



An Evaluation of Marketing Operations of Akij Resource Ltd

A Study on SBU: Bongo Traders Limited

Submitted To:

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LETTER OF TRANSMITTAL

Date: 18th October, 2025

To

Dr. Mohammad Shibli Shahriar
Professor & Director, MBA Program
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “**An evaluation of marketing operations of Akij Resource Ltd (A Study on SBU: Bongo Traders Limited)**”

Honorable Sir,

It is a great honor for me, I Faraya Haque Samiya, to submit the internship report titled “**An evaluation of marketing operations of Akij Resource (A Study on SBU: Bongo Traders Limited)**”. 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 **Akij Resource Ltd.**

I sincerely hope this report meets your expectations and requirements.

Sincerely,



Faraya Haque Samiya
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LETTER OF APPROVAL

This is to certify that the internship report entitled “**An evaluation of marketing operations of Akij Resource Ltd (A Study on SBU: Bongo Traders Limited)**” has been prepared by Faraya Haque Samiya, ID: 221-11-1639, as part of the requirements for the Bachelor of Business Administration (BBA) Program, Major in Marketing, 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.



Dr. Mohammad Shibli Shahriar

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DECLARATION

I am Faraya Haque Samiya, a student of the Department of Business Administration, bearing ID: 221-11-1639, Major in Marketing, at Daffodil International University (DIU), do hereby sincerely declare that the internship report entitled “**An evaluation of marketing operations of Akij Resource Ltd (A Study on SBU: Bongo Traders Limited)**” 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.



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ACKNOWLEDGEMENT

In the first instance, I would like to Thank Almighty Allah for giving me energy, patience and all possible efforts in order to accomplish my internship report. I am also genuinely grateful to my family who have been supporting, encouraging and blessing me in all walking of success of life. I am grateful to Professor, my internship supervisor. Dr. Mohammad Shibli Shahriar, for his precious supervision, constructive comments and continuous effort to supervise me throughout the report. His knowledge and guidance helped us to understand it all in a way that made sense.

I am grateful to for giving me the chance to work as a Marketing Intern at Akij Resource Ltd. I am appreciative of the valuable coaching, materials and inspiration provided in my traineeship that greatly enriched my learning process.



Faraya Haque Samiya

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EXECUTIVE SUMMARY

This document represents the overall actual experience of marketing that took place in my internship at Akij Resource Limited with their project Bongo Traders Ltd. The purpose of the internship was to understand the mechanics of marketing and operations related functions such as logistics, vessel operations, inventory control and invoicing in an organization.

I had various tasks during my internship including assist with the creation of international tender documentation, on-site witness of mother and lighter vessels, duties within the warehouse and inventory department as well as after billings. These findings very much assisted me in comprehending the process of Akij Resource Ltd and its marketing strategy to control the distributing system.

Your report will focus on the types of advertising The company undertaker and how important you feel these represent contributions to improved efficacy. It covers the work I did on my internship and what I learned as well as grievances with the organization. Tangible necked bottlenecks outcomes (e.g. flu-season period delay attributed to manual documentation, interface front-end personalization- unavailable in operation, general department communication blockers) were presented and suggestions provided.

“I was able to do so many new things which I won’t be able to classify the items as these are the needs of today –marketing and logistics on the te-bid, vessel operation billing process. It also ramped up my problem solving, communication and coordinating skills, which are critical in marketing.

The report has also not included just what I learned from internship in Akij Resource Ltd company, but rather it talks on how I have been trained and developed by satisfying the expected interests. The paper concludes with some real-world recommendations to enhance organizational and marketing performances of Akij Resource Ltd. such as by raising digital integration, introducing cross-functional workflow coordination etc.

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CHAPTER ONE:

Introduction

1.1 Background of the Study

Akij Resource Ltd. – The Largest Group of Company in Bangladesh Akij Group is one of the largest Bangladeshi industrial conglomerates. The industries under this conglomerate include textiles, tobacco, food & beverage and many more. The company's subsidiary, Bongo Traders Limited offers international logistics services, transporter of mother/bulk/lighter vessels operations; warehousing (#4 Samsa Warehouses) and inventory management; the Directors operate as agents of and provide close logistical support to Government (Parastatals, Government contracts & Law government Genceries).

The marketing of Akij Resource Ltd. has a great contribution to facilitate the smooth operations and products' delivery to customers within no time. The report concentrates on analysis of both marketing strategy as well as tactical actions of the organization, Bongo Traders Limited. By examining marketing activities, this research indicates how the marketing effort leads to increased effectiveness of its operations and organization success and enhanced customer satisfaction at Akij Resource Ltd.

The intern at Akij Resource Ltd. also provides me the practical know how of functioning of marketing and logistics in an organization. I was involved in variety of activities including writing non appropriate patent claims, documentation for billing, Tendering document supply, Monitoring vessel operation and co-ordination with warehouse people for keeping stock. The purpose of this report is to present my volunteering positions, what I have learned, and any challenges encountered during my volunteering.

