby announce that this internship report titled “An Analysis of the Marketing Activities of 1000Fix Services Limited” has been prepared based on my knowledge, analysis, and understanding during my internship period.

This report was written under the supervision of Prof. Dr. Mohammed Masum Iqbal. Pro-vice Chancellor, Department of Business Administration, Faculty of Business and Entrepreneurship at Daffodil International University. I additionally confirm that the existing report is completely genuine and has never been submitted to any institution or group for any degree or academic purpose. All Sources of data and Information are properly acknowledged and referenced.

**Submitted by:**

*Emon*

.....

Nahid Hasan Emon

ID: 221-11-1448

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

## Certificate Approval

This is to certify that the internship report entitled “An Analysis of the Marketing Activities of 1000Fix Services Limited” was prepared by Nahid Hasan Emon, ID: 221-11-1448, as a requirement of the BBA program with a major in Marketing under the Department of Business Administration and Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for acceptance.



.....  
Prof. Dr. Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

## Acknowledgement

In the beginning, I would like to thank Almighty Allah, who made it possible to complete my internship report titled “An Analysis of the Marketing Activities of 1000Fix Services Limited”. Then I would like to thank my parents because not even that had been possible for me up to this stage, and what’s coming next, and no one gets there alone.

I am grateful for all the advice, suggestions, and encouragement that my teachers provided. I would like to acknowledge the support of my department head at 1000Fix Services Ltd. I also wish to thank those who assisted me in writing this report.

I remain indebted to the Department of Business Administration and Daffodil International University for providing me with this opportunity to understand ‘Business’ in real life. Last but not least, I am indebted to my academic supervisor, Prof. Dr. Mohammed Masum Iqbal, Pro Vice Chancellor, who supervised me, motivated me, and helped me by all means when I accomplished the internship report.

*Emon*

.....

Nahid Hasan Emon

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## Executive Summary

This report, titled “An Analysis of the Marketing Activities of 1000Fix Services Limited,” was written from a three-month internship experience with the company. The content of the report is based on academic understanding and knowledge, as well as practical experiences obtained during the internship. Service-oriented business, 1000Fix Services Limited, provides repair and maintenance services for domestic appliances like Refrigerator, TV, AC. Its corporate office is located in Mirpur-10, Dhaka. My primary objective with the internship was to get hands-on learning on branding and marketing, specifically outdoor branding, event activations, and ERP administration. Much practical knowledge of how business marketing strategies are implemented was gained through this internship.

The following study focuses on the overall marketing efforts of 1000Fix Services Limited, and how outdoor branding and events facilitate high levels of consumer interaction and brand recognition. Some recommendations for improvement of emerging marketing strategies, as well as a few of the encountered challenges during installation of an outdoor campaign, are part of this work. On behalf of the company, worked as a frontliner engaged in direct customer interaction and onboarding prospective vendors, and assisting the marketing team for outdoor promotions. These projects provided participants with invaluable exposure to actually implement marketing campaigns in a real company environment. Key learning points were through understanding that support vendor management, customer involvement, and branding consistency provide an organization’s growth and image. During my internship, I gained vital insight into the importance of communication, cooperation, and time management in the execution of marketing efforts. Furthermore, a deep understanding of how academic marketing ideas are translated into business settings was reached. On the whole, this internship represented a sea change in my academic career as it allowed for both the theory and practice to influence one another. It was a very valuable learning experience at 1000Fix Services Limited. This experience will serve as a strong foundation for careers in marketing down the road.

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# **Chapter -1**

## **Introduction**

## **1.1 Introduction of the Study**

The internship is one of the vital aspects in the BBA program, which provides students with an experience of working along with professionals. It provides an opportunity to learn theoretical matters taught in colleges with a practical approach of doing business. At Daffodil International University, he completed marketing-related courses: Brand Management, Consumer Behavior, Integrated Marketing Communication, Strategic Marketing, and Service Marketing. However, the knowledge can be merely theoretical by receiving from textbooks and in class through discussions. Practice is key to apply these concepts successfully in real business scenarios.

