



**Daffodil**  
*International*  
**University**

**Internship Report on**  
**THE SIGNIFICANCE OF CREATIVITY IN BRANDING & PUBLIC**  
**RELATIONS (PR)**

**Submitted by:**

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Batch: 46<sup>th</sup>

Course title: Project paper with Internship

Course code: ENG431; Semester: Fall-2022

**Submitted to:**

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**This internship report is submitted in partial fulfillment of the requirements  
for the degree of Bachelor of Arts in English.**

Date of Submission: **December, 2022.**

## **Declaration:**

I "Hamida Akter Mira" hereby declare that the project work titled "The Significance of Creativity in Branding and Public Relations (PR)" submitted to the Department of English, Daffodil International University, is an original work prepared by me for the course "Project Paper" (Code: ENG- 431) under the supervision of Assistant Professor Asma Alam, Department of English, Daffodil International University. I also declare that the project report is the result of my own efforts and has not previously been submitted to any university for the award of a degree, diploma, or title recognition.

Hamida Mira

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**Hamida Akter Mira**

ID: 191-10-1905

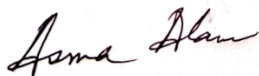
Batch: 46<sup>th</sup>

Department of English

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## **Certification:**

This is to certify that the project work entitled "The Significance of Creativity in Branding & Public Relations (PR)" is carried out by Hamida Akter Mira (ID: 191-10-1905), a student of the Department of English, Daffodil International University, under my supervision in an authentic way. Therefore, this internship report is now recommended for submission to the Department of English, Daffodil International University, as it satisfies the academic requirements in respect of project work prescribed for the course "Project Paper" (Code: ENG-431, Semester: Fall 2022).



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**Asma Alam**

Assistant Professor

Department of English

Faculty of Humanities & Social Science

Daffodil International University

## **Dedication:**

I dedicate this report, first and foremost, to the Almighty Allah, who has given me strength, courage, protection, skills, and a healthy life. I also humbly dedicate my work to my dear parents, who have continuously provided me with their moral, spiritual, emotional, and financial support and who have served as my source of inspiration and strength when I felt like giving up. I especially want to dedicate this work to my lecturers for sharing their invaluable knowledge with me throughout my entire graduate program and, in particular, to my supervisor, Assistant Professor Asma Alam. Last but not least, I would like to dedicate this report to all of my brothers, sisters, relatives, mentors, friends, and classmates who gave me their priceless words of wisdom and motivation to complete the project work.

## **Acknowledgement:**

It took a lot of guidance and support from many different individuals for my project to succeed and turn out as intended, and I consider myself very fortunate to have received this throughout the course of my project work. I would like to take this opportunity to thank them for all of the advice and help they have given me. Before I take their names, I would like to thank the Almighty for sending each of them to be my helping hand and for rewarding me with success.

As I started to write this, the first person I thought of was my encouraging, devoted, and compassionate supervisor, Assistant Professor Asma Alam, Department of English, Daffodil International University. Words cannot express how grateful I am for all the help she has provided me; she has addressed even my most basic questions to help me sort out my smallest uncertainties. Her assistance and cooperation are something I will always remember.

Next, I would like to express my gratitude to the entire *Sell Bee* business team, in particular, CEO Nafiza Afrin for allowing me to work for their company and for allowing me to complete my project work under their guidance, and Business Director Md. Saif Uddin Shaju for sharing his knowledge gained from his 13 years of experience in the business field. Working with him and having the opportunity to learn from him was a priceless experience for me.

I also want to convey my gratitude to my parents for their unwavering support; without it, I would not have been able to get this far and be standing at the finish line of my graduation.

Last but not least, I want to thank my friends for helping me stay motivated and positive throughout, as well as all of those who helped me directly or indirectly to finish my project work.

## **Abstract:**

This project report describes the work and endeavors of an intern who tried to find out the significance of creativity in branding and public relations (PR) in the industrial sector through an internship. Since January 2022, the intern has been employed by *Sell Bee* (a tech-based company). When she learned that Daffodil International University this time was allowing its students to complete industrial internships in addition to academic internships like teaching, through the course "Project Paper," she spoke with her supervisor, Assistant Professor Asma Alam, and let her know that she was already working at a company and asked if it was okay for her to continue the internship at that very company or not.

