



"Internship Report on Digital Marketing as an Intern at Navy Pharmacy"

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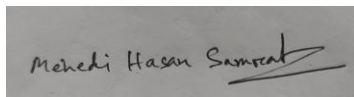
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Declaration

I, Mehedi Hasan Samrat, Student of English department, Daffodil International University, Dhaka. The title of my internship report and project paper is "Internship Report on Digital Marketing as an Intern at Navy Pharmacy," and I declare this is a considerable record of the venture work which I have submitted to Department of English, Daffodil International University. I also declared that this project paper has not been submitted to any educational institution and has not been copied, duplicated, or plagiarized from any other document. This is the genuine product of my internship in the Department of Digital Marketing at the Titas-Cumilla Branch of Navy Pharmacy.



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Letter of Approval

This is to certify that the “Internship Report on Digital Marketing as a communication manager at Navy Pharmacy.” has been submitted for the award of BA in English (hon’s) from Daffodil International University. This report is a record of Mehedi Hasan Samrat's (ID : 191-10-1935) Internship on a Specific topic that he completed under my supervision. No part of this report has previously been submitted for any degree, diploma. It is a good work which was presented to me.
I recommend to place his work at the viva board.

Anta Afsana

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Senior lecturer
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Acknowledgement

I would like to begin by sincerely thanking Allah for giving me his wonderful blessing so that the internship program may be successfully completed. Additionally, I would want to convey my sincere gratitude to a respected teacher. I am appreciative of Anta Afsana, senior lecturer in the English department at Daffodil International University, who is my academic supervisor. I also want to express my gratitude to Navy Pharmacy's chairman for giving me the chance to complete the internship successfully. Last but not least, I would like to express my gratitude to all of the teachers at Daffodil International University, especially my all course teachers as well as the friends and teachers those are in HR, Pharmacy, and BBA departments, for their support and inspiration. Cause at-first I was confused about many things and the people I mentioned they helped me solving out those problems. I also want to thank the staffs at Navy Pharmacy for their assistance.

Abstract

I completed my internship at Navy Pharmacy, a healthcare organization. My requirement is to intern in communication & digital marketing, so I was looking for the ideal workplace. I learned about the internship position at a job fair where I also discovered the company's contact information, including an e-mail address. After that, I sent Dr. Shanjida Hossain my resume (Head of HR & Head Doctor). After a brief interview, she decided to hire me. I was overjoyed to have this chance. I believe that my experience as an intern for the past months has taught me new things. I learn about business life, professional communication practices, and many other things. My academic supervisor is Anta Afsana, senior lecturer of Daffodil International University. This summer I completed my undergraduate internship as a communication manager. I've seen a great shift in myself as a result of the incredible experiences I've had lately. However, these changes were not simple to implement. I was committed to completing my task. I was committed. Dedication is crucial for the greatest outcome. Without an honest and sincere commitment to succeed, no success can be achieved. I think benefits might result from a person's maximum level of dedication and commitment to their profession. My committed thought was that I needed to be resilient and go over any obstacles I might encounter. More difficulties have come my way, such as having to work and learn everything as an intern. I can finally claim that I finished this successfully after all these difficulties required by the university to have at least three months of verified work, which I have done fervently. I will be pleased with my great devotion to and dedication to my career at that time in the future. The study's significance highlights the significance of my project report. It provides a chance to demonstrate the study's influence on the subject of the project paper. The study's significance provides a forum for describing precisely how my research will add to the body of knowledge in the area I am researching. I have been working as an intern for a medical supply company and I've been pursuing an education in English language and English literature has a significant impact on overall business performance. Our ability to communicate effectively with national and international customers is largely due to our proficiency in English. For everyone, English communication is a need. It's particularly difficult without English support at work. Studying in English is beneficial. By studying in English, It helps us to communicate with officials too. On the other-hands all the original name of medicine is in English so English is must. My study of English helps me to communicate and enhance my confidence. I need to study English literature also. English literature bolsters my ability to write, jogs my memory, and gives me encouragement. These abilities aid me in advancing my job. Literature is much more complex than most of us realize. We are able to think creatively and imaginatively thanks to literature. Literature broadens our thinking by inspiring us to come up with fresh concepts and by fostering our creative thinking. The fastest-growing industry in the economy is the creative sector. Employers in all industries value creativity highly since it can help them improve their products and services. Skills in literacy put us in the best situations to succeed in our careers. enhancing our reputation as effective communicators. We obtain the best understanding power from Literature.

