

Internship Report
On
Analyzing Digital Marketing Strategies for Market
Positioning



Daffodil International University

Submitted To

Ms. Farhana Noor

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Submitted By

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To

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Daffodil International University

Ashulia Model Town, Ashulia, Savar, Dhaka-1341, Bangladesh

Subject: Submission of Internship Report

Dear Ma'am,

It is my pleasure to submit my internship report entitled **Analyzing Digital Marketing Strategies for Market Positioning at Bry-Air (Asia) Pvt. Ltd.** I worked in the **Marketing Department** from **1 May 2025 to 31 July 2025**. During this period, I had the opportunity to gain real world experience in digital marketing activities, including Content creation, Hubspot Marketing, Data Analytics and evaluating the effectiveness of marketing strategies for improving market positioning.

I am grateful for your valuable guidance and support throughout the preparation of this report. I am also thankful to the management and colleagues of Bry-Air for their cooperation and assistance during my internship period.

I believe this report reflects my sincere effort to combine theoretical knowledge with practical application, and I hope it meets your expectations.

Sincerely Yours,



Hrijuta Boishakhi

Student ID: 143-11-4127

Bachelor of Business Administration (BBA)

Daffodil International University

Acknowledgement

I would like to express my immense gratitude to my supervisor Ms. Farhana Noor ma'am, Assistant Professor, Department of Business Administration at Daffodil International University for her constant support, guidance, encouragement throughout the journey. These helped me to have a constructive feedback to grow both Personally and Professionally.

I am also grateful to Mr. Subrata Bhowmik, my on-site supervisor, the country head at Bry-Air Bangladesh for giving me such opportunity to implement my academic course knowledge in a practical platform.

I would like to give immense thanks to my colleagues Mr. Sovon Sarker (Bangladesh Team) and Himanshu Kashyap (India Team) for their consecutive support throughout the whole Internship journey that made my internship fruitful and enjoyable.

During my Internship as a Marketing Executive at Bry-Air I've gathered insightful knowledge and implemented them practically. Now I've experienced in Hubspot Marketing, Content Writing and Data Analytics as well, those greatly enriched the content and context of this report.

Lastly I want to show my profound thanks to all my Bry-Air colleagues and Daffodil International University to their consecutive support to my whole internship journey successful and completion of this report.

Certificate of Approval

I do hereby acknowledge that the internship report titled “Analyzing Digital Marketing Strategies for Market Positioning” has been submitted in partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) degree. This internship report has been submitted to the Department of Business Administration at Daffodil International University by **Hrijuta Boishakhi**, ID: **143-11-4127**.

This report is a copy of the candidate's own work that was prepared according to my instructions and carried out during the Bry-Air (Asia) Pvt. Ltd. internship time frame. I am satisfied that the report is a creditable piece of academic work and endorse it for submission.



Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Declaration

I, **Hrijuta Boishakhi**, a student at the Department of Business Administration, hereby declare that the report titled “Analyzing Digital Marketing Strategies for Market Positioning” has been prepared by me as a requirement for my internship under the supervision of **Ms. Farhana Noor**, Assistant Professor, Department of Business Administration, Daffodil International University.

This study is presented mainly for academic purposes and provides an analysis of the marketing activities carried out by Bry-Air (Asia) Pvt. Ltd., based on my experiences and observations during the internship. All the information, thoughts, and proposals in this report originated from my tenure at the organization and the research I conducted.

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



Sincerely Yours,

Hrijuta Boishakhi

ID: 143-11-4127

Concentration: Marketing

Program: BBA

Department of Business Administration

Faculty of Business and Entrepreneurship

Executive Summary

The report is based on internship on the Digital marketing strategies and Market Positioning at Bry-Air (Asia) Pvt. Ltd. the leading company in Dehumidification and environment control solution industry worldwide. Bry-Air is the flagship company of the Pahwa Group, showcasing its robust foundation and ongoing dedication to innovation and customer satisfaction through advancement in quality air solutions.

12 weeks of Internship as Marketing Executive from Bry-Air (Asia) Pvt. Ltd., Bangladesh Office where the intern acquired practical experiences in Hubspot Marketing, Content Writing, Data Analytics, Exhibition organizing and Arrangement of Seminar. During our daily work and participation in international events like the Asia Pharma Expo, BAPA FoodPro etc., we learnt how to Promote Brand, Interacting with Customers, and Generate new enquiries are actually applied practically.

The report further examines the company's marketing mix, highlighting the product offerings, premium pricing strategies, distribution channels and the promotional efforts, both traditional and digital. It also has a SWOT analysis and competitor benchmark to help frame BRY-AIR's market presence.

The internship bridged the theoretical concepts gained through BBA courses with practical applications in Customer Behavior, Service Marketing, and Brand Management. The report concludes with insight on the experiences gained, their impact on career development, and recommendations to enhance Marketing effectiveness at Bry-Air (Asia) Pvt. Ltd

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Chapter-1

Introduction



1. Introduction of Bry-Air (Asia) Pvt. Ltd.

At Bry-Air, we pride ourselves on being rooted in patented technology, with a legacy of over five decades in dehumidification and environment control solutions. Our commitment to innovation and excellence has led to the development of Cutting-Edge Desiccant and Adsorption-based technologies.

Pahwa Group comprises of four companies Bry-Air, Desiccant Rotors International (DRI), Delair, and Technical Drying Services (TDS) all centered around air and environment control solutions. Bry-Air is the flagship company of the Pahwa Group, showcasing its robust foundation and ongoing dedication to innovation and customer satisfaction through advancement in quality air solutions.

Bry-Air is a global leader in Desiccant Drying with 2000+ employees in 6 Countries and 12 Manufacturing Plants in USA, India, China, Malaysia, Nigeria, Switzerland and Brazil. Our global presence is in over 80 countries.