After receiving permission from both the supervisor and department, the intern proceeded to her office to ask the CEO for approval to complete the internship under their company's auspices. The CEO approved her proposal without a second thought. Then the intern started working on her chosen topic, which is, "The Significance of Creativity in Branding and Public Relations (PR)". Her internship took three months to complete. During that period, she paid close attention to the activities she was carrying out in order to achieve her objectives. After completing the internship, she prepared this formal report based on her internship experience, in which she included her observations, recommendations, the method or technique that she used, and findings.

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## **Chapter-1**

### **Introduction**

“Bangladesh is ranked 168 among 190 countries in the ease of doing business, according to the latest World Bank annual ratings. The rank of Bangladesh improved to 168 in 2019 from 176 in 2018”, from which it can be understood that the business sector of Bangladesh is rapidly expanding with the growing opportunities.

But to build a successful business, one must pay attention to a number of factors. One must keep all areas of their business in good working order, from management to research and development, sales and marketing, production and distribution.

Some of the key areas of a business are Branding and Public Relations (PR). These two areas are especially important to businesses like SMEs (small and medium-sized enterprises). And, in these two areas, creativity is hugely important. The company I chose for my internship works with small and medium-sized businesses to provide them with various business tools to help them succeed in a safe and competent manner.

I, as a person, have always believed that creativity has the capacity to enhance anything and everything. With this mindset, I set out to discover the significance of creativity in my assigned work and position. I have not only worked there as an intern but also as a researcher to demonstrate the enormous importance of creativity in the business sector, specifically in branding and public relations. This project paper contains every experiment and activity I conducted to substantiate the topic I chose for my project work.

## Chapter-2

### Background and Significance of the Project

#### **2.1 Background of the Project:**

In today's world, just having a good degree is no longer enough to secure a decent job. When it comes to establishing a successful career, relevant work experience along with excellent professional and personal skills is now just as important as degrees and exam results.

According to a recent study, “46% of Bangladesh's private companies struggle to fill job openings since the majority of applicants lack the necessary skills. Two other significant barriers companies have highlighted in their search for the most qualified applicant for a job opening are, lack of work experience (35% of employers) and required qualifications (32% of employers).” Many of whom also lack creative thinking skills, and a company that lacks creative individuals runs slower in the race of success. Therefore, employers who are aware of this fact always look for creative job applicants.

And, because all of these issues must be overcome before beginning a professional career, doing an internship is necessary for every individual seeking to improve and gain experience.

#### **2.2 Significance of the Project:**

This project describes the activities of an intern who worked as a "Brand & PR Executive" for a company called *Sell Bee*. In addition, it describes the intern's experiments to demonstrate the significance of creativity in the department she was working in.

This project's findings will be useful to employers who have recently launched a new business, company, or organization as well as to employees who work in the branding and public relations industry and are attempting to identify their areas for improvement. The freshmen who are looking for jobs will also understand the significance of creativity in the aforementioned department. Additionally, they will learn the dos and don'ts of applying for jobs in these fields, but most significantly, they will realize that they must

develop and practice their creative thinking skills if they want to build a successful career in the branding and PR sector.

On the other hand, the intern herself is another beneficiary of this project. She acquired confidence as she successfully completed her search for understanding and proving the importance of creativity in professional life, and in the process she also learned a variety of skills that would help her succeed professionally in the future.

## **Chapter-3**

### **Methodology**

After we got to know who our supervisor is for the course “Project Paper,” we went to meet her. We learned about the initial project paper requirements from her, and that is when we heard about the industrial internship option. I have been working for a company since January 8th, 2022. So I asked our supervisor, Asma Alam ma'am, if I might finish my internship at the same company where I had been working for a long time. She agreed to the proposal. Then I went to the CEO of the company, Nafiza Afrin, and asked for her permission to complete my three-month internship under their company; she granted me permission without hesitating because I am one of their top performers.