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Chapter 1 : Introduction

This internship report is a complete documentation of all the tasks I undertook during my 3 months internship at Navy Pharmacy, Macchimpur Titas Branch , which was started 1st June 2021 and still I'm continuing my job there. It is the outcome of my internship program at the Department of English in the Faculty of Humanities and Social Science of Daffodil International University's Bachelor of Arts degree. The Internship program is a major necessity for my degree at my University . I am fortunate enough to get the great opportunity to complete my Internship at Navy Pharmacy . This organization provided me with the opportunity to utilize my academic learnings and helped me know about the wide Marketing & Digital marketing world. This overall experience not only helped me to know myself better but also developed my Social skills and expertise. Although, preparing this report and participating in the entire program were not simple tasks. Thank the Almighty, my supervisor and Co-workers provided me with the proper guidance, and aided me to gather reliable information. While preparing the report, I tried my heart and soul to gather as much information and data as possible to enrich the report. I believe that it was a massive experience to work in the Health & Marketing sector and it has enhanced both my knowledge and experience. The title of this report I have been selected in accordance with the consent of my internship supervisor. As at first I was confused about the title than I selected a title and send it to my supervisor but she suggested me a better title which was more appropriate which i wanted. The title is, "Internship Report on Digital Marketing as a communication manager at Navy Pharmacy." This Internship report is prepared to complete my internship program under Ms. Anta Afsana (Senior Lecturer), my internship supervisor in the undergraduate program, BA (Hons) English at DIU. The report writing is an impartial and essential document of my undergraduate program. I got the course for the fall semester of 2022 and have to submit it in the current semester. I have written this formal report according to the following instructions of my internship supervisor. I believe that these experiences have made me confident enough to work in any reputable professional field InshaAllah.

Chapter 2: Background of the project

The internship is a compulsory requirement for undergraduate students at my University. So, I joined as an intern (communication manager) at Navy Pharmacy, Titas-Cumilla branch. During the 3 months+ of the internship period, I attended 4-5 days in a week to the organization. I used to work there 7-8 hours daily, every Saturday to Thursday. Parallely, I have tried my heart and soul to complete this report writing as per instructions. I gathered the information about Navy Pharmacy that I have mentioned in this report with the guidance of my boss and colleagues. In the part of report writing, I have concentrated on my experience working at the pharmacy, the aspects where English Language is used in the Medical industry, and an analysis of linguistic terms. I also use my social media account as a medium of marketing as I use my skills and made videos and published them in my account and that help a lot in digital marketing of my organization. As an outcome, I titled the report "Internship Report on Digital Marketing as an Intern at Navy Pharmacy." I successfully finished my undergraduate internship at the Navy Pharmacy in the Fall of 2022. After completing my internship, I am feeling extremely optimistic about myself. I have changed for the better, which is beneficial for my professional career. Working in such a welcoming environment at Navy Pharmacy encouraged me to step outside of my comfort zone so that I no longer have any fear of speaking with people. I now know how to interact with clients and maintain a relationship with a colleague. I received advice and a ton of information on the internship program as I was preparing this report that inspired me to strive for excellence, I became motivated and was able to complete the work. And I was successfully doing my job there and my boss praised me a lot for my dedication level. This project paper is must needed paper for completing my graduation program.