Our state-of-the-art manufacturing plants, ISO 9001:2015 and ISO 14001:2015 certified, are among some of the most modern facilities in the industries globally. Our acclaimed R&D centres, acknowledged by the Department of Science and Technology, lead in desiccant-based and fluted media technology advancement. We specialise in engineered dehumidification systems and serve industries like lithium batteries, pharmaceuticals, food processing, electronics, and many more.

At Bry-Air, we take immense pride in our team of highly trained engineers, who back our product range with the latest technologies and world-class test facilities. This dedication to excellence has made us the preferred choice for businesses worldwide.

Desiccant Dehumidification and Product Drying:

Bry-Air manufactures and designs a wide range of Industrial dehumidifiers, Standard as well as engineered for moisture control for applications like Pharmaceuticals, Food Processing,

Leather, Cold Stores, electrode storage, Agriculture, Ammonia Storage etc, as well as specialized dryers for seed drying and Enviroliners & Flexible Barrier Storage System for preservation.

Air and Gas Purification:

Removal of Corrosive and Toxic gases in Data Centers, server rooms and DCM rooms of IT, Petrochemical, paper and pulp, waste water treatment plants through gas phase filtration.

Plastic Auxiliary:

Drying, conveying, blending, Heating & Cooling and Mould Dehumidification to meet the exacting needs of today's plastic processors.

.....in USA

In 1963, Arthur G. Harms, a Bryant sales representative decided to buy the Bryant Division of Carrier-Air Conditioning Corporation. Shortly after the acquisition, Bry-Air began manufacturing in Sunbury, Ohio.

.....in India

In India, it all started over 30 years ago with the setting up of Arctic India Sales in 1979 as a Marketing Company for environmental control products. Arctic India Sales started out by representing Bry-Air Inc. USA for its dehumidifier in India.

In 1981 it promoted the first joint venture in a small scale sector, Bry-Air India (Now, Bry-Air Asia) with Bry-Air Inc. USA to become the first dehumidification manufacturing company east of the Suez.

1.1 Background of the Study

“The Great aim of Education is not knowledge but action”.

— Herbert Spencer

As a BBA student, I deeply resonate with this quote. Throughout my academic journey, I focused on learning about the various areas of business- Marketing, Management, Customer Relations, and Organizational Behavior. Yet, I realized that theory only is not enough, true learning comes when knowledge is applied in real business environments.

Internship serves as the bridge between classroom theories and professional practices. Internship helps students to practice their knowledge, gain practical experience and develop their skills such as Communication, adaptability, problem solving, and teamwork.

During my internship at Bry-Air (Asia) Pvt. Ltd., a global leader in environmental control solution and the renowned name in Dehumidification Industry I was fortunate to experience how different departments operate in practice. I got the chance to apply all educational learning those I adapted in my three years BBA journey.

The experience has been both professionally and personally rewarding. It enhanced my confidence, sharpened my understanding in business operations, and gave me valuable insights that how company create their value and image to Competitive Market. I consider my Internship as a vital role to prepare myself for future professional challenges and opportunities.

1.2 Objective of the study

The objectives of my Internship at Bry-Air (Asia) Pvt. Ltd. were:

1. To assess the STP analysis of Bry-Air.
2. To evaluate the Marketing Mix of Bry-Air.
3. To give some recommendation according to the findings of the report.

1.3 Scope of the Study

The scope of my study is mainly focused on the Digital Marketing Strategies of Bry-Air (Asia) Pvt. Ltd. and how they helped in building the company's market position. Since my Internship was in the Marketing Department most my observations and work were related to Hubspot Marketing, LinkedIn Promotion, Content Writing and even support like Exhibition and Seminars.

This report is based only on what I directly learned and worked on my Internship Period. It doesn't cover the overall Marketing of Bry-Air or the work done by other departments like, Finance or Operation. Instead it mainly looks at **Digital Marketing and Communication Activities** that I got to be involved in.

For preparing this report I used my own experiences during the Internship, Company Documents, Online platform, and Marketing Content Created during campaigns. I did not do any surveys or customer interviews, so the findings are only from my personal experience and the limited data I had access to during the internship.

1.4 Methodology of the Study

Research Design:

The research was carried out in different phases and followed a descriptive research design. The study moved from a different observation of Bry-Air's overall Marketing practices to a closer look at its digital marketing strategies. The main focus was to understand the tools like

Hubspot, LinkedIn Marketing, Content Writing and Event base activities contribute to strengthening the company's market positioning.

Since the internship was limited to the Marketing Department, the study relied on secondary data, in-house documents, online content and direct observations during daily tasks. This design helped me to connect classroom theories to practical practices into the company. (Kothari C.R., 2004)

1.5 Methods of Data Collection

This Research on the Digital Marketing Strategies of Bry-Air (Asia) Pvt. Ltd. is mainly based on secondary data. I didn't use primary sources like, surveys, interviews, or focused group discussions because of time limits and company confidentiality.

Most of the information came from my direct observations during the internship and reviewing available internal documents, online campaigns, and marketing content. Since I was working in the Marketing Department, I got Hands-on experience in Hubspot, LinkedIn Promotion, Content Writing, and Event related activities. This task along with access the company records and digital platform, gave me the practical data I needed for this study.

1.6 Secondary Sources

- For this study, I mainly used different secondary sources of data. These Include:
- The official website of Bry-Air (Asia) Pvt. Ltd. (www.bryair.com).
- The company's social media pages (LinkedIn and YouTube).
- Marketing Brochures, Pocket Handbook, and other promotional materials.
- Web Article, News, and Business Portals related to the dehumidification and environmental control industry.
- Digital Marketing Content such as, online campaigns, advertisements, and event updates observed during the internship.