This document is submitted after a three-month working experience from 1000Fix Services Limited service-based organization that provides services like repairing and maintenance of home appliances such as refrigerator, tv, and washing machine. During my internship, worked under the Brand and Marketing Department with Ishtiak Khan(Category Manager) and Emdadul Haque(Brand Manager). The main engagement channels were outdoor branding, ERP, and event activation. The primary objective of this study is to explore how 1000Fix Services Limited employs outdoor marketing events and campaigns for brand awareness, attracting customers, and reinforcing brand presence. Furthermore, it aims at investigating how ERP and category management systems contribute to the company's marketing and service performance.

## **1.2 Background of the Study**

In today's competitive market, branding and marketing play a crucial role in building brand awareness and trust among customers. Repair services businesses like 1000Fix depend on marketing to be successful and attract customers. 1000Fix Services Limited is the largest after-sales computer, laptop, printer, and IT products repair center in Bangladesh. The internship allowed me to see how marketing strategies apply to running a viable business.

### **1.3 Scope of the Study**

This report is confined to the brand and marketing department of 1000Fix Services Limited. It's largely tied to the company's advertising, event activation, outdoor branding, and service operations. This research concentrates on how to roll out marketing plans under the management of the brand, and maintain 'touch points' with customers through outdoor campaigns and events instead of internal company systems and an in-depth financial analysis. It also identifies the challenges of performing various marketing tasks and highlights the learning achieved in the time spent interning.

### **1.4 Objectives of the Study**

The objectives of the study are following:

- 1) To identify the marketing strategies of 1000Fix Services Limited.
- 2) To analyze the marketing mix of 1000Fix Services Limited.
- 3) To identify the problems related to the marketing activities of 1000Fix Services Limited.
- 4) To make some recommendations to solve the problems.

### **1.5 Methodology of the Study**

The study is based on methods of data collection, data analysis, and presentation in order to assemble the information that is needed for the theory part of this internship report. This article was reported based on a descriptive research design. Both primary and secondary sources of data were used to build a complete story of the marketing undertakings of 1000Fix Services Limited.

### **a. Key Research Questions**

This study was guided by several research questions that facilitated the exploration and analysis:

1. How is outdoor branding and event activation done at the marketing department of 1000Fix Services Limited?
2. How do these marketing techniques help in brand promotion and engaging the customers?
3. What are some of the challenges faced in advertising outdoors, and how are they overcome?
4. How does the ERP and vendor management serve marketing and service operations?
5. What strategies can be recommended to improve future marketing activities?

### **b. Research Design:**

This study was designed using a descriptive research design. This approach was applied to the description and analysis of 1000Fix Services Limited's business-to-business advertising, outdoor branding, and event activation. The key aims of the study were to understand how marketing programs are developed, how brands are built, and how relationships with customers are maintained.

### **c. Data Collection Methods:**

Both secondary and primary data were used to compile this report.

#### **Primary Data Sources:**

- 1) Direct observation while on internship at 1000Fix Services Limited.
- 2) Hands-on in outdoor branding and event activation initiatives.
3. Conversations, brainstorming with the marketing team, and the management of the company.

**Secondary Data Sources:**

1. The 1000Fix Limited Website.
2. Annual and monthly reporting of 1000Fix Services Ltd.
3. Articles, opinions, and references on Service Marketing and Branding strategies.
4. Research paper and academic books published online.

**d. Sampling Method:**

A non-probability convenience sampling method was applied in this report. Data were extracted from available employees and managers at the marketing department of 1000Fix Services Limited. Because the data came from observational work, workplace conversations, and tasks completed in the internship context, this example-selecting strategy was fitting.

**e. Research Instruments:**

Daily task reports, informal interviews, and observation checklists were the main research tools used to collect data. The primary instruments used to record and arrange data related to marketing efforts were notes and documents compiled throughout the internship.