Chapter 3: Significance of the project

I have always desired to gain knowledge about various subjects, as well as explore different types of jobs in my professional life. Fortunately, my goal came true because my internship program for B.A.(Hons) in English from DIU provided me with the opportunity. As I'm a student of English Language Literature people thought that I might be a teacher. But I was thinking differently and I always wanted to explore my skills in various fields as this world has become very digital now. Additionally, I now know which sectors I can work in with the help of English Language & Literature. Though, I wanted to work somewhere else. So, when Navy Pharmacy offered me the chance to do my internship there, I took the opportunity to become the Communication manager there. In addition, my academic knowledge benefited me in my internship program at the Pharmacy. I used to have a lot of courses which help me a lot to get my goal as a communication manager at Navy Pharmacy. At first I thought that I will apply my skills as a communication manager and learn from the health organization about many things.

In the very beginning my goals were:

1. To have a practical understanding of the medicine as well as communication sector.
2. To know the usage of English in the communication sector.
3. To apply the academic learnings practically in my internship program.
4. To analyze the importance of English in a financial & medical organization.
5. To know about the reputed organization Navy Pharmacy.
6. To gather knowledge about Digital Pharmacy and how it functions.
7. To work with experts in the communication & digital marketing sector as well as medicine sector and acquire practical knowledge from various people.
8. To get used to pressure-oriented work and environment.
9. To experience working with colleagues.
10. To develop and apply my digital marketing skills in the professional line.
11. To improve my communication skills and use them properly.
12. Use & Apply my learnings & all skills in my professional place.
13. To build me for the future with patience, energy, and motivation.

Chapter 4: Methodology

Since the BA(Hons) program requires a three-month internship, I have chosen to work in the banking industry. But I also have interest in medical sector since I was a kid. I love to help people and I wish that I will do something by which I can help the general people. However, because everyone in my family has a background in medicine, it has been simple for me to arrange an internship at a medical facility. I got the job of an intern at Navy Pharmacy and I got the chance to help people. My project or internship program is in a field where experience is the foundation. So, first things first, I got my department's recommendation letter from Daffodil International University. I then take it to my work place, Navy Pharmacy, where they conduct a brief interview with me. Dr. Shanjida Hossain ma'am introduced me to my coworkers and the entire staff after she had decided on me. Their graciousness surprised me. I appreciate how they greeted me. As a colleague, I was respected by them. They have never treated me differently. Their behavior and working atmosphere were both excellent. After that, I gave the assurance that I could perform better because everyone had been so encouraging. They are well organized and professional overall. In this way, I have studied these things and have also seen how they provide services, how they interact with employees and workers, how much they speak and write in English, how they use the English language in the medical field, etc. I have gathered all the data I will need to write my internship report. I completed my internship in "Navy Pharmacy" throughout my journey.

Chapter 5: Organization Details

Navy Pharmacy offers medical services. A digital pharmacy, that is. Everyone is aware that a pharmacy is a store or hospital dispensary where prescription medications are made or sold. Like that is Navy Pharmacy. We give our clients access to medications. Doctors with experience are available to offer medical treatments as well. We are all aware that modern living requires medicine in order to function correctly.. After Covid 19 we can realize it properly in this century. In the time of Covid situation, this organization helps people unconditionally by providing medicine & health care. The Founder of “Navy Pharmacy” is Rdr. Md. Ali Hossain who is also a retired service holder from Bangladesh Navy. After retiring from Navy in 2012 he build this Medical Organization and named it in honor of his career. Since 2012 this organization is providing health care to the people of Cumilla and nearby. Additionally, Navy Pharmacy offers online services. Its been 10 years since the foundation day and still this organization is doings their job perfectly. Navy pharmacy know as a trusted organization. To many people its an emotion too. After working with them I can realize why they are called so. They always keep the best product for the customers and provides them too. Navy pharmacy provide free medication to the poor people who are not able to pay their bill. The also give percentage while sell medicine which is rare. Everyone think about pofit but this company thinks about people. People also believe that I guess. This is not an ordinary medical shop. Because here MBBS doctors are available to provide services and we can say it a little clinic as well. Navy pharmacy make sure that the distribution of drugs complies with the law. Navy pharmacy ensure that the prescription drugs given to patients are appropriate. Providing patients with information on medications, including how to take them, possible side effects, and answers to their queries is also their services. They also advise on the best medication to choose for a patient's condition, the right dosage, and the length of therapy. Because pharmacists fill prescriptions for life-saving medications from doctors, pharmacies play a crucial role in our daily lives. They inform patients about medication timing and dosage because doing so guarantees a speedy recovery. As a result we can say my organization or “ Navy Pharmacy “ is playing a vital role in the society as well as in this country..