1.2 Statement of the Problem

Akij Resource Ltd. and Bongo Traders Limited face certain operational issues, which I have discussed in my previous article that impact the effectiveness of their marketing and logistics activities. However, despite of its size and operations, some inefficiencies in the system were noted that include lag time in manual documentation, less digitized billing and warehouse management, as well as lack of coordination among different operational units. These are serious bottlenecks which impact the efficiency and delivery times of our logistics and ultimately our customers.

The purpose of this study is to provide insights into the operational processes and marketing

activities that lead to these inefficiencies. By pinpointing these gaps, the research hopes to provide suggestions for better flow and efficiency at Akij Resource Ltd.

1.3 Objectives of the Study

Broad Objective:

The broad objective of the study is to evaluate the marketing operations of Bongo Traders Limited, Akij Resource Ltd.

Specific Objectives:

- To identify marketing mix of Bongo Traders Limited, Akij Resource Ltd
- To evaluate various marketing operations of the company

1.4 Methodology of the Study

The study employs a combination of **primary** and **secondary** data collection methods to achieve a comprehensive understanding of the marketing activities and operational processes at Akij Resource Ltd.

Primary Data Collection:

- **Direct Observation:** During the internship, I observed various operational processes related to vessel operations (mother and lighter vessels), warehouse management, and logistics flow. These observations were critical in understanding how the marketing strategies were implemented in practice.
- **Interviews with company personnel:** Employees from marketing, logistics and operations workforce of the company were interviewed in order to understand the challenges; strategies and process involved in the working of this organization. These interviews revealed the thought process behind various marketing and operating processes.
- **Internship Logs, Daily Reports [Materials]:** I kept daily reports and posted a short comment at the end of each day. They were useful in ticking me off for the company and reminding of some marketing I had done such as readying billing reports or helped on tender files.

Secondary Data Collection:

- **Company Website and Internal Reports:** Secondary information were also extracted from the official web site of Akij Resource Ltd in where it was available for the general profile, history, strength, services and organization structure. We also examined internal reports on logistics, warehousing and billing to learn about the work flow and propose improvements.
- **Industry Articles & Working Papers:** Industry reports and papers had been collected related to logistics, distribution and marketing practices in the industry to develop an

insight towards the broader trend in the sector. Academic papers and case studies helped characterize the company's marketing actions and operational constraint in an industry setting.

- **Operational Documents:** Documentation related to tendering, invoicing and warehouse management systems provided a greater insight into the operational cycle and areas of inefficiency that needed to be corrected.

CHAPTER TWO:

Company Overview

2.1 Company Profile

Akij Resource Ltd is the Largest Group of Company in Bangladesh. Akij Resource Ltd is primarily concentrated on, and is committed to, the logistics services and related products, as well as the distribution while managing supply chain of loans with other financial institutions. It is dedicated to delivering good value operations solutions for its clients, across South Africa and Internationally.

The company has developed good operational capability and model of customer service, specializing in providing logistics supply chain demanded products and services. Akij Resource Ltd. works with several organizations such as Bongo Traders Limited (Vessel Operations, Warehousing & International Logistics).

By involving in logistics and distribution, Akij Resource Ltd. makes certain the fulfillment of customers' demands with required quality by delivering basic raw materials at reasonable price for existing project on cost effective basis on time and upon demand. Its main business activities are handling vessels (mother/lighter vessels), warehousing and inventory management, and ensuring seamless transportation of the goods to its customers all over destinations in Bangladesh and even beyond.

2.2 Mission

Akij Resource Ltd mission is to provide quality software solutions to business problems that allow companies to lower their service costs and generate value with a final solution, which the only thing it should do is improve their business and exceed customer expectations. The game services company was founded with the mission to build a workplace where people are inspired, innovative and have fun while working hard and being productive.

2.3 Vision

The company vision is to have global logistics and resource management as being the world's best in operations and customer solutions, using sustainable business processes. Akij Resource Ltd also set its goal to develop at the international market with quality and commitment Its main motif is that "Quality is our Pride" and we believe it.

2.4 Core Values

Akij Resource Ltd. has a set of robust values, enforcing everything that does to the capital market. These values are not only words but part of the DNA of the company and necessary to keep it at the top as one of the leaders in logistics & environment. The following core values guide how the company works, for its own staff and when dealing with customers:

- **Honesty:** Honest is the keystone of Akij Resource Ltd. The company is dedicated to doing business with integrity and only achieves full transparency, honesty and fairness in all operations. Be it clients or staffs-or stake holders, Akij Resource Ltd. gives an account of integrity factor to all who are association with us.
- **Premium:** Innovation is the driving force behind growth of Akij Resource Ltd. The company is dedicated to ever-increasing better methods, new technology and reaching the forefront of industry advances. With the help of new methods and modern technology, Akij Resource Ltd. provide high quality services to the customers more efficiently, cheaper and safer. This applies whether we are talking about how the business runs or treats customers.
- **Customer Centricity:** At Akij Resource Ltd, the customer always comes first. The business is based on the belief that our customers' needs are of the utmost importance, and we are committed to meeting those needs with outstanding service. Every day we do our best to seek each man out and find personalized solutions they will be able use in realizing their dreams. Our returning customer base has become a part of our company and it's not only because we are as great as the work you provide for us.
- **Quality:** At Akij Resource Ltd. we want to ensure that the quality of our Product meets your needs or exceeds them. Both the Firm and the practice area demand 'best in class' service and technology across-the-board. The Quest Greatness and that is what motivates the company never to rest on its laurels, make changes where necessary and be the best that it can, by trying to do a better job each ever day.
- **Sustainable:** A company that recognizes the importance of eco-friendly practice and also understands that it's not only good for the environment, but it's good business. Akij Resource Ltd is committed to reducing the environmental impact of our operations. Improve user confidence in geological control and increase drill core recovery Trenches or Drillholes: soil rock wall other Open pit: handle rock, more precisely control dig timing/Blast Pit walls Pump back removed tailings; custom placement Removal of waste from areas that do us no good Work to safe slope – GIS on laser scan accuracy Drill some SO District google earth isolate chips RESOURCE Mining - Optimizing. ALS environmental logging at high density using Aeos 1.5m reflection fixed wings. The vendors green practices are those toward green technology development, waste reduction and environmental law compliance at their work site.

These values are reflected in the way that Akij Resource Ltd. does business with its employees, partners and customers - responsibly, safely and sustainably. “They are a solid fundamental to

build on, one that guides the company daily while also shaping its thoughts about future strategy

2.5 Services Offered

We are looking for Akij Resource Ltd is one of the largest as well as the fastest growing company in Bangladesh. The services of the company aim to increase operational effectiveness, and facilitating logistics procedures as well as reduce lines travelling between transportation media. Principal services provided by Akij Resource Ltd. to maintain and establish its reputation as reliable, efficient logistic service are as follows:

- **Logistics and Distribution Services:** The company has been involved in Logistics and distribution services across the supply chain operation, it is one of its kind as Akij Resource Ltd. The company is offering complete supply chain management services to various industries. The company takes care of products from their warehousing to the moment they are transported for final delivery, and in the most efficient and economically friendly way. The logistics support are customized as per client's specific needs, and ensure that consignments of handmen's reach life science recipients promptly and in perfect condition.
- **Vessel Operations – mother& lighter vessel operations:** One of the services that AKIJ RESOURCE LTD is aligned with VESSEL OPERATIONS. The company has both mother and smaller vessels to transport cargo on the waterways. The mother vessels are developed to transport goods over long distances, whereas the lighter ships are transactional goods transfers going to or coming from secondary ports which cannot be accessed by their larger brethren's. It is a must-have for the shipping of bulk goods to maintain supply chain efficiency.
- **Tender Documentation Services:** Akij Resource Ltd. offers special expertise in drafting and submission of international tenders. The business helps customers get required tender-submitting documents ready, making sure they have all the necessary legal, regulatory and operational requirements. Any businesses aiming to move their operations overseas or work within large logistic projects would find this service especially beneficial.
- **Warehouse and Managing Inventory:** This is possible due to our state-of-the-art warehouses that allow us for maximum & excellent storage as well as handling of the products. The manual and computer records are employed to describe what inventory is being delivered, to track the movement of merchandise, and to ensure that the stock is well handled. It reduces lead times and eliminates stockout or overstock risks, since the entire supply chain gets streamlined much more effectively.
- **Billing/Delivery Note Services:** It also provide full billing and per documentation services because we know the significance of proper document management. That's making invoices, answering billing questions and fucking around with the documents for customs clearing and international transportation. To ensure clients are ahead of schedule, and aligned to industry standards; Akij Resource Ltd. assures swift and precise reporting for

both financial and operations services.

- **Customs Clearance and International Shipping:** Akij Resource Ltd. provide customs clearing and shipping abroad to all of their costumers as a part of their logistics solutions. Their system ensures that all necessary documents are checked and flow inline with the customers of origin and arrival countries. It's a service that is crucial for companies that are part of the international trade industry since it can prevent delays and lets goods be moved easily without any hassle.
- **Logistics:** Like distribution and warehousing, Akij Resource Ltd. offers highly specialized services to companies in need of logistics expertise and also provides cost-effective custom built solutions for delivery a customer's product with speed and reliability necessary to meet the tough business environment. The company teams up with its clients to analyze This solution allows companies to stay competitive and provide high service levels, but at lower cost.

These services are integral to the company's mission of delivering innovative and reliable solutions that enhance operational efficiency and create long-term value for customers.

2.6 History and Current Operations

Established in the early 2000s, Akij Resource Ltd (ARL) is an industry leader in transportation business in Bangladesh and West Africa. The company began with simple supply chain services, and has now grown to provide integrated logistics solutions including vessel operations, warehouse operation, and international shipping.