**f. Data Analysis Methods:**

Qualitative and descriptive methodologies were used to assess the gathered data. The data acquired from primary and secondary sources to pinpoint key conclusions and revelations regarding marketing operations.

## 1.6 Limitations of the Study


Some restrictions were encountered throughout the internship study at 1000Fix Services Limited, which could have impacted the report's breadth and depth. However, every effort has been made to make this report accurate and educational.

- 1) Access to confidential company data, information, and internal reports was limited, which may have hindered access to some material information.
- 2) The three-month length of traineeship was not sufficient to observe long-term marketing effects, nor the greater impact of strategic marketing campaigns.
- 3) Due to a busy work schedule and tight deadlines, collecting full information from all departments was sometimes difficult.
- 4) Any data or information from personal thought may lead to a slight subjective bias.
- 5) This study was heavily Brand and Marketing Department-based. Thus, findings may not be entirely generalized to other department operations or performance.
- 6) The external market factors that impacted the marketing outcomes were not depicted in detail, and so it may also have constraints on the results of the study

## **Chapter-2**

# **Organization Overview**

## 2.1 Company Profile

<b>Company Name</b>	1000Fix Services Limited.
<b>Established</b>	2017
<b>Company Logo</b>	
<b>Address</b>	586/1, Begum Rokeya Sarani, Dhaka 1216
<b>Managing Director</b>	Md. Mazharul Islam
<b>Phone</b>	09604-300600
<b>Website</b>	WWW.1000Fix.com
<b>Total Employees</b>	400

**Table 2.1: Company Information of 1000Fix Services Limited.**

## 2.2 History of 1000Fix Services Limited

1000Fix Services Limited began its operations in 2017 with the vision of simplifying the repair and maintenance service industry in Bangladesh. The company was founded by a group of entrepreneurs who identified the hassle faced by households and offices in finding trustworthy help to fix appliances. The current Chairman of the company is Md. Mazharul Islam. The operations began by repairing air conditioners and refrigerators in Dhaka at first.

As the demand for high-quality services grew, so did the range of products that the company would cater for – from televisions to washing machines and other white goods. A team of field experts, technicians, and service partners springs up to accommodate on-demand repairs for customers. 1000Fix Services Limited has built up its solid reputation primarily through branding and outdoor-based advertising, so 1000Fix is now becoming one of the trustworthy service providers in the home appliance maintenance sector in Bangladesh.

## 2.3 Organizational Structure

1000Fix maintains an efficient work environment with its various departments collaborating to reach the company's goals. The main tasks of departments are included:

- 1. Operations and Sales Department:** Responsible for day-to-day service needs, dispatching of technicians, and logistics support.
- 2. Marketing Department:** Manages advertising, event activation, digital marketing, and customer engagement.
- 3. Finance and Accounts Department:** Manages payments, invoices, and writes monetary reports.
- 4. Human Resources Department:** Responsible for staff hiring, training, and performance reviews.
- 5. IT Department:** Ensures stability of the ERP and digitalization systems related to service management.

All departments are subservient to the Managing Director (MD), and the Chief Operating Officer (COO) of who is responsible for all incorporation. This transparent framework aims to eliminate organizational double handling and override deferral, contributing greatly to the effective working of the company.

## 2.4 Mission, Vision, and Core Values

### **Mission:**

To offer convenient, quick, and high-quality services that help make lives easier, more comfortable & build a successful future.

### **Vision:**

To be Bangladesh's most trusted and consumer favorite home appliance repair service brand, validating our excellence in every repair.

### **Core Values:**

- 1. Customer Satisfaction:** Providing value and credibility by quality service.
- 2. Ethics:** Being open and honest in all organizations' experiences with our clients.
- 3. Innovation:** Apply modern tools and digital tech to create value.
- 4. Teamwork:** Fosters an atmosphere of teamwork among staff members, vendors, and technicians.
- 5. Commitment:** Ensuring timely and actual service for every customer.