Chapter 6: Internship Activity

I was so dedicated to complete my all task. I was doing intern in Navy Pharmacy Titas-Cumilla which is a long way from my University Area. Together I have to complete my graduation program as well as the internship. It was so hard at first to maintain time but day by day I could manage the time. As a digital marketer & communication manager I had to promote the Pharmacy at digital platform or social media. Which seems so hard to me at first. But day by day I can understand how everything work actually and I was so passionate in my work. I made video about the organization, with the organization and also with the staff and published them on various social platform like Facebook, Instagram, Twitter, Tiktok, Likee etc. Not only that, I also have to maintain the official page of Navy Pharmacy and also the Official website of Navy Pharmacy.

My activity can be divided into some parts :

6.1 Digital Marketing: I used to promote our pharmacy in the online platform. As like I used to maintain the online page of our pharmacy. Many people text in the online page while they are at home. In that time I used to clarify their problem through online text. Whenever any patient need any helpi used to help them through online. As like someone need the contact with doctor emergency. In that time I used to help them . I also published many news and article related our pharmacy in online so that people get notified everytime

6.2 Content Create: I used to create content to promote our pharmacy overall Bangladesh. I published those content on various online platform like Facebook, Tiktok, Instagram etc. as we know online is a very big market place as now a days every family has online connection. Through that everyone can connect with the world. We try to connect all the people through publishing content about our pharmacy as well as in our pharmacy.

6.3 Administrative Work: I have to visit a lot of market place to know more about medicine & pharmacy. I travelled to the various market place because, I was so dedicated towards my work. But by the time my internship was up, it was obvious to me that I had picked up a few things I hadn't expected. Also as a communication manager I have to connected with all the employees of our organizations regularly. Sometimes my duty was to provide medicine to the patients as well as the doctor prescribed. I have to work morning to night to know about the things properly. Every week I had to present at least 4 days at my work place. Sometime I had to stand for about 2/3 hours continuously while the customers pressure is on. I observed the employees properly who are so much fast & furious about their work and learned many things from them as well. For getting more knowledge, I had to stay as an assistant of Rdr Md. Ali Hossain who is the Founder of Navy pharmacy.

I have done my Internship from Navy Pharmacy, Department of Communication & Digital marketing. I have done my work from their main branch located at Cumilla. This is not so far from Dhaka. My supervisor is Dr. Shanjida Hossain and my other team members are Najmul Hasan, Noyon Kumar, Arif Hossain. They help me unconditionally in my work place. After working there for a few times I got to know the functions and conditions about Navy Pharmacy. The Function I have learned is: In our organization they gave more attention to the students as a recruitment. I think skill development is must needed to live life wonderfully. I also had to developed my skills more and more to be accurate and permanent in my place. Otherwise now a days job getting is a hard thing without skills. We must develop our computer skill, communication skill, confidence and problem solving skill. Without this kind of skill no one can get a god job now a days. This skills are must to be and employee. Without this skill we can face a thousands of problems but whenever we are fulfil with this skills in that time problem solving will be so easy.. Before recruitment and after recruitment there is a lot to learn as an intern. I've also learned a lot of things as an intern at Navy Pharmacy. The recruitment process is very wonderful at Navy pharmacy.. They hire all types of person who knows Alphabet. After working with them I learned how the recruits .they have a recruitment process too. After working with them now I know how to promote thing via online or digital marketing. I learn all this things after working with this organization.. Now I am really knowing about the corporate and out world. Without being an intern this things would not happen.