#### **3.1 Methods Used in Internship Topic Selection**

##### **STEP 1: ASKING QUESTIONS**

I took some time and asked myself the following questions before deciding the topic:

- Do I comprehend the expectations for my project work?
- Is there a topic we have been talking in class that is fascinating that I might use?
- Can I connect the project to my major or my interests personally?

These questions cleared the majority of my doubts and aided me in deciding the topic.

##### **STEP 2: BRAINSTORMING**

We learned on our "English for Academic Purposes" course that brainstorming is always an excellent technique to narrow down your ideas. So, I used the technique to be specific about my topic, as there were so many ideas racing through my head while choosing the topic for my internship project work. I asked myself several questions to determine whether I should choose or ignore a particular topic. For example, I asked myself, "Will I be able to finish my project work if I choose the "X" topic?" Or does this topic influence others positively? Or why is this topic or idea significant—both to others and to me? Etc.

These queries clarified more of my uncertainties and helped me reach the end of the methodology that I was following.

### **STEP 3: PICKING A TOPIC**

It was now time to pick a topic for my project. Based on steps 1 and 2, I concluded that creativity has always inspired me in every aspect of my life, and I have always admired those who are creative. So, it is time to assess the significance of creativity in the department where I work, which is why I chose the topic "The Significance of Creativity in Branding & Public Relations (PR)."

### **3.2 Methods Used in Conducting Project Work:**

- **Observation:** I carefully observed the responsibilities and activities of the department in which I work. The company I work for deals with various online shops to help them run their businesses smoothly by providing them various business tools. And, to make the client's business stand out, our company tries to enhance their brand image through advertising, which is called branding. On the other hand, they practice managing and distributing information from their company to the public through PR, or public relations, in order to influence people's perceptions about them.
- **Experiments:** I carried out various experiments to demonstrate and comprehend the significance of creativity in branding and public relations.

[**Note:** I have concluded the details of my experiments in the Internship description chapter.]

- **Data Analysis:** After the experiments were completed, I evaluated, presented, and submitted all of the collected data to my office supervisor.

## Chapter-4

### Company Details

*Sell Bee* is a B2B (business-to-business) SAAS (software as a service) company. In October 2021, it set out on its journey. The three founders of the company are Nafiza Afrin, who is the current Chief Executive Officer (CEO) of the company, Shoriful Islam, the Chief Technology Officer (CTO), and Rashed Patwary, the Chief Operations Officer (COP). Currently, they have a total of 20 employees working in three distinct departments, whereas the number of their registered clients is 15.

*Sell Bee* handles all aspects of e-business. Depending on the design of the business, Bee360° and Bee180° are the two primary packages that they offer. Through these two packages they supply a wide range of services, such as websites, product supply, product packaging, product photography, delivery, online campaign design and boost service, e-business analysis, and content developing.