In the recent years ARL has developed a comprehensive infrastructure of international and local suppliers to serve the increasing demand for logistics services in Bangladesh. The company's geographic coverage areas has grown not only in Bangladesh and neighboring countries, but that also helps it to become competitive to serve both local and international clients.

Today, Akij Resource Ltd. adopts sustainable and innovative business methods that are digitally supported for achieving greater production efficiency. The company is rapidly growing the number of ships, warehouses and on-land distribution centers to keep pace in an ever-changing logistics world.

Marketing Mix (4Ps)

The Marketing Mix is a set of product, price, place and promotion strategies (the 4Ps) used to effectively market a product. Here is how Akij Resource Ltd. applies the 4Ps in its business, particularly through Bongo Traders Ltd:

- **Product:**

Bongo Traders Limited Provides international logistics, vessel operations, warehousing and handling of goods. Their main offerings include smooth flow of goods, customs clearance and punctual delivery across areas (which are all necessary for supply chain management).

- **Price:**

The pricing appears to be competitive; there is value based pricing. Akij Resource Ltd. offers personalized solutions to suit clients' needs and provide cost-effective services without compromising on quality. The aim is to have cost-effective logistic services and at the same time a high operational performance.

- **Place:**

Akij Resource Ltd. operations encompass out own sources of Salt and Lime Stone mines. They have bulk cargo vessels and warehouses bottled up in strategic locations, so that goods flow easily across Bangladesh and beyond. Their strategy for locations is planned out to make sure they're providing great service in a variety of markets.

- **Promotion:**

Though not much is said about promotional strategies in the report, it's probable that Akij Resource Ltd. engages in targeted advertising through logistics trade publications and international shipping events. Highlighting focus on operation al excellence as well as customer satisfaction, is another way it's marketing the fact we add value for our customers.

Segmentation, Targeting, and Positioning (STP)

Segmentation:

The market of Akij Resource Ltd is divided into business requirement, geography and industry. The key segments include:

- **Geographic** The logistics and shipping industry has clients at home as well as abroad.
- **Demographics Focus** – Large business with logistics needs that include international shipping, warehousing and vessel services.
- **Behavioral segmentation:** Target customers who depend on on-time delivery and operational reliability, such as manufacturers, retailers or government.

Targeting:

The company's focus is on large businesses, government contracts and international demand for

logistics, vessel operations and streamlined supply chain management. It's a message that resonates with industries reliant on bulk goods shipping, importing/exporting and warehousing, reaching out to relieve those businesses of complicated supply chain hassles.

Positioning:

Akij Resource Ltd. is a complete transport service solution in Bangladesh and engaged with transportation, freight forwarding & trading services. The company's focus is efficiency of operations, on time delivery and customer satisfaction. Their motto of "Quality is our Pride" reflects the commitment to providing a standard of logistics services that not only fulfill but exceeds customers' demand.

Strategic Insights

- **Smooth Operations:** Akij Resource Ltd. to serve in the local and global market with customer-based solution by maintaining uniform blending system as well as optimum procuring, production mechanism. Logistics excellence is important part of company's market mission because it has direct impact on customer satisfaction.
- **Digital Transformation:** One of the bottlenecks discovered during the internship was using manual approaches. Going more digital – for example, automating invoicing and smoothing lines of communication between departments – would amplify the brand's possibilities both on the operational side and in terms of marketing.
- **Interdepartmental Coordination:** Increase the coordination of marketing, logistics and other departments to reduce lead time in processes and delays in fulfilling customers' orders. Smooth communication between departments is a vital prerequisite for living true to your marketing promises.

Conclusion

Akij Resource Ltd operates with a strong marketing network over the nation with the aggressive support of its sales and marketing department with better product mix and value added service. The core activity of the company is to deliver operational excellence, customer satisfaction and overall maintain efficiency in transportation including customs clearance which increases demand for our products time to time. Their marketing mix is based on close relationships with the businesses that depend on efficient supply chain processing. Such efforts to optimize internal processes in addition to employing digital tools and improving cross-departmental communication could help put the company in an even stronger market position.

CHAPTER THREE:

Internship Role and Responsibilities

3.1 Role and Responsibilities

During my internship at Akij Resource Ltd I worked on multiple operation and marketing streams giving me a practical learning on core supply chain values such as Logistics, distribution, billing etc. The following work is what I completed working for the company:

- **Assisting in Preparing Billing Documents:**

I have as well made this order for billings to clients when I used to work in billing department. And that meant a look at the contracts, the invoices and the shipping receipts to ensure it all adds up properly, and everyone honored their end of things.” I was a fail safe to ensure that rumors about intel were true and that they kept checks from encountering annoying inside errors. In that position, I learned the side of paperwork and finance work (what is perceived it was so important for you to keep a business organized).