1.7 Limitations of the Study

During my three month internship at Bry-Air (Asia) Pvt. Ltd., one of the main limitations was the short duration. This time was not enough to fully understand all of the company's marketing activities or the strategies followed in different departments.

Since I was placed in the Marketing Department, my exposure was mostly limited to digital marketing tasks like, Hubspot, LinkedIn, Content Writing, and Event Support. Because of this I couldn't explore to company's broader marketing strategies or activities from other departments.

It was also difficult to analyze every system, strategy, or campaign in detail within such a short period. Some information are also confidential, so I could only access limited internal data. As a result, I had to focus mainly on the parts I directly worked on and leave out larger campaigns or strategies that were beyond my scope.

Chapter-2

Company Overview



2.1 Overview of Bry-Air (Asia) Pvt. Ltd.

Bry-Air (Asia) Pvt. Ltd. is a global company that focuses on environmental control solutions, especially in the field of Dehumidification. The company provides products and services that helps industries protect their goods and processes from problems caused by excess moisture, humidity and poor Air quality.

Bry-Air is a part of Pahwa group, which has several companies working in Air Engineering and Environmental Management. With many years of experience Bry-Air has built a reputation offering reliable and innovative solutions to both Local and International Markets.

The company works with a wide range of Industries such as Pharmaceuticals, Food Processing, Electronics, Cold Storage, Agriculture, Ammonia Storage, Shipbuilding, Garments & Textiles, and others. Its Products include Dehumidifiers, Plastic Auxiliary Equipments, Air Purification systems, conveying systems, etc.

Bry-Air also has a global presence with operations and customers in many countries. In Bangladesh, the company is recognize for bringing modern solution that helps business, protect their products and maintain quality standards.

Apart from products Bry-Air also provides technical support, services, and consultancy, ensuring that customers not only buy equipment but also get long-term value and reliability.

2.2 Mission, Vision, and Values of Bry-Air (Asia) Pvt. Ltd.

Mission:

- To provide advanced air engineering and dehumidification solutions that protect products, processes, and people from the harmful effects of moisture and poor air quality.
- To ensure customer satisfaction by delivering reliable products, timely services, and innovative technologies.
- To contribute to different industries in Bangladesh and across the world by offering solutions that improves efficiency, safety, and product quality.

Vision:

- To be recognized as the global leader in Dehumidification and Environmental Control Solution.
- To keep introducing innovative and energy-efficient technologies that help industries perform better.
- To grow sustainably where creating value for customers, employees and society.

Core values:

Customer first: Focus on understanding and solving customer problems with the right solution.

Integrity: Being honest, transparent, and fair in all dealings.

Innovation: Continuously improving by adopting new technologies and ideas.

Quality: Ensuring every product and service meets high standard of performance and reliability.

Teamwork: Working together with colleagues, partners, and customers to achieve shared goals.

Sustainability: Promoting practices and products that are safe for both people and the environment.

2.3 History and Current Operations of Bry-Air (Asia) Pvt. Ltd.

History: Bry-Air (Asia) Pvt. Ltd. has a long history in the field of Air Engineering and Environmental Control Solutions. The company is part of the Pahwa Group, which has been active in this Industry for decades. Over the year, Bry-Air has expanded its expertise in Dehumidification, Air Purification, and Plastic Drying & Conveying Systems.

From its early days Br-Air focused on solving problems related to moisture and humidity control, which are critical in Industries like Pharmaceuticals, Food Processing, Ammonia Storage, Electronics, Garments & Textiles, Cold Storage etc. With constant innovation, the company has built a strong reputation not only in India but also in many other countries including Bangladesh.

Current Operations:

At present, Bry-Air operates a global leader in Dehumidification and Air Solution. The company provides a wide range of product such as,

- **Dehumidifiers and Product Drying:** Bry-Air manufactures and designs a wide range of Industrial dehumidifiers, Standard as well as engineered for moisture control for applications like Pharmaceuticals, Food Processing, Leather, Cold Stores, electrode storage, Agriculture, Ammonia Storage etc, as well as specialized dryers for seed drying and Enviroliners & Flexible Barrier Storage System for preservation.
- **Plastic Auxiliary:** Drying, conveying, blending, Heating & Cooling and Mould Dehumidification to meet the exacting needs of today's plastic processors.
- **Specialized Air Solutions for Sensitive Industries:** Removal of Corrosive and Toxic gases in Data Centers, server rooms and DCM rooms of IT, Petrochemical, paper and pulp, waste water treatment plants through gas phase filtration.

Bry-Air also has a strong presence in Bangladesh, where it supports industries by providing equipments, spare parts, and after sales service. The company puts special focus on customer support, offering maintenance, technical assistance and consultancy to make sure clients get long-term benefits from their systems.

Apart from these Bry-Air uses both traditional and digital marketing tools like, exhibitions, seminar, LinkedIn marketing and online campaigns to strengthen its brand visibility. The company also believes in sustainable practices and works on solutions that are energy-efficient and environmentally friendly.

Through its combination of innovation, customer service and global experience, Bry-Air continues to play an important role in helping business, protect their products and maintain quality in competitive markets.

Chapter-3

Internship Role and Responsibilities

3. Internship Role and Responsibilities:

Position: Marketing Executive Intern

Organization: Bry-Air (Asia) Pvt. Ltd. (Bangladesh Office)

During my internship at Bry-Air, I worked as a Marketing Executive Intern. My role was mostly related to Digital Marketing and Promotional Activities, where I got the chance to apply my classroom knowledge in a real business setting. This position allowed me to work closely with the marketing team and learn how my digital tools are used to build brand visibility and customer engagement.