## **2.5 Target Customers and Market Segment**

The main target customers of 1000Fix Services Limited are urban households, corporate offices, and small businesses that rely on electronic appliances for daily operations. Ads of different types are posted on various products through the company's Facebook pages, Meta Business, YouTube, and direct phone calls to customers. The customer looks at the advertisements and orders repair services from the company. The company targets the middle to upper-middle class, namely students and family customers who are time-poor and prefer the hassle-free and great service at home.

## 2.6 Marketing and Branding Activities

The marketing and branding of the company's image and services are largely provided by 1000Fix Services Limited- Brand & Marketing Department. A combination of conventional and online marketing strategies are often employed to effectively communicate with customers.

### **Outdoor Branding:**

Banners, hoardings, festoons, and posters are placed in prime city sites for brand visibility. The company has strategies to conduct street campaigns and event activation that support the company's presence and engagement with consumers.

### **Digital Marketing:**

LinkedIn, Instagram, YouTube, and Facebook are actively engaged to ensure communication with the target groups is reliable. New and existing customers are targeted with marketing and internet advertising.

### **Event Activation:**

Offline promotion is presented in crowded spaces such as fairs and corporate events for the purpose of sales pitching about the company services, where customers can meet and interact directly with.

## 2.7 Technology and ERP System

One of the best resources of 1000Fix Services Limited is the efficient technological applications and ERP programs. The ERP system manages the customer order booking, technician operation, service history, and accountancy records on a programmatic and efficient basis.

### **This system allows the company to:**

- a) Record and monitor each service request in real time.
- b) Keep Customers, Techs & Management in the Loop
- c) Improve operational speed and accuracy.
- d) Create invoice and service order.

## 2.8 Products and Services Offered

1000Fix Services Limited is known as an after-sales service provider for home appliances, operating in repairing IT products and electronics gadgets, including the sale of countless mobile brands of earphones, earbuds, chargers, and other accessories. In addition to sales of goods, a significant function of the company is to provide repair and service for many household products.

**The company's major services are included below:**

- 1) Installation, servicing, and repairing of AC (Air Conditioner)
- 2) Refrigerator repair and maintenance
- 3) Television repair and setup
- 4) Washing Machine repair
- 5) Microwave Oven and other small appliances servicing

## 2.9 Future Plans and Strategic Goals

1000Fix Services Limited has set a few future objectives and plans to enhance its position in Bangladesh's service industry. Here are some of its major upcoming projects:

- 1) To provide services in the major cities of Bangladesh.
- 2) Launching an enthusiastic mobile app for easier service booking.
- 3) Extension of relationships with corporate clients and the award of longer-term maintenance contracts.
- 4) Looking to improve on their current ERP System
- 5) Building brand salience with additional out-of-home and digital campaigns.
- 6) Experts are trained regularly to maintain a high level of service.

Combining with State-of-the-Art technology and consumer-centric marketing, the company is trying to become one of the top companies in Bangladesh.

## **Chapter-3**

### **Internship Role and Responsibilities**

### **3.1 Role and Responsibilities**

For an undergraduate student in the BBA majoring in Marketing, it was compulsory to attend an internship for both adaptation and fulfillment of academic demands. Daffodil International University. Internship was in the capacity of Brand and Marketing Intern at 1000Fix Services Limited under the guidance of the company's Marketing Department. Job duties included outdoor branding, event activation, online product sales, vendor management, and ERP system support. Intern was also to ensure through overseeing product delivery via Pathao Courier, service quality, and stay connected with customers. Also had to refresh content online, maintain communications with affiliates, production of advertising materials, and help the team collect data, document workflow, and report on campaigns. Active engagement was notched up in several marketing programs aimed at buttressing the long-term plan for the business.