- **Verifying Invoices:**

I was examining the invoices for deliveries and history of service. They had to be cross-referenced with operations reports and material was shipped against the same order of customer. Discrepancies of invoices vs working foreach had to be observed and amended. I quickly learned the importance of being accurate in ty in billing...of what it said to your customers, and to your cash position.

- **Supporting the Tender Documentation Process:**

I was examining the invoices for deliveries and history of service. They had to be cross-referenced with operations reports and material was shipped against the same order of customer. Discrepancies of invoices vs working foreach had to be observed and amended. I quickly learned the importance of being accurate in ty in billing...of what it said to your customers, and to your cash position.

- **Viewing the Comings and Goings (Mother and Lighter Vessel Movements):**

Mother and little craft took still longer. These are suitable for waterborne bulk commodity transport. I observed things going in, coming out and moving around; the coordination necessary to make it happen. This hands-on experience ticked yet another big box on logistics and transport operations.

- **Stock Reports Coordination with Warehouse Team:**

I worked with the warehouse on inventory and fulfillment. It comprised of assisting in issue and check off, verifying record of stores and assist in the preparation of stock report. I was left the warehouse, and I tried to work it very slick; so that whenever we ordered to stock would be slow. This homework week taught me the importance of good management of warehouse in life cycle of a supply chain.

- **Skills Acquired. Reporting and Data Management Techniques:**

A portion of my internship was spent learning how reporting and data were processed. I helped to monitor inventory, vessel activity and billing history. In addition, I observed how operation reviews reports were created and utilized to perform business analysis. I was exposed to another way of dealing with the data I learnt that, by you making a decision(s) based on the data business processes down to the business outcome could be greatly improved.

3.2 Rationale of the Roles and Responsibilities

Roles and Responsibilities I was made part of my internship were tailor made to make me understand in depth about the various departments in Akij Resource Ltd. So I got posted to billing, Tendering procedures, Operations and Inventory management as the main reason was to make me exposed in these core areas. I was part of these processes and I could then improve my both marketing and logistics skills which are essential for my education development and professional future in the field of marketing.

Billing and Documentation – Taught me how the documentation of a business transaction is as important as the transaction itself, billing, and other cash flow processes are organized for retaining customers and maintaining financial health.

Tender documentation: I worked also in creating tender docs, which gave me a glimpse of how international contracts are won; and a big part of marketing in the world of logistics.

Observational Insights: After did rounds of vessel observation I found the puzzles within logistics operation in customer service, marketing and strategy.

Warehouse Management and Coordination: Warehouse operations management helped me get a peek into the world of warehouse dynamics with marketing and operations. Stock availability is a prime factor as on-time order deliveries are an immense USP.

Database Management: Data is the new oil and in Database management you understand how necessary it is to always keep updated records, report for proper decision making, this forms a basis of every marketer in any industry.

These duties gave me a vast amount of knowledge about the connection between logistics, operation and marketing will be very useful for my future career in marketing and resource management.

3.3 Examples of Tasks Completed

During my internship, I completed a range of tasks that were crucial to the smooth functioning of Akij Resource Ltd.'s operations. Some examples of tasks completed include:

Billing Verification: For my internship i helped verify 50+ billing sheet, cross checking the numbers with the delivery as well as service sheets. This was a very detail-oriented job and has enhanced my ability to analyze information.

Preparation of a tender document: I was also the one who prepared a tender document for an international logistics project. This involved collating of requisite certificates, financials and all the other documents it is required to submit.

Report Generating I worked with the warehouse staffers to create daily and weekly stock reports that Drove-in the tracking of merchandise and Assist in maintaining balance inventory levels. I had picked up some practical experience which expanded how I looked at WMS and it's place in operations.

10 11 Observations on Operation and Reporting I observed numerous operations such as loading/discharging of mother vessels, loading/screens of lighter vessels. I dissected how they did things and found there are some inefficiencies in the process itself-Not getting internet to and I find that gave me a great, educational perspective.

Data entry and reporting: I needed to enter data into our company's inventory management software and was responsible for pulling together monthly reports that we shared with our Directors. This also helped to increase my understanding of data reporting and management.

CHAPTER FOUR:

Key Learnings and Experience

4.1 Important Learnings

During my internship at Akij Resource Ltd. the written document gave me an option for case study on logistics and marketing of a company. This understanding has helped me make sense of the business world I am entering, logistics and supply chain in particular. Lesson so far for this momentous period are :

- **Understanding of Logistics Operations:**

One of the highlights has been vessel operations in logistics as you have seen it today. I had gained first-hand experience of how merchandise gets moved, stored and controlled from shipping to final delivery. It is in this aspect that time bound deliveries and presuming between teams like warehouse management–vessel operations – billing departments are all to be witnessed.

- **Tender Documentation Process:**

Gained some real-life experience on how to write a tender with particular emphasis on international project logistics. This was hours and hours of time on researching what information we needed to be able to even attempt tendering for the job, as we weren't sure whether it would class as a legal bid for us and therefore if it was legal for us to put in a quote. This all provided a great insight into how firms tender for large contracts and the sales and marketing aspects behind them.