Working Schedule:

Duration of work: 8 hours/day

Weekly off: Friday

Key Responsibilities:

- **HubSpot Marketing:** Works with HubSpot CRM to manage campaigns, track leads, and understand how digital tools support customer engagement.
- **Content Writing:** Created articles, Promotional Content to improve the Company's digital presence.
- **LinkedIn Marketing:** I operated Bry-Air Bangladesh LinkedIn page and helped in running LinkedIn campaigns, posting updates, and engaging with Industry Professionals to boost Bry-Air's online visibility.
- **Exhibition Monitoring:** Communicated with Exhibition Organizers for Participation in the Exhibition. During my Internship Period I have participated in Asia Pharma Expo as Exhibitor from Bry-Air. Interacted with Old Customers and possible new customers.

- **Seminar Support:** Took Part in organizing seminars, managing communication and helping the team in smooth event execution.
- **Team Collaboration:** Worked closely with the Marketing team to support different ingoing projects and learned how teamwork is applied in professional settings.
- **Observation and Reporting:** Observed different marketing activities and prepared simple reports on how campaigns and events contribute to Bry-Air's market positioning.

This Internship role gave me valuable experience in Digital Marketing, Event Coordination, and Content Creation. It also improved my skills in communication, teamwork, and creativity, which I believe will help me a lot in my future career.

Chapter-4

Key Learnings and Experiences

4. Key Takeaways

I did my internship at Bry-Air (Asia) Pvt. Ltd., Bangladesh office as a Marketing Executive Intern. This Internship gave me hands on experience in different areas of Digital Marketing and Promotional Activities. I got to see how marketing strategies tools are used in real life to increase brand visibility and customer engagement.

I worked with platforms like HubsPot CRM, LinkedIn Marketing, and even helped in content creation. These tasks made me realize of digital tools, proper communication and creativity, I also learned how exhibitions, seminars, and events directly helped in building a company's image and relationship with customers.

One of the biggest takeaway for me was the value of Teamwork and Time Management. Since multiple tasks were going on at the same time, I learned how to stay organized, prioritize, and meet deadlines.

4.1 Explanation Those Roles and Responsibilities

The responsibilities I had at Bry-Air were closely related to digital promotion and marketing communication. My main responsibilities were to create content and assist in Marketing Campaigns, and support event related activities.

I helped in preparing LinkedIn posts, writing blogs and how campaigns were performing. I also supported the team in monitoring Exhibitions and Seminars, where marketing materials and visitor engagement were tracked. Sometimes, I worked on reports that showed how these activities impacted brand awareness.

I also learned to use HubsPot CRM to keep records of leads and campaigns, which was very useful for understanding how customer data is managed. Working with the Marketing team allowed me to observe how they planned, execute and improve campaigns. These responsibilities gave me practical knowledge of how professional marketing activities are carried out step by step.

4.2 Relationship with Academic Institutions

My BBA courses were really helpful during this internship because I could directly apply what I learned in class to my tasks at Bry-Air. For example,

- From Consumer Behavior, I understood how different audiences respond to campaigns, which helped me while working on LinkedIn Marketing.
- From Service Marketing, I learned how customer engagement and satisfaction play a role in Brand Building, which I saw in Bry-Air's Seminar and Exhibitions.
- From Brand Management, I learned how to promote brand physically and in online based through Bry-Air's Exhibition Participations and Social Campaigns.

This Internship was like a bridge between theory and practice. The things I studied in University made more sense when I saw them happening in real-life marketing projects. It gave me a clear picture of how marketing is actually done in a global company like Bry-Air.

Chapter-5

Critique and Reflections

5. Critique and Reflections

My internship at Bry-Air (Asia) Pvt. Ltd. as a Marketing Executive Intern was a turning point for me to connect classroom knowledge with practical marketing work. It gave me the opportunity to see how a global company in the air and humidity control Industry uses Digital Marketing Strategies to build brand image, attract customers, and stay ahead in the market.

5.1 Positive Experiences and Strengths

Real-Time Marketing Exposure:

I worked closely on tasks like, HubsPot Marketing, Content Writing and LinkedIn Promotions. These gave me real experience how digital platforms are managed daily and how online presence directly influences customer perception.

Technical Skill Development:

During my Internship I learned to use:

HubsPot CRM: For Marketing Campaign and Tracking Performance.

LinkedIn Marketing Tools: To publish posts, monitor engagement, and reach professional audiences.

Content Writing Tools: To write blogs, social posts, marketing content in a professional way. These helped me to complete real marketing tasks.

Event Participation:

I got the chance to observe and assist in Exhibition Monitoring and Seminar Organizing, which showed me how office events complement Digital Marketing. I realized event plays a big role in Brand Positioning and Customer Networking.

Team Collaboration:

Working with the marketing team was one of the best parts. I was guided by seniors whenever I faced challenges, and I learned how teamwork helps in completing projects smoothly.

Professional Exposure:

I attended in meetings and discussions where future strategies were shared, and I saw how decision are made in a professional environment. This gave me practical knowledge of how companies approach market competition and innovation.

5.2 Challenges Faced

Even though my internship at Bry-Air was a very good learning experience, I also had to face some challenges that tested my patience and adaptability.

Managing Multiple Tasks:

Sometimes I had to work on content writing, update HubsPot campaigns, and help with LinkedIn posts all at the same time. In the beginning I felt like too much and struggled to manage everything together.

Time Management Issues:

As my office location was in R.K. Mission Road, Motijheel and my home is in Dhanmondi, so it was very difficult for me to maintain the office time first.

Secondly, It was difficult for me to prioritize tasks like preparing content, checking campaign reports, and supporting event arrangements.