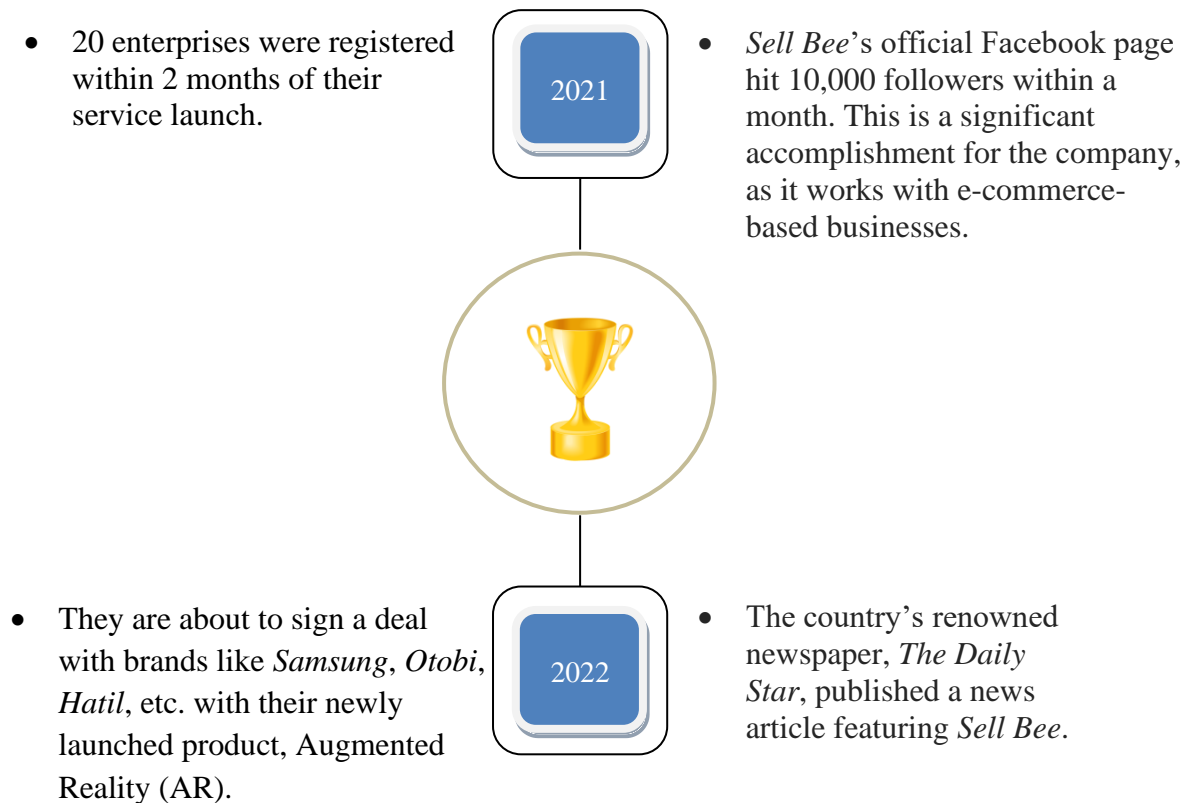
Apart from all of these services, they are planning to launch three more highly technological ones this year, namely: Augmented Reality (AR), Social CRM (customer relationship management), and Web-tools.

*Sell Bee* maintains a friendly and versatile environment inside their office. Unlike other companies, *Sell Bee* does not ignore freshmen; rather, they encourage freshmen to apply for their job openings so that they can also get a chance to kick-start their career by proving their abilities. One of *Sell Bee*'s finest specialties is that the founders of this company are young people, and they are creating job opportunities mostly for youngsters. Their company is growing fast day by day with the tagline "*Sell Bee*: Creating Business."

## COMPANY ACHIEVEMENTS

Despite the fact that *Sell Bee* is a new company, they have accomplished a lot in a short period of time.

**Figure 1**



## Chapter-5

### Internship Description

#### 5.1 Internship Position and Responsibilities

I conducted my internship at *Sell Bee* as a 'Brand & PR Executive' for three months, from August 1st, 2022 to October 31st, 2022. I went to the office three days a week throughout my internship. My supervisor was Md. Saif Uddin Shaju, Business Director of *Sell Bee*, and my co-supervisor was Md. Rabiul Islam Rony, the company's Business Developer.

My role in the branding department was to manage campaigns, develop social media strategies, and uphold a positive perception about the company and its clients' businesses. Whereas, at the Public Relations (PR) department, I was responsible for developing, implementing, and evaluating our company's communication strategy while also protecting the company's reputation. The purpose of my work was to gain public understanding and support for my company through planned publicity campaigns.

And specifically for my project work, I was in charge of doing several experiments and research to show the validity of my chosen topic. After successfully completing each experiment, I was required to assess, present, and submit the results of the experiment, along with every detail, to the Business Director and the Business Developer.

#### 5.2 The Three Most Valuable Skills Acquired from the Internship

During the course of my internship, I came to the very distinct realization that an internship is a special learning opportunity. It allows you to learn not only the essentials of work but also the soft skills required for a successful and professional life. Even though I learned and improved several skills during my internship, I will only discuss the most relevant ones here.