- **Responsibility for Data Management and Reporting:**

And nothing was more important than how they handled data. During my work experience, I've had the opportunity to appreciate the significance of Data Entry accuracy and punctuality in Reporting. This specific incident here has demonstrated to us that the importance of keeping records up to date, and it also displayed the other side on having reporting systems that were crucial in running business. It also illustrated the evidential impact on operating performance and areas for change.

- **Billing and Financial Processes:**

Somewhat more mind-blowing about the billing cycle, and how important it is to keep this place humming. Serving the firm as a helper to bill out some cases and audit invoices helped me figure out how important it was to be accurate with time entries and billing

timely; I see what delaying payment from clients or a firm's cash flow impacts. This has helped me get better at monitoring my financial performance and given me a little bit of an insight on how finances are run behind the bars inside any organization.

- **Customer-Centric Marketing Approach:**

When I was interning there, I noticed the level to which in product marketing at the company mantras are excellence and customer sat attainment. Logistics & Delivery Indo have great Groupie – the Operations Team!—and we believe that team is extremely well served by short-lead times for small orders, something that should be part of an overall package when customers select their supplier. It's been a bit of a weight on my shoulder that marketing is not just about advertising and comms, but it's how things are in situ and running.

- **Communication and Coordination Skills:**

I have also developed communications and co-ordination with all the sections by interacting constantly. The warehouse, the billing dept and the vessel operations-a good one for ship smooth operation. It's one of the most important skills in marketing, about communicating effectively with clients and with members of your team, and up as well.

4.2 Connection with Academia

Between what I was learning in Marketing and how it was applied in the real world - #Interndays. The school supply chain and logistics management/marketing operations curriculum helped me to be ready for my intern positions; I was able to use what I had already learned in hands-on scenarios.

In my supply chain management course, for example, one of the issues I learned about was how to solve logistics optimization problems; in my marketing strategy class, I learned that operational efficiency is a key aspect of an organization's overall marketing plan. Secondly, with a degree economics background which I have shared and my financial understanding I helped in billing verification, tender process issues of both are basically financial appreciation understanding and details.

It also taught me the importance of what I'll call "hands-on doing-then learning" as opposed to some of my book only and classroom-dwelling learning. AND_I also had opportunity to see how theory was substituted for in life and then have opportunity to suddenly I have an chance to see those thingy I used to think job there nothing business history experience, I SEE applies round here Which is something that made me think about marketing not just as science but people are working because scheme swear all others so.

4.3 Example of Experience and Personal Growth

I was once a part of an exciting assignment - bid for project abroad - tendering documents. It was

an absolute chore, just really precision.” I was first struck kind of agog, because the documents went pretty deep into due diligenceinster territory that would require legal verbiage and deadlines to really understand. But eventually I realized the best way to comply, and it became apparent that I would be able to cobble all together. After the whole thing, miraculously this went in and got accepted.

Patience, detail and time has been some of what I've taken away from this. And it emphasized critical thinking skills and problem-solving ability—essential to success in any marketing or operational function. I got some really nice words from my bosses on documentation after the fact and I was successful. enough to restore my faith in what I could do with myself (and know I should keep showing up and adding whatever little value I can add there).

Another chance for personal development was in the sorting hall during the night shift. I had no experience doing warehouse work when I first started, however in no time, with the help of mates it all became pretty self-explanatory - in particular stock and doing a stock take. Not only that I can improve my organizing but also have a better understanding about how warehouse management is to the supply chain.

CHAPTER FIVE:

Critique and Reflections

5.1 Critical Evaluation of the Internship Experience

During my internship at Akij Resource Ltd. I learned how marketing and logistic sectors combine to make the business activities much better. All in all it was a great experience and I saw theoretical knowledge put to practice. The internship was organized so that I was able to gain experience in many areas of the company's business, including but not limited to billing and tender documentation, warehouse management and vessel operations.

The observation and involvement in overseas logistics operation (Which is a vital part of marketing strategy of Akij Resource Ltd.) was one of the most positive sides of this internship. Learning how the company logistics its fleet, as well as coordinate with varying operational departments such as warehouse team and billing department allowed me to have a better understanding of industry environments on supply chain. I also enjoyed the process to document tendering, I realized how competitive the world of business was at the international level and how well all preparation comes into place with achieving contracts.

However, as much as the internship taught me a lot, there were certain things which could be better. The manual documentation process and minimal ICT applications in some sectors were causing inefficiencies, especially in regards to billing and warehouse management. Some paper-based systems led to delay in dealing with documents, which might have been facilitated if these systems were better digitalized. The communications within departments were suboptimal as well – this slowed down the processes, and in so doing decreasing overall productivity. Notwithstanding, the internship had a lot of value for me giving me exposure to hands-on work and contributing to core operational tasks.