Technical Difficulties:

HubsPot and some other marketing tools were completely new to me. At first I was confused about how to use them properly. With practice, training, and guidance from my seniors, I became more confident in using them.

Event Pressure:

During exhibitions and Seminars, the workload increased a lot, and it required extra attention to detail. This sometimes felt stressful, but it taught me how to stay calm and focused under pressure.

5.3 Key Lessons Learned

From all these experiences, I learned my valuable lessons that will help me in my career.

Communication is Key: Whether it was writing content or coordinating during events, I realized that clear communication always makes the works smoother.

Data Accuracy Matters: Small mistakes in campaign reports or content can affect the whole outcome, so I learned to double-check my work.

Adaptability is Important: New tools and sudden tasks can come at any time. So being flexible and willing to learn quickly is very important.

Teamwork helps everything: I saw that asking for help and working together makes even tough tasks manageable.

Professional Attitude: I understood how important it is to stay organized, polite, and professional when working in a reputed company.

5.4 Self Reflection and Future Goals

My internship at Bry-Air was more than just learning Digital Marketing, It helped me realized my strengths, weakness, and the areas I want to grow in. I discovered that I enjoy working on Content Writing, Digital Marketing Campaigns, and Event Coordination, but I also need to improve my analytical skills to do even better.

These experiences made me more certain about building a career in areas like,

- Digital Marketing and Branding
- Content and Social Media Strategy
- Event and Seminar Coordination

For the future I plan to,

- Improve my Technical Skills by learning more about Hubspot, Google Analytics, and Advanced Digital Marketing platforms.
- Enhance my Communication Skills, especially in English so I can perform better in professional and global environment.
- Pursue Certifications in Digital Marketing, Content Writing, or Market Research to Strengthen my career path.

Research: I plan to pursue certification in Digital Marketing, Content Writing, Market Research to do better in future career.

5.5 Marketing Mix Strategy for Bry-Air (Asia) Pvt. Ltd.

Bry-Air follows a clear Marketing Strategy that focuses on its innovation, reliability and strong reputation in the air and humidity control industry. The company is known worldwide for providing high quality solutions for moisture control, air filtration and environmental protection. By using the 4Ps of Marketing (Product, Price, Place and Promotion), Bry-Air has been able to create trust with its customers, expand into new industries and build a strong international presence.

Some key aspects of its Marketing Mix are:

Product

Price

Place

promotion

5.5.1 Product

Bry-Air is known for its Air and Humidity Control Solutions, which are widely used across different Industries.

Some of the main products categories include:

Desiccant Dehumidifier: Used in Pharmaceuticals, Agriculture, Food Processing, Garments and Textiles, Shipbuilding, Ammonia Storage, and many more Industries.

Gas Phase Filtration: Used in Corrosion and Gas filtration.

Plastic Auxiliary Equipments: Used for the plastic industry to ensure the proper material processing. And many more.

These products are designed with advanced technology and specifications, and are trusted globally because of their quality, durability and reliability.

5.5.2 Price

The company follows a value based price strategy. Since their products are highly technical and specialized, the pricing reflect quality, durability and advanced technology rather than just being cheap.

Just for a knowledge,

Their mini size Dehumidifier price is \$3000 and the model FFB 170 is the smallest one.

Price may vary according to capacity and customization.

5.5.3 Place

Bry-Air has a strong global presence with offices, distributors, and service partner in many countries including Bangladesh. Bry-Air is a global leader in Desiccant Drying with 2000+ employees in 6 Countries and 12 Manufacturing Plants in USA, India, China, Malaysia, Nigeria, Switzerland and Brazil. Our global presence is in over 80 countries.

This worldwide network makes its products and services easily accessible to industries worldwide.

5.5.4 Promotion

Bry-Air promotes its solutions through Digital Marketing, LinkedIn Campaign, Exhibitions, Seminars, and Industry Events. They also publish Customer Journey articles with Bry-Air, Promote themselves by International Magazines.

5.5.5 Marketing Strategies of Bry-Air (Asia) Pvt. Ltd.

Bry-Air uses a mix of traditional and digital Marketing Strategies to promote its brand and reach both local and international customers. Since its products are highly technical and industrial, the company mainly focuses on building trust, showcasing expertise and educating potential clients.

Traditional Marketing

- **Trade shows and Exhibitions:** Bry-Air regularly participates in Industry Exhibitions, Seminars and Conference to showcase its products and meet clients directly.
- **Print Media and Journals:** Articles and Advertisements in Industrial Magazines and business journal highlight the company's solutions.
- **Dealer and Partner Promotion:** Support materials, Brochures and Branding are shared with dealers and Industry partners.

Digital Marketing

- **LinkedIn Marketing:** Bry-Air actively used LinkedIn to connect with professionals, shared Product updates and run campaigns.
- **Website Promotion:** The Official website provides detailed information about products, services, case studies and contact details.
- **Content Marketing:** Blogs, articles, and technical papers are published online to educate customers and strengthen industry presence.

BTL (Below the Line) Activities

- **Customers Seminar and Training:** Bry-Air organizes knowledge sharing sessions and workshops to guide clients on using their products effectively.
- **Industry Engagement Programs:** Special products are designed for engineers, technicians and plant managers to build long term relationships.

Corporate and B2B Sales

- **Focused B2B Marketing:** The company targets industries like, Pharmaceuticals, Hospitals and Healthcare, Food Processing, Agriculture etc where Air and Humidity control is critical.
- **Partnership:** Works closely with large corporations to provide customized solutions.

After Sales-Marketing

- **Service and Maintenance Support:** Bry-Air provides strong after sales service, including spare parts, technical supports, and maintenance contract.
- **Customer Care:** Ensuring long term satisfaction through follow-ups, warranties, and performance guarantees.