### **3.2 Rationale of the Roles and Responsibilities**

The posts were directly concerned with 1000Fix Services Limited's organizational structure as its relation department (marketing) serves as a mediatory body between customer satisfaction and operational efficiency. The marketing team is integrated with the sales and operations departments to ensure brand confidence and customer loyalty. To help manage these tasks, an extended arm to the marketing manager function (a marketing intern) was created to assist in the campaigns, strategic brand communication, and ensure everything is working well with vendors and logistics partners. Participating in them allowed me to better understand the company's integrated marketing system, i.e., how branding, sales, and logistics work together to achieve corporate goals. The project also facilitated the company's long-term goal of increasing service quality whilst enhancing brand awareness through ongoing marketing efforts and advancements in technology.

### 3.3 Position and Working Period

**Position Title:** Brand and Marketing Intern (Outdoor Branding and Event Activation)

**Department:** Marketing

**Organization:** 1000Fix Services Limited

**Internship Duration:** 3 Months

**Working Hours:** 10:00 AM – 7:00 PM (Saturday to Thursday)

**Reporting Supervisor:** Ishtiak Khan Chowdhury

During this period, active involvement was made in association with the supervisor and other members of the marketing team, involving numerous on-ground branding campaigns and activation programs.

### 3.4 Specific Role and Responsibilities

#### 1. Assist in Outdoor Branding Activities:

- To help in preparing & implementing outdoor campaigns (banners, festoons, billboards/standees).
- Testing a few ad platforms to make sure the configurations are suited for the brand and that it's being sized correctly.
- Visit prospective customers regularly to present services and current promotions.
- Oversight of vendors work quality and reporting to the marketing manager..

#### 2. Event Activation and Coordination:

- Assist in scheduling and coordination for advertising campaigns/activation within Dhaka.
- Maintaining relationships with festival partners and ensuring that all materials (posters, flyers, etc) were available in good time for distribution.
- Collecting customer feedback during events to evaluate campaign effectiveness.

### **3. Vendor Communication:**

- Working with the vendors hired to turn the property into a home by addressing small repair work necessary on home appliances, setting up printing outfits, and installation.
- Comparing prices, quality, and delivery times offered by vendors.
- Keeping a database of vendors for following up.

### **4. Category Management and ERP Learning:**

- Proactively learning more about how the organization utilizes ERP tools to control service requests and monitor activities involving customers.
- Constantly monitoring how category managers handle a variety of services (including TV, Refrigerators, and air conditioners) to ensure a smooth workflow.

### **5. Marketing Research and Reporting:**

- Small studies of the market to trace trends in other corporations branding.
- Help prepare reports and presentations for the marketing weekly meeting.

### **6. Team Coordination and Office Work:**

- Participating in marketing meetings and idea-generating sessions.
- Working with the team regarding campaign content ideas, photos, and documentation.

### 3.5 Daily and Weekly Activities

Daily activities were directed by the company's supervisor. Some of the daily tasks performed are listed below:

- Tracking the work assigned and reporting the progress to the supervisor.
- Helping with the development of campaign materials for the marketing team.
- Trips to campaign events outside and collecting photos or comments.
- Promoting of our service in a specific area on a regular visit basis.
- Meeting with event planners and sellers.
- Maintain a database for marketing data, and upload to the Excel/ ERP system daily.

## **Chapter-4**

### **Key Learnings and Experiences**

## **4.1 Important Learnings**

Significant professional experience was gained at 1000Fix Services Limited in learning how day-to-day marketing communications are carried out in reality. Outdoor identities, event engagement, even the utilization of digital tools in shaping corporate operations were all well comprehended. The subject of the technology volunteers and the use of ERP (Enterprise Resource Planning) software demonstrated how the technology has improved ways to manage departments, accuracy, and efficiency.

Furthermore, the exercise of promotional events and branding activities was conducive to the understanding of brand positioning and customer participation. Furthermore, the role of professionalism, time management, and communication was demonstrated in meeting organizational goals.

## **4.2 Relation Between Learning and Organizational Structure**

The duties were based on the marketing goals and structure of the company. The product and marketing for 1000Fix Services Limited for campaign management, reputation, and to let our customers know what the company has to offer. The intern assignment was developed to facilitate online campaign schedules, event planning, outdoor advertising support, and vendor cooperation to fulfill these objectives.