#### **Collaboration**

Teamwork is the first point to be addressed here. I learned the true meaning of teamwork during my internship. It is not like a university group assignment, where one person does all of the work and the grades are distributed among the group. The ambiance is more



professional there, and each member of the team must collaborate to finish the project. The internship taught me how to work as part of a team rather than solely focusing on myself. Another thing I realized is that when another member of the team disagrees with you, you learn patience.

### **Communication Capabilities**

One of the most demanded abilities on a CV is communication skills. During my internship, I was obliged to communicate with my supervisor, co-supervisor, and other employees regarding the project I was working on, and as a part of my office work, I needed to communicate with our clients to maintain a healthy relationship with them. Additionally, doing these tasks improved both my verbal and written communication skills and taught me new things about communication.

### **Time-management**

The importance of time management skills in professional life is what I learned from our course, "Employability 360." My office supervisor taught me that when there are so many tasks going together, you need to sort them according to the deadlines. He also said that there are various web tools that I can use to sort my tasks more easily. He advised me to use "Trello," a visual application that allows you and your team to manage any type of project, workflow, or task tracking. I also used Google Calendar to set up my meeting dates so that I could easily track them according to the dates and times. And, this is how I was able to improve my time management skills with the help of his valuable suggestions and those tools.

### **5.3 Analytical & Problem Solving Cases**

During my internship I have had to attempt some experiments to prove my internship topic that I chose for my course, "Project Paper." And, to complete those experiments I needed to collect, organize, visualize, and assimilate my experiments data. And, these are the parts of analytical skills. Therefore, I would consider my experiments as the analytical cases of my internship. I have conducted two different experiments, one to prove the importance of creativity in branding sector and another one is in the PR sector. The details of both the experiments are given bellow:

## Experiment 1: In Branding

For making a Facebook advertisement, a graphic banner is needed. I posted one banner with basic design and another one with creative design along with creative writing from our company's official Facebook page. And, the result showed that the creative one reached a larger audience than the one with the basic design.

## Experiment 2: In Public Relations (PR)

Once, my department head instructed me to write two newspaper articles for our company. I wrote one with simple sentences and one with more effort and creativity. The one that I wrote creatively ended up getting the most shares compared to the other one.

## Analytical Details of the Experiments

Table 1

<u>Branding</u>		<u>Public Relations (PR)</u>	
Banner with Creative Design	Banner with Basic Design	Creatively Written Article	Non-creatively Written Article
Audience Reached: More than 75,000	Audience Reached: Less than 10,000	Number of Shares: 115	Number of Shares: 11

In addition to these, I had to address different client and business-related problems. Some of which are mentioned below:

## **Case 1: Website Design**

The company's tech team was experiencing difficulties designing the company's official website. When I learned about the problem, I let them know that I could assist because, in my personal life, I am an artist; I can draw and craft. Since it was my first time and I knew nothing about website design, I examined a number of other websites on Google to get a better understanding of how a website should be designed. So, using what I had learned and with the input of my creative skills, I created a template. When I showed the CTO my template, he immediately approved it, and their website was ready in two weeks.

## **Case 2: Communication Gap**

At the end of September, the company's Board of Directors organized a meeting to evaluate the performance, input, and output of each team within the company. The results showed that the sales team failed to hit their target because they may have been approaching the wrong audience, using the wrong tactics, or even selling the wrong product. The question was, "Why?" The CEO gave me the responsibility to find out the root of the issue. I talked with the employee of the sales team and collected information regarding how they were briefed about their marketing strategy and what details they knew about our products and our targeted audience. After collecting and assessing all the data, I found out that the head of the sales team had not briefed them thoroughly. I presented my report to the CEO; she sat in a meeting with the sales head and asked him to think that the CEO is now a customer and that he has to educate her about our products and also convince her to buy them from him. Surprisingly, he failed to do so because he was not sincere towards his responsibilities, he himself was uneducated about our products, and therefore the whole team was failing to reach its desired outcome. And the problem was solved.