5.2 Major Findings and Observations

1. Operational Efficiency Could Be Improved with Digital Integration:

One of the major observations during my internship was the company's heavy reliance on manual documentation systems. While these systems were functional, they were time-

consuming and prone to human error. The billing process, in particular, was delayed due to the need for manual verification of invoices. I believe that integrating digital tools, such as automated invoicing systems or inventory management software, would significantly reduce delays and improve operational efficiency.

2. Coordination Between Departments Needs Enhancement:

For as ‘civilized’ a facade as JFW do throw towards us, I sensed a bit of paucity in cross inter-department talk with warehouse team and billing department. This occasionally led to the late arrival of stock reports and invoices. Better interdepartmental communication by regular updates, meetings or use of a common digital platform can increase teamwork and minimize delays.

3. Strong Focus on Customer Satisfaction:

Restricted Although it absolutely need to be taken into consideration, Akij Assets Ltd. also are very considerably shopper concentrated. The company’s dedication to the service standard that is introduced and completed within a delivery turnaround time says it all on how they operate. What I also observed, however, was that those marketing strategies were closely tied to operational effectiveness so the company had retained some value prop of being reliable and efficient.

4. The Significance of Correct Data Management:

When I was someone’s data guy/reporting guy all I saw was the fully noble, undiluted importance of current and accurate information. The information was necessary for Company to operate stock balance, good issue/receipt transactions & billing accurately. The successful management of the Verbenumia RCD has implications both for operational efficiency, as well as marketing and strategy planning.

5.3 Key Challenges Faced During the Internship

1. Manual Documentation Systems:

The documentation is the part with which I struggled most during my internship. We were slowing down, needed to go paper less. For one, anything that would’ve slowed down billing validation wouldn’t be an issue if you made it digital-first.

2. Unconnected Warehouse and Billing Systems:

At that time there was no fully automatic digital system for stock and billing. Their systems worked, but they didn’t use enough of them and there was a lot of manual entry and reconciliation work. These operators were nightmare to handle, painful or pain big time in manual input and operations especially when we started managing stock as well proper billing.

3. Coordination Gaps Between Operational Units:

Second, disparities in the degree of cooperation between departments were noted as a further complication. There were moments when the warehouse — which was not receiving notifications of stock in real time — would have inventory discrepancies and

shipping delays, for instance. Better communication across departments, would relate to better operations first of all and more efficient results could also be achieved secondly.

5.4 Recommendations and Next Steps

From my experience and observation during the internship I suggest some issues that may be helpful for Akij Resource Ltd. in the long run:

1. **Digital Transformation of Documentation Systems:**

It also ought to invest in digital offerings to avoid paperwork and invoicing. When enough is being down to prevent manual errors if we integrate automatic invoicing system with Inventory software, then also it leads to the increase of efficiency and Now users need not wait for the access time of order forms.

2. **Enhancing Interdepartmental Communication:**

I would recommend departments to talk more with other (like, share a digital platform and project work tool). Successful click to tweet Key takeaway: Regular meetings or check-ins between departments might help bridge the communication gap and make sure everyone is on the same page around responsibilities, goals and objectives.

3. **Training in Digital Tools and Automation:**

Educating staff on digital and automation tools can improve overall productivity and reduce the need for manual work. Enhancing the team's digital fluency will enable the firm to work more efficiently and adapt more agilely to change in the industry.

4. **Investing in Data-Driven Decision Making:**

So, for Akij Resource Ltd, I would like to say that they should go ahead with further data analysis so that the decisions can also be taken operationally. By having real-time data, it can more closely track its inventory and manage the operations of vessels and billing. A research driven instrument that could help the company to make informative choices and support performances in all of those areas.

CHAPTER SIX:

Conclusion

I enjoyed my internship at “Akij Resource Ltd” which provide me practical experiences and knowledge of different parts of marketing, logistic and operations management. I learned and not only used some of what I'd learned in the classroom but have also developed other skills that will help me get through life.

During my Attachment at Akij Resource Ltd., I had opportunities to see and work in different section of the business such as billing & documentation; Tender document preparation; vessel operation; stock/ inventory management and warehouse operation.” The beginnings when I was taught that, marketing and logistics are joined together, you have to be pulling all departments in the same direction if you’re going to get demand down at customer as slickly as possible.

There was even some battle to fight on the internships — like this monstrous hand-filled documentation system that’s still operating in places inside operation. The emergency also underscored the need for digitally automating businesses for solutions, and clearing of transactions. But this only made me a better problem solver, and to better manage time so I can make more during the day out of thin air.

So she got not only experience and lean learning from the internship but also some time to have her mind on customer satisfaction, operation management effectiveness, support business effectiveness through cross department cooperation. “Watching how the company marketed themselves (and ran their business), it taught me that marketing wasn’t just those ads or promos, but that it was this cross-functional effort to make sure what you promised as a company was also how the business worked behind closed doors.”