By accomplishing these things, the marketing team could drive better integration between sales, operations, and service. The association tasks were synchronized to achieve the company goals and marketing campaigns performance.

### 4.3 Connection with Academia

The internships were closely based upon the academic activities of the BBA students, and more specifically for those taking Marketing as a major. Concepts learnt in courses such as Digital Marketing, Consumer Behavior, and Marketing Management were put to practice.

The internship is also an opportunity to witness how professional practices market themselves, create campaigns, and measure effects. Ideas such as consumer attachment management, branding, market segmentation, and the promotion mix were implemented. This practical assignment provided a greater understanding of marketing in practice as both a tactical and operational action, closing the knowledge-practice divide through application toolkits from various suppliers.

### 4.4 Learning Experiences

Throughout the internship, a number of experiences helped in both professional and personal growth. Outdoor branded events improved communication and interpersonal skills, and liaising with suppliers helped improve negotiating and problem-solving. Introduction of ERP and Google Business Suite enhanced the technical skills demanded in digital business managers. Routine speakers were constantly exercised, producing reports and managing projects. An appreciation of discipline and responsibility was also further raised through experiences in teamwork, client contact, and codes of professional conduct. All of these experiences developed the potential for future leadership and readiness for a marketing and brand management role.

#### **a) Professional Discipline and Punctuality:**

Professionalism, punctuality, and accountability were all implemented through the internship. It taught one of the first lessons that are needed: the discipline of a profession. It was the rule to be there on time and properly dressed, to perform tasks during regular hours.

**b) Practical Knowledge of Branding and Marketing:**

Observe on local brandings, outdoor branding exercises were helpful to understand how local advertising, customer-level talks, and visual branding can be beneficial for a service provider organization like 1000Fix Services Limited in building up a brand name and to create confidence among the clients. Such hands-on experiences were also to improve understanding of marketing strategy and consumer involvement.

**c) Experience with ERP and Digital Tools:**

The ability to understand how technology supports common business practices was provided through the use of an ERP (Enterprise Resource Planning) system. That included managing service requests, client information updates and literal data entry and monitoring. Working with G Suite (Google Business Suite) also helped emphasize the necessity for an updated and accurate web presence.

**d) Learning About E-commerce and Product Delivery:**

It also enhanced operations in e-commerce by assisting with online sales and managing product delivery through Pathao Courier. As services in order confirmation, logistics coordination and customer communication were developed, the company gained expertise in logistics management and customer relationship management.

**e) Developing Teamwork and Responsibility:**

Working in a professional team setting taught me important lessons about accountability and teamwork. Interacting with other departments/vendors and administrators developed communication, social, and team-building skills. The competence to communicate, listen attentively and collaborate toward common objectives was cultivated through participating in seminars, branding events planning, and daily reporting.

## **Chapter-5**

### **Critique and Reflections**

## 5.1 Critical Evaluation

The internship at 1000Fix Services Limited gave an extensive practical knowledge of marketing in a service-type organization. The Brand and Marketing team showcased how outdoor branding, event activation, and digital marketing activities drive higher brand responsiveness and customer engagement. Learning about those activities through doing was a practical way of learning about marketing operations, campaign prediction and success.

The integration between the Google Business Suite and our ERP solution was an example of how important it is to have technology in place to keep appropriate records, as well as streamline operations. Conclusively, all hardware, research and academic knowledge were presented for a real-world scenario in the internship that allowed me to learn technical skills, discipline of professionalism, along with awareness of the working operations.

## 5.2 Challenges faced during Internship

Though day-to-day working conditions may have been fraught with many limitations, these needed to be addressed appropriately. Since this was the first real job of the company, there were also some problems. However, these problems were only things that working hard and being responsible, I was able to overcome. Many of these activities added value to my personal and professional development capacity to learn how quickly I could integrate into new working environments.