## 5.4 Overall Learning as an Intern

Throughout my internship, I learned a lot about my abilities, capabilities, and flaws. This has come in the form of helpful feedback from my supervisors and coworkers. It was an once-in-a-lifetime opportunity that I may not have as a working adult.

During my time at *Sell Bee*, I had the opportunity to utilize knowledge and skills that I had gained during my studies. I was able to incorporate these skills into my daily work, which gave me a better understanding and appreciation for them. For example, I was tasked with conducting market research while working with the branding campaign team. I utilized Microsoft Excel to organize my findings and describe my process. I did the same to present my experiments' data.

I used my internship as a study to learn and discover new potential abilities. As a result, my problem-solving skills improved, and I learned to challenge myself in new ways. I will take the experiences and lessons I learned from my internship with me till the day I die. And I will utilize all these in my future endeavors as well. And, what I understood from my entire experience is that an internship is an once-in-a-lifetime opportunity to fail, learn, comprehend, and progress.

## Chapter-6

### Limitations of the Project

A lot of issues arose while conducting this project work. As a result, the work has several limitations. The limitations are as follows:

- Due to time limits, I was unable to attempt a sufficient number of experiments to run and analyze, which would have allowed me to acquire more material to eloquently justify my topic.
- I encountered a variety of challenges as I had never written or worked on a project like this before.
- As *Sell Bee* is a recently founded company, there is no prior data to compare with the data that I gathered for my project work. One of the main limitations of my project work is this.
- Because of the busy work environment, I had little chance to speak with my office supervisor, which made it difficult for me to complete my project work.
- The company has a good amount of such data that I could utilize for my project work, but I was unable to access them because the company opposes making them publicly available.

## Chapter-7

### Overall Observations and Findings

#### 7.1 Internship Observations

- My initial observation of the company *Sell Bee* is that it will progress significantly over time due to its introduction of cutting-edge tools into Bangladesh's burgeoning online business market.
- *Sell Bee* is an IT company, and what I have observed so far is that they have the best tech team. And, when the core of a company is strong, the success of that company is inevitable.
- The company encourages freshmen to apply for employment openings because, unlike most other companies, they feel that fresh talents can be molded according to the company's needs, and people should be employed based on their ability, thus hiring just experienced people is neither clever nor fair.
- *Sell Bee's* environment is one of its best aspects. They maintain a friendly relationship with the employees. The company environment is versatile as well because in their company, young professionals from different institutions work together in harmony.
- Another great aspect of this company is that they encourage your participation in all discussions involving all departments. You are not only allowed to work with and learn from your specific team and department, but you may also contribute your views and opinions on issues that concern other departments.
- In the office, they offer a safe environment for their female employees, along with various helpful facilities. For example, they always keep sanitary pads and tissues in the women's locker so that they can get through any period related emergencies.

## 7.2 Internship Findings

- The first and foremost flaw that I found in the company is that they sometimes delay paying the salaries, and they do not even bother explaining the reason to their employees regarding this, which is unappreciated.
- A positive finding about this company is that if you are unable to complete a task due to an emergency, you can seek assistance from others on your team, but you must communicate effectively in order to avoid a work gap.
- Other findings about the company are presented below in the form of a SWOT Analysis:

**SWOT Analysis:** “SWOT analysis is a framework used to assess a company's competitive position and to create strategic planning. It stands for strengths, weaknesses, opportunities, and threats. The SWOT analysis evaluates internal and external variables as well as present and anticipated future potentials.”

[**Note:** The next page contains the SWOT table.]