Competitor Analysis		
Brand	Strengths	Weaknesses
Munters	Global Leader in Air Treatment, advanced technology.	High pricing, limited customization for small clients
Condair	Well known for humidification and dehumidification solution with strong presence in Europe and Asia.	More focus on humidification rather than dehumidification. Less diversified compared to Bry-Air.
Seibu Giken DST	Specialized in high quality desiccant wheel technology, strong reputation for reliability.	Limited distribution network in certain region.
Cotes	Expert in adsorption dehumidifiers, strong presence in renewable energy sectors (Wind turbines, batteries)	Product line mainly focused on adsorption, less variety compared to Bry-Air.

5.6 SWOT Analysis of Bry-Air

Strengths	Weaknesses	Opportunities	Threats
Exclusive expertise in air treatment and moisture control. Strong after sales service network with technical support. Recognized brand with trust in industrial sectors.	Limited use of modern digital sales platforms. Heavy competition in the global and local market.	Growing demand from logistics, pharmaceuticals, food processing and data center. Increasing government and private infrastructure projects that require air quality and humidity control.	Rising competition from both international and local players. Price sensitive market that often looks for cheaper alternatives. High dependency from imported components and technology.

5.7 STP Analysis for Bry-Air

The STP (Segmentation, Targeting, and Positioning) strategy of Bry-Air helps the company identify its key markets, understand customer needs, and position itself as a trusted solution provider in Air treatment and humidity control. By applying this framework, Bry-Air is able to focus on the right customer groups, deliver tailored solutions, and build a strong presence in industries where air quality and moisture control are critical.

5.7.1 Segmentation

Bry-Air divides its market using demographic, psychographic, and behavioral factors:

Demographic Segmentation:

- **Age:** 22-25 years (mainly decision makers in companies)
- **Gender:** Both male and female
- **Income level:** Middle to high income groups who can afford Industrial-scale solutions.
- **Occupations:** Business Owner, Engineers, Plant Managers, Procurement Heads, and Corporate Executives.

Psychographic Segmentation:

- **lifestyle:** Focused on efficiency, innovation, and sustainable operations.
- **Personal Traits:** Quality Conscious, forward thinking and environmentally responsible.
- **Values and Interests:** Interested in technology, clean manufacturing, energy efficiency, and long term reliability.

Behavioral Segmentation:

- **Buying Motives:** Strong preference for reliable, durable, and cost effective air treatment and dehumidification solution.
- **Brand Loyalty:** Many customers stay with Bry-Air due to its expertise, innovation, and strong after sales support.
- **Usage:** Industrial facilities, warehouses, data centers, pharmaceuticals, food processing, and other moisture sensitive environment.

5.7.2 Targeting

Bry-Air mainly focuses on organizations and professionals who need reliable Air Treatment and Dehumidification system:

- **Industrial Manufacturers:** Companies in Pharmaceuticals, Food Processing, Chemicals, and textiles that need controlled air quality to protect products.
- **Data Centers and IT Firms:** Business that requires strict humidity control to keep their serves and equipment safe.
- **Warehouse and Cold Storage:** Organizations that store seeds, food items, or other moisture sensitive goods.
- **Engineers and Plant Managers:** Professionals who are responsible for smooth factory operations and look for energy efficient and durable solutions.
- **Corporate Buyers:** Procurement heads and decision makers who want long term partnership with trusted brands.

5.7.3 Positioning

Brand Positioning Statement:

Bry-Air is positioned as a trusted global leader in dehumidification and air treatment solutions that provide industries with reliable, efficient and sustainable systems. It serves companies that value quality, innovation, and long-term performance.

Key Positioning Elements:

- **Reliable Performance:** Ensures consist air quality and humidity control in sensitive environments.
- **Technology with Purpose:** Combined advance technology with energy efficiency to meet modern industry needs.
- **Premium but Practical:** Seen as a dependable choice offering high value for money in Industrial air solutions.
- **Sustainability Focus:** Promotes environmentally responsible practices by supporting cleaner and greener operations.

5.8 Findings

Knowledge Gaps among Intern and Staff

While working at Bry-Air I realized that, interns and even some staff members faced challenges in answering detailed technical questions from customers. This mostly happened because of sufficient frequent raining and product updates were not shared properly.

CRM System Not Fully Utilized

Bry-Air does use CRM tools. But many advanced features are still not applied. For example, automatic follow up emails, reminder notification, or smart customer tracking could save time and improve customer relations, but these options are not being used.

Operation Challenges During Busy Hours

When workloads increase, especially during busy office hours or big event service trend to slow down, Customers sometimes need to wait longer, which shows the need for better staffing plans or extra temporary support.

Scope for better After Sales Service

The after Sales support is there, but it can be improved. Things like, free service, check-ups, loyalty benefits, and extended warranties could help strengthen customer trust and keep long term relationship.

Customer Feedback System is weak

Most feedback from clients is collected informally. A structured, digital feedback system would make it easier to gather accurate opinions and take actions to improve services.

Internship Program could be Stronger

The Internship program at Bry-Air is useful, but it could be more engaging. Giving interns small projects to handle, offering regular feedback, and exposing them to different departments would make the learning process more effective and motivating.

Chapter 6

Conclusion

6. Conclusion

My internship at Bry-Air was a very valuable learning experience because it gave me the chance to connect my classroom knowledge with real world work. As a Marketing Intern, I got to be part of tasks like, content writing, HubSpot marketing, LinkedIn promotions and also helping in Seminars and Exhibitions. These responsibilities showed me how Marketing is an Industrial Company like Bry-Air is both technical and creative.