Several challenges were encountered during the internship period, such as:

- 1) **Time Management:** Various activities like outdoor hoardings, coordination with vendors, and ERP operations had to be done within the given time frame, which taught me to prioritize things in an efficient manner.
- 2) **Adaptation to Professional Environment:** Primarily, adjusting to corporate culture, professional manner, and a fast-paced work environment required a learning curve.

- 3) **Coordination with Multiple Departments:** Interaction and working relationship building between operating, sales, and technology departments required straightforward lines of communication and mutual comprehension of the process of work.
- 4) **Handling Customer Inquiries and Feedback:** Communicating with customers prompted a reaction, thus lots of patience and professionalism were involved in dealing with this, along with being good at problem-solving.
- 5) **Learning Complex Digital Tools:** Learning how to work the ERP and Google Business Suite system is a technological challenge that demands constant practice and help.

### 5.3 Learning from Challenges

The most beneficial opportunity after an academic degree, in which the author was involved by means of an internship at 1000Fix Services Limited. The students had the chance to experience how marketing activities and digital business processes were implemented in a real business environment. At 1000Fix Services Limited, priceless hands-on work experience was gained outside of theoretical knowledge received in the classroom. Every difficulty faced during the internship was a lesson, such as:

- Developed Time Management Skills by putting tasks, prioritizing task urgencies, and submitting assignments on a timely basis.
- Professionalism was instilled with discipline, combined with wit, while adhering to office etiquette and company guidelines.
- Communication and Coordination: Developed with cross-functional teams and vendors, increased teamwork, and negotiation skills.
- Enhanced problem-solving skills from customer interactions and resolving issues.
- Technical skills were developed with direct use of an ERP system, Google Business Suite, and digital marketing tools that reinforce the connection between technology and business productivity.

## 5.4 Overall Reflection

In general, the whole Internship at 1000Fix Services Limited was so substantial and memorable. This internship really showed what the service industry and the Marketing Dept workloads were like. Opportunities to collaborate with experts in the field, apply classroom concepts to a business environment, and enhance critical industry-specific skills. This experience was a tremendous motivation to pursue a winning career in marketing and brand management. The learnings were things that can be applied in every aspect of my teaching.... and will help make me a more confident, capable healer next time I'm paid to promote something. The internship was also well-grounded for a marketing career by allowing the integration of textbook learning and application in real-world business.

Working as a Brand and Marketing Intern, insight was gained into real-world marketing strategies and how event activation and outdoor branding provide social proof to elevate the status of a company. They knew that marketing is about more than advertising, it's about having a direct connection with the consumer, running outdoor ads, and managing a real-time ad business. The internship's wisdom was also helpful in identifying strengths and weaknesses. In conclusion, the internship experience was a process of professional and personal development rather than simply an aspect of academic work.

## **Chapter- 6**

### **Conclusion**

One of the most precious experiences in both academic and professional development was a three-month internship in 1000Fix Services Limited. The experience was extended to the way practitioners actually do their marketing in real business settings. As a BBA Marketing major, this internship was really helpful. They learnt to apply theory to practice, recognize business realities, and gain insight into how marketing activities contribute to company expansion and positioning. For the marketing arm, it further appeared that marketing is not only about product promotion, but also relationship management, trust creation, and consumer insights. Interpersonal and professional skills were built through vendor communication, ERP management, event activations, outdoor branding campaigns, and online sales of the product. All delegates felt that attendance at courses, seminars, and meetings raised professionalism and self-esteem. "We learned the value of time management and working as a team, of meeting deadlines and holding each other accountable. Punctual, completed assigned duties in a timely manner, and communicated well with supervisors/coworkers during the internship. These experiences have resulted in good work ethics, which will lay the foundation for future professional undertakings.

In conclusion, the internship at 1000Fix Services Limited turned out to be a life-changing experience, more than just an academic. It provided chances to recognize strengths, weaknesses and create a better strategy to get into marketing in the future. I express my gratitude to the university, colleagues and corporate supervisors for providing continuous assistance. This experience has enhanced the ability and desire to further my career in marketing professionally and achieve a prosperous future with any company.