Table 2

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. <i>Sell Bee</i> has a strong tech team.</li> <li>2. Their company culture is dynamic and innovative, which motivates employees to pay closer attention to their work.</li> <li>3. The products they provide are unique.</li> <li>4. They have a committed workforce.</li> </ol>	<ol style="list-style-type: none"> <li>1. Missing expertise in some areas.</li> <li>2. Lack of benefits and rewards for the employees.</li> <li>3. Communication gap between all of the departments.</li> <li>4. Founders do not have a marketing background, which is a great disadvantage for the company.</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. <b>Growing Market:</b> The market for online business is huge and growing.</li> <li>2. <b>Augmented Reality:</b> This new product that <i>Sell Bee</i> is launching is going to be very helpful for both business owners and customers, so the company might make a great fortune from this product.</li> <li>3. <b>Lack of competition:</b> <i>Sell Bee</i> is going to be the first IT Company in Bangladesh to bring Augmented Reality to the e-business sector of the country.</li> </ol>	<ol style="list-style-type: none"> <li>1. Collapse of the country's e-commerce sector.</li> <li>2. Failure in marketing</li> <li>3. Businessmen's refusal to buy the products</li> <li>4. Unexpected leave requests from significant company personnel for irregular pay</li> </ol>



## Chapter-8

### Recommendations

- They should avoid paying staff on an irregular timetable because it discourages them from working attentively.
- They could decorate their office more so that it feels fresh and inviting for the personnel to work there.
- If they have a financial or logistical problem, they should inform the employees so that they understand and do not condemn their late salary payment action.
- *Sell Bee* should recognize and reward its top performers so that other employees are motivated to work harder.
- They should establish a complaint box outside the main door so that everyone may freely express their concerns.
- The company should increase the number of laptops and computers. Sharing these devices with one another is difficult because one must sometimes wait for another to finish his or her work, which wastes time.
- Because there is only one restroom available for all employees, certain female employees may sometimes feel uncomfortable; therefore, they should change their workplace.

## Chapter-9

### Conclusion

I can honestly say that my internship with *Sell Bee* was a fantastic and gratifying experience. Not only did I obtain practical skills, but I also got the opportunity to confront many of my weaknesses, which I will correct through time and which were very significant for my personal growth.

The environment at the company was always kind, making me feel completely at home. Moreover, I was able to contribute to the company by assisting and working on the project that I chose for my internship, which has made me a more confident individual.

My two most memorable days of the internship period were the days when I showed the board of directors the results of my experiments and proved the validity of my topic to them, and everyone praised me that day for my boldness in handling the project so quickly and effectively on my own. They expressed unexpected gratitude to me because my project work, its results, and my contributions significantly aided the company's improvement in certain areas.

My internship at *Sell Bee* was a success overall. I was able to develop practical skills, work in a wonderful environment, and build lifelong connections. I could not be more grateful.