During the internship I improved my communication skills by coordinating with the team, preparing marketing content, and assisting in event organization. I also learned how digital tools like, HubSpot and LinkedIn can be used to reach clients in a more professional way. Being involved in Exhibitions and Seminars gave me an insight look at how customer interaction, networking, and brand presenting are handled in practice.

Apart from the technical work, the Internship helped me to grow personally. At first, I faced some challenges in managing multiple tasks at once and adjusting to a fast moving office environment. But gradually I became more confident, more organized and better at handling pressure. These situations actually made me stronger and improved my time management and team up skills.

Overall the Internship gave me a clear idea of how Industrial Marketing works in a company like Bry-Air. It not only built my technical skills but also encouraged me to take interest in fields like, Digital Marketing, event coordination and content strategy. I am thankful to the Bry-Air team for guiding me and giving me the opportunity to learn in a supportive environment.

Looking ahead I believe the things I learned during this Internship about Marketing, Teamwork, and adapting to challenges will be very useful in both my academic studies and future career.

Chapter-7

Implications

7. Implication

My internship at Bry-Air was a turning point for me, both academically and professionally. It gave me the chance to put into practice the theories I had learned during my BBA program and see how they actually work in a real business environment. Unlike textbooks, this internship showed me that marketing is not just about strategies on paper, it's about people, ideas, communication, and quick problem-solving.

Application of Theoretical Knowledge:

- **Consumer Behavior:** I got to see how industrial clients make decisions based not only on product features but also on trust, credibility, and long-term relationships.
- **Integrated Marketing Communication (IMC):** I realized that consistent communication through LinkedIn posts, email campaigns, or event follow-ups builds brand trust and keeps customers engaged.
- **Brand Management:** Working with Bry-Air taught me that a brand's value is reflected in everything from how it communicates online to how it presents itself in exhibitions and seminars.

Professional Skills I Developed:

- **Communication Skills:** Preparing content, writing posts, and talking to professionals improved my ability to express ideas clearly and confidently.
- **Digital Skills:** I learned how to use HubSpot for marketing automation, LinkedIn for B2B promotion, and Microsoft tools for organizing information.
- **Time Management:** Juggling content writing, event monitoring, and digital updates taught me how to prioritize tasks and stay organized.
- **Professionalism:** I understood the importance of teamwork, punctuality, and being proactive in a corporate setting.

My Contribution to Bry-Air:

- I supported the digital marketing team by creating and sharing content that improved online visibility.

- I helped in monitoring exhibitions and seminars, which contributed to stronger customer engagement.
- By working with HubSpot and LinkedIn campaigns, I added value to Bry-Air's efforts to build its digital presence.

Personal and Career Implications:

This internship gave me more clarity about the type of career I want to pursue. It built my confidence to explore roles in digital marketing, brand strategy, and content management. It also reminded me that learning doesn't stop with graduation—I need to keep improving my skills to stay relevant.

Moving forward, I plan to:

- Take professional certifications in digital marketing and market research.
- Improve my English fluency to be more confident in corporate communication.
- Apply for jobs where creativity, communication, and digital skills are valued, such as marketing executive or brand communication roles.

Overall, this internship was more than just a three-month work experience—it was a foundation for my future career. It gave me direction, confidence, and practical skills that I can carry with me throughout my academic and professional journey.

7.1 Recommendations

Based on my internship experience at Bry-Air, and after analyzing their marketing activities and customer relationship practices, I would like to suggest a few recommendations that could help improve overall efficiency, customer satisfaction, and digital presence:

1. Strengthen Training for Interns and New Employees

During my internship, I noticed that interns sometimes felt unsure when asked technical questions about products. A structured onboarding program with regular product knowledge sessions would make interns and frontline staff more confident in customer interactions.

2. Improve Use of CRM Tools

Although Bry-Air already uses systems like HubSpot, adding more automated features (such

as auto follow-up reminders, thank-you emails, and lead scoring) could save time and ensure consistent customer engagement. This would also reduce manual workload and make the CRM process more efficient.

3. Expand Digital Marketing Efforts

Bry-Air can further boost its online presence by investing more in targeted ad campaigns, LinkedIn content marketing, and industry influencer collaborations. and product explainers could help build stronger trust and visibility in the B2B market.

4. Manage Workload During Peak Activities

During exhibitions and events, the workload is often high. Assigning additional interns or temporary staff for support tasks (like visitor registration or information desks) could help senior staff focus on more technical and strategic discussions.

5. Strengthen After-Sales and Customer Support

Regular after-sales initiatives, such as customer training sessions, webinars, or loyalty reward programs, could help Bry-Air build long-term relationships with its clients and stand out from competitors.

6. Collect Structured Customer Feedback

Currently, most feedback is informal. A simple digital survey system (using QR codes or email links) could help capture structured insights from customers, which can be used to improve service quality and communication.

7. Enhance Internship Program

To make the internship program more effective, Bry-Air could:

- Give interns small project ownership to build responsibility.
- Conduct weekly feedback and mentoring sessions.
- Allow interns to observe or work with different departments, so they gain broader industry exposure.



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Faculty of Business and Entrepreneurship (FBE)

Department of Business Administration

INTERNSHIP LOG BOOK

Student's Name:	Hrijuta Boishakhi	Internship Site:	Bry-Air (Asia) Pvt. Ltd.
Supervisor's Name and Signature (Industry):	Subrata Bhowmik	Week beginning:	May 01, 2025
Supervisor's Name and Signature (Academic):	MS. Farhana Noor		

Summary of Internship Activities (Maximum 200 words)

During my internship at Bry-Air (Asia) Pvt. Ltd., I worked as a Marketing Executive Intern and had the chance to connect my academic knowledge with real business practices. Most of my tasks were related to digital marketing and promotional activities, which helped me understand how marketing actually works in a professional setting.