## **Chapter -7**

### **Implications**

## **7.1 Implications of the Internship**

This chapter presents the general implications, results, and learning reflection learned from activities, tasks, and projects done during the internship at 1000Fix Services Limited. The implications for both organizational and personal development are considered, focusing on how 'doing' the internship facilitated learning by doing new things more personally, enhanced skill acquisition and deepened understanding of the practical realities of service marketing.

## **7.2 Applicability of Academic Learning**

The specialized knowledge that had gleaned in marketing, branding, consumer behavior, and business operations during my classroom learning helped me to understand and perform on the job. During on-ground branding and campaign implementation, concepts of integrated marketing communication, event activation, and promotional strategy were utilized. That was accompanied by the management of online sales, Google Business Suite, and dealing with customers. Also, the acceptance factor of ERP operation, vendor integration, and receiving functions can be easily understood through academic exposures on supply chain and service management of the system. It turned out that what the trainee learned theoretically as part of the curriculum corresponded pragmatically to different tasks performed during the internship.

## **7.3 Organizational Impact**

The activities undertaken during the internship supported various aspects of organizational work. At key locations in Dhaka, outdoor branding activities contributed to the awareness of the consumer and the brand presence. Promotional engagement and interaction with consumers were complemented by the support for event activation initiatives. Contributions to ERP enhancements, data inputting inputs and services tracking ensured internal operations accuracy and continuity. Coordination of online product management with Pathao Courier improved the efficiency of the digital sales process. The organization's marketing and operational plan was sustained through these activities, ultimately contributing to the development of its brand recognition and service offering.

## 7.4 Lessons Learned

Throughout the internship, a number of important lessons were learned. The importance of professionalism, discipline, and punctuality was evident every day at work and practice. Collaborating across multiple departments and with various suppliers and customers showed us that effective communication (both internal and external) was critical. Campaigns, Strategies, and Campaign Execution. There is a lot of planning, coordination, and flexibility that goes into executing campaigns, as evidenced by marketing strategies in the real world. Furthermore, the popularization of ERP and gestão digital served to strengthen technology as a guarantor of efficiency and correctness in serving customers. Both professional advancement and workplace maturity were helped by that instruction.

## 7.5 Recommendations and Future Directions

During the internship, chances were given to watch and join in the company marketing work, how management runs and how the everyday company proceeds. Several gaps were identified within the organization's business processes and customer service management, which must be dealt with to ensure sustained growth over an extended period.

Based on the observations and learning experience, recommendations are projected to improve the company's performance and operational productivity.

### **1. Strengthen Digital Marketing Activities:**

A higher investment is advisable in terms of digital marketing, such as social media campaigns, paid advertisements, and SEO. A strong internet presence is expected to enhance the visibility of the brand in different outlets and attract more online consumers.

## **2. Introduce Employee Training Programs:**

Conducting regular workshops or training for the new and current employees on communication, customer service, ERP usage, and also knowledge about the product is one of what is recommended. To enhance the skills of staff and maintain sustainable, effective operation, such workshops must be held on a weekly basis.

## **3. Expand Outdoor Branding and Event Activation:**

Trade shows, partnerships with other groups and additional outdoor advertising could raise brand awareness. Attending tech shows is an additional way to connect with possible business-to-business customers. Tech Show season 2 is suggested based on season 1.

## **4. Improve Customer Feedback System:**

The company needs to fill in service loopholes as far as possible and improve customer satisfaction by establishing a feedback collection mechanism, such as questionnaires or an online form.

## **5. Enhance Collaboration Between Departments:**

Teamwork and communication between the Technical, Sales, and Marketing Teams need improvement, as this will increase efficiency and expedite project execution. Departments need to collaborate in a professional manner to meet the goal of the company.

## **6. Optimize Vendor Management System:**

By implementing a centralized vendor database and digital solutions for tracking vendors, service quality can be enhanced, and work delays minimized. Additionally, the company should make certain that FTE vendors are utilized whenever possible in order to maintain service levels.

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