## Chapter-10

### **List of Figures, Tables & Abbreviations:**

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## Chapter-11

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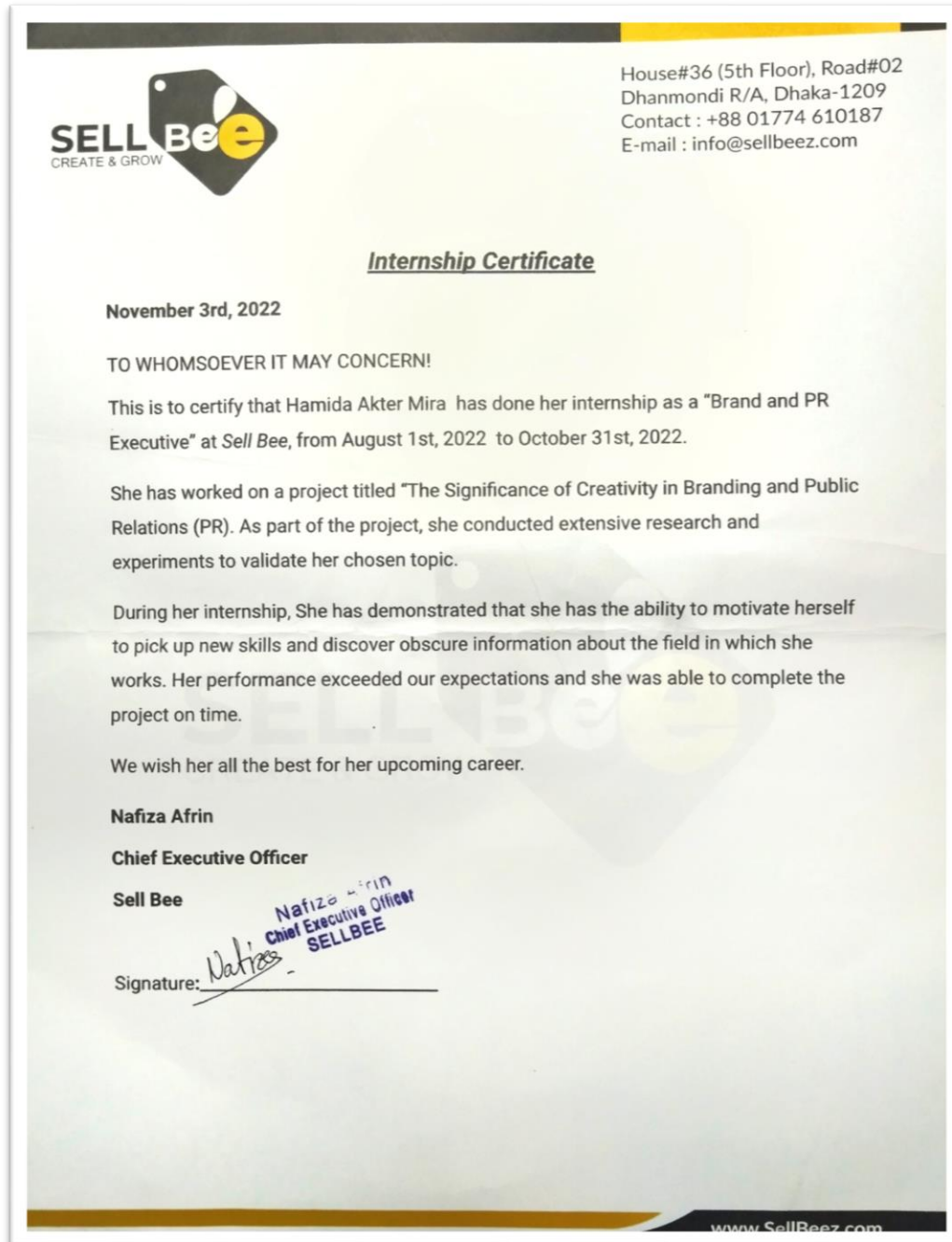
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## Chapter-12

### Appendices

#### Appendix 1: Internship Certificate



The image shows an internship certificate from Sell Bee. The certificate is titled "Internship Certificate" and is dated November 3rd, 2022. It certifies that Hamida Akter Mira has completed her internship as a "Brand and PR Executive" from August 1st, 2022, to October 31st, 2022. The certificate describes her work on a project titled "The Significance of Creativity in Branding and Public Relations (PR)", where she conducted extensive research and experiments. It also mentions that she demonstrated the ability to motivate herself, pick up new skills, and complete the project on time. The certificate is signed by Nafiza Afrin, Chief Executive Officer of Sell Bee. The Sell Bee logo is visible in the top left corner, and the company's contact information is in the top right corner. The website address www.SellBeez.com is at the bottom right.

**SELL Bee**  
CREATE & GROW

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**Internship Certificate**

**November 3rd, 2022**

TO WHOMSOEVER IT MAY CONCERN!

This is to certify that Hamida Akter Mira has done her internship as a "Brand and PR Executive" at Sell Bee, from August 1st, 2022 to October 31st, 2022.

She has worked on a project titled "The Significance of Creativity in Branding and Public Relations (PR). As part of the project, she conducted extensive research and experiments to validate her chosen topic.

During her internship, She has demonstrated that she has the ability to motivate herself to pick up new skills and discover obscure information about the field in which she works. Her performance exceeded our expectations and she was able to complete the project on time.

We wish her all the best for her upcoming career.

**Nafiza Afrin**  
**Chief Executive Officer**  
**Sell Bee**

Signature: Nafiza Afrin  
Nafiza Afrin  
Chief Executive Officer  
SELLBEE

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## Appendix 2: Photographs



Photo 1: *Sell Bee*'s Core Team



Photo 2: In front of *Sell Bee*'s Entrance



Photo 3: While Working with the Chief Financial Officer (CFO) of *Sell Bee*