I worked with HubSpot CRM to follow campaigns and leads, which taught me how digital tools can make customer engagement easier. I also wrote articles and promotional content to improve Bry-Air's online presence. Managing the company's LinkedIn page was one of my key tasks, where I updated posts, interacted with industry professionals, and supported LinkedIn campaigns.

Apart from digital tasks, I also gained hands-on experience in event marketing. I assisted in exhibitions like the Asia Pharma Expo, where I got to interact with customers directly. I also helped in seminar arrangements, coordinating with the team to make events run smoothly.

This internship improved my communication, teamwork, and creativity. It gave me practical knowledge in digital marketing, event coordination, and content creation, which I believe will help me in my future career.

Week & Date:	Description of Activity
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Week 1: (May 1 – Mar 07)	• Acquainted with Bry-Air Bangladesh office environment and marketing team. • HR orientation on company history, products (desiccant dehumidifiers, HVAC solutions). • Supervisor explained internship goals and digital tools (HubSpot CRM, LinkedIn page). • Observed how ongoing campaigns are tracked in HubSpot. • First task: drafted a short promotional post for LinkedIn. • Nervous on first content submission, but received supportive feedback.
Week 2: (May 08 – May 14)	• Attended team briefing sessions, understood current marketing projects. • Learned how to manage HubSpot dashboard and log customer leads. • Started creating short marketing articles with supervisor's guidance. • Assisted in updating Bry-Air Bangladesh LinkedIn page with industry news. • First exposure to exhibition preparation – collecting brochures, lists, and materials. • Supervisor suggested keeping notes on every activity for weekly reflection.
Week 3: (May 15 – May 21)	• Helped schedule LinkedIn posts and tracked engagement metrics. • Drafted promotional content for an upcoming campaign. • Learned how exhibition participation is planned, observed communication with organizers. • Collected basic data for customer queries through CRM system. • Still struggled with HubSpot filters; got extra help from a teammate. • Felt more comfortable working with the marketing team.
Week 4: (May 22 –May 28)	• Worked on preparing email templates through HubSpot. • Assisted senior executives in planning for Asia Pharma Expo participation. • Practiced professional communication with exhibition organizers. • Updated LinkedIn posts about Bry-Air products and technology benefits. • Supervisor reviewed my writing, suggested improvements in tone and clarity. • Joined an internal meeting on digital marketing strategies.

Week 5: (May 29- June 04)	• Participated in Asia Pharma Expo as an exhibitor. • Interacted with visitors, shared product brochures, and explained Bry-Air's role in pharma industry. • Collected visitor contacts and logged them into CRM for follow-ups. • Observed how senior staff handled client conversations at exhibitions. • Learned teamwork and coordination during busy event hours. • Supervisor praised my confidence and communication with customers.
Week 6: (June 05- June 11)	• Followed up with leads collected from Asia Pharma Expo using HubSpot. • Sent thank-you emails and organized lead data for sales team. • Assisted in preparing a summary report on the exhibition outcome. • Posted event highlights on LinkedIn with team approval. • Joined a seminar support task: prepared invitations and registration forms. • Started gaining confidence in professional reporting.
Week 7: (June 12 – June 18)	• Helped organize a technical seminar for Bry-Air customers. • Assisted in registration desk management and ensured smooth entry of participants. • Collected participant feedback after the seminar. • Posted seminar updates on LinkedIn and engaged with comments. • Observed presentations from technical experts – gained product knowledge. • Learned the importance of event follow-up communication.
Week 8: (June 19 – June 25)	• Prepared digital content (short articles, social media posts). • Analyzed LinkedIn engagement results to see which posts worked better. • Assisted in drafting internal reports on ongoing campaigns. • Coordinated with the marketing team for next campaign plans. • Learned how proper reporting helps in strategy improvement. • Supervisor encouraged more creative ideas for future content.
Week 9: (June 26 – July 2)	• Drafted and scheduled multiple LinkedIn posts for the week. • Helped in HubSpot campaign tracking – monitored open rates and responses. • Learned basics of keyword research for content writing. • Worked with team to prepare brochures for upcoming events. • Felt more confident contributing ideas in team discussions. • Improved my written communication after repeated feedback.

Week 10: (July 03 – July 09)	• Assisted in preparing for another small-scale seminar. • Supported the team in handling invitations, confirmations, and event coordination. • Observed direct interactions with industry professionals. • Shared updates and photos of the seminar on LinkedIn. • Learned how small details (timing, organization) impact event success. • Supervisor encouraged me to keep refining professional etiquette.
Week 11: (July 10 – July 16)	• Created a content plan for LinkedIn posts in the coming weeks. • Helped in preparing promotional content for Bry-Air Bangladesh. • Assisted in CRM data cleaning and updating customer records. • Learned to coordinate with senior staff for accurate lead management. • Started preparing a draft report of internship activities for supervisor. • Felt proud when my LinkedIn post got good engagement from industry peers.
Week 12: (July 17 – July 23)	• Assisted in exhibition monitoring follow-ups. • Helped prepare content for newsletters. • Worked on seminar documentation and feedback reporting. • Attended team meetings about marketing strategy improvements. • Supervisor acknowledged my improved communication and consistency. • Learned the importance of balancing multiple tasks under deadlines.
Week 13: (July 24 – July 31)	• Finalized internship tasks and prepared completion report. • Compiled LinkedIn analytics and HubSpot activity summaries. • Shared last set of content drafts with the team. • Participated in final feedback and evaluation session. • Expressed gratitude to the team for guidance and support. • Completed internship on July 31, leaving with new confidence and practical marketing skills.

Intern Signature:		
	Name: Hrijuta Boishakhi	Date:

Reference

Link:

<https://www.bryair.com/>

Articles:

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