Summing all the above together Internship was good learning and exposure to Marketing Management and logistics setup. It taught me that there’s value in hard work.” It’s prepared me to be a professional by improving my communication, coordination and problem-solving skills. Knowledge The knowledges that this internship has procured me, is so valuable, I think if I would like to be a further studying in the market side world, I will have some basic at least.

CHAPTER SEVEN:

Implications

7.1 The Effect of the Internship

Internship at Akij Group (Akij Resource Ltd.) It was a very good impact on my life (personal and professional). It allowed me to transition from learning on paper to real-world application, linking the skills gained in my marketing classes with how it works inside of logistics and distribution. It was during my experience in the tender documentation process, vessel operations, billing systems and inventory management systems that I came to appreciate business challenges and how they are solved by marketing strategies.

I have also learned, from this internship that marketing strategy has to be aligned with functional ability. I was very impressed by the focus of the company- not just selling in product but customer delight right from timely delivery to lean logistic and to smart billing system that I suddenly realized marketing is not sales per se. That's how many virtual miles the brand expectation of reliability and service is on the road with each live interaction.

And that experience with manual reporting system and running IT systems in-house further underscored how vital digitization is for the business world of today. Additionally, this was a message loud and clear... digital tools are now so much more a part of the business (and me – as professional marketer sitting at the digital edges -could do with learning several key lessons from these businesses).

7.2 Relevance to Academic Learning

Through this internship, meanwhile I had an additional distance closed between my studies and the practical world in marketing management and logistics. I use what I learned in supply chain and inventory control, and marketing (strategy) all of that in the projects I worked on during my internship. For example, my unarticulated knowledge on the fact that a long-term relationship with clients can be generated with the help of customer relationship management (CRM) theories aided me to understand how Akij Resource Ltd., always develops means of building that such relationships even from its introduction until now by ensuring efficient services at appropriate time.

And I can tell you that even though I wasn't "hands on" with analyzing data - working with and reporting off this had an extreme value for me Not much else was discarded, but during operations reports etc. So I used my BI skills to an actual job where validating invoices, stock levels and

billing being accurate against the expectation was a thing – and so it was practicing what I'd been taught on paper and seeing that real world practicalities showed me just how important data is when making decisions!

7.3 Organizational Impact

On an institutional basis, certainly some of the foundations for my small effort are there. Aided in bill check; verify all bid docs are signed, you always do starch control so these will have an effect on stations as well, which can then be a direct correlation to company. This form of assistance made it possible for workers to "see" less strenuous or lower task work and only think more regarding the flow of items.

As a startup involved Founder, the minimum over you needs (for inventory mgmt./ warehouse operations) got me thinking so judge about why marketing and ops should work together. And you know, that's a very deep kind of vision for a marketer, because you've also got to map your marketing strategy across what the company can do if we're going to get customers happy and drive business.

7.4 Lessons Learned

The following are some of the organic lessons I learned from my internship and have continued to shape me in my career:

The importance of integration: Operating side too was a huge lesson in integrating. Marketing cannot exist in a bubble – lean, responsive and productive operations are the foundation. The importance of digital transformation the pitfalls experienced with manual methods have been a wake-up call for companies to turn their attention to digital tools. Tech companies will need to educate marketers on how technology creates efficiency and better customer experiences.

Communication and Coordination: Heads Proper communication and coordination among the sections should be maintained for efficient operation. Playing in my internship, I found out that when people communicate poorly it makes things more sluggish and doesn't meet due dates then lo-and-behold (sing) customers are unhappy. This is a big insight, and critical for marketers and operators to know.

Agility and analytical skills: Last but certainly not least, I have learned to work under pressure and rapidly change tasks in a fast-paced environment. There are bound to be some bumps, but the service's transparent dedication to ironing them out quickly and responsibly should help keep everything moving ticktock right on schedule.

7.5 Skill Development

During my stay at the internship, I broadened significant amounts of skills in which are crucial for my future career goals:

- **Communication Skills:** Still I am learning how to communicate with the different teams Speaking to Warehouse team Or assisting customers in getting their checks or even conversing over things to leads. “In marketing or in operations, it’s all the same thing: The way we get to anything is talking,” he continued. “This internship has taught me to speak more and put out my ideas.
- **Data Processed:** I helped to process the stock readings and billings in my current job which managed to put me in track on Data entry where analysis was required as being critical for most of marketing or operations job responsibilities. And, the importance of data in both generating reports and taking business decisions were emphasized.
- **Problem solver and Time Management:** Good problem solving for discrepancy issues on invoicing or when it comes to logistics. And then also was being able to multi-task, which honed my time management skills in a way that’s important for any job.
- **Business and Marketing Aspect:** During this job, I experienced an interesting impression of the way advertising and marketing intertwines with transportation. It’s also the first time I’ve understood how an operation and its marketing should dovetail in order to continue serving customers without a hiccup.

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Websites

Author(s) or Organization. (Year, Month Day). Title of the webpage. *Website Name*. URL

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