Chapter 7: Limitations of the Study

The medical and pharmaceutical industry is so large that it will take many days to navigate it. I was not permitted to access every aspect of the pharmacy when I was an intern. I had to decide what I could work and concentrate on as a result. I had a plan to focus on the uses of the English language in this organization since I am from the English department. However, I also had the chance to do some practical work during my internship period, which required me to learn a lot of additional things about medicine and the challenges that came with conducting the report. I made an ardent effort to make the report more meaningful and I made an effort to produce the report in a more realistic and factual manner that would be accepted by the authority and in accordance with my university's guidelines. Even though Navy Pharmacy has provided me with excellent service, I have nonetheless encountered the following limitations:

Since I'm from an English- background, some of the medical terms were confusing to me because they referred to specific things but were also unrelated to my field of study. I was not permitted entry to some departments of the pharmacy because I was an intern. I was given a job with few duties, which has prevented me from learning everything. At first I didn't have any idea about what I'm going to do as a digital marketer and a communication manager as I was from English dept. But I had to learn a lot more about digital marketing and publishing system. I based the report on my personal experience, which I got from various courses I took during my time in varsity, from the internet, as well as from reading several periodicals and articles about medicine and the healthcare industry. These are a few of the limitations I had to deal with during my internship.

Chapter 8: Observation and Findings

An excellent medical supply business should have well-behaved employees and improved organizing skills. Even though it was my first encounter, I saw the best work policies organizing skills at the Navy pharmacy.

Employability skills:

8.1 Time Management: Time management is one of their organizational skills, which they use to make sure they have enough time to do their work without going overboard. Every single one of their staff is held to tight time management standards, as per the organization's guidelines. Everyone observes office hours and never arrives late. They complete their work on time. They work in a really welcoming setting, as far as I can tell, yet they never skimp on quality. They follow their work policy very well. Every employee makes sure that skills because the founder is serious about this issue.

8.2 Communication: Effective communication is a crucial organizational ability to take into account. My ability to communicate and receive information at work provides the basis for these skills. You should establish communication with co-workers as well as with customers. As far as I can tell, all the staff have excellent communication skills. I talk to them during my internship time and still I'm connected with each one of them. In person, everyone was incredibly friendly. They did their best to learn me while they were educating me, and they treated me like a co-worker. Their behaviour and conversation are amazing. As I was the communication manager I used to connect & manage all the staffs & workers of Navy pharmacy.

8.3 Teamwork: Their aptitude for teamwork is impressive. As far as I can tell, high authority never puts anyone under pressure. Employees and the boss collaborate. They strive to support one another. As I was working in the communication department I noticed everything. Everyone recently became extremely busy. If a co-worker was unable to finish his work or found himself in a difficult situation, the other colleagues would do their best to assist them and help them get out of it. They worked together as a team. Any firm would fail without teamwork since teamwork is essential to every industry. Everyone will fall together if they do not believe in team work.

8.4 Technology: They are technically so sharp. Their all activities is based on technology. I have learned an amazing task which is operating online pages and website as I was also the digital marketer of this industry.

8.5 Other abilities:

Delegation & Representation: Delegation & Representation, which is crucial for every industry, including the business and job sectors. It improves all of our skills, accountability, vision, mission, and self-assurance. Their delegation performed admirably. I develop within their boundaries thanks to their delegation. Develop trust through delegating.

I might not fully grasp how to do a duty that has been delegated, but this gives the delegator the chance to teach me new abilities and workplace practices. Reviewing the work and procedure is based on the idea that I can improve the next time I perform by learning from my mistakes. Along with having excellent skills, they also behaved well. They showed good courtesy. Their hospitality was good. All of their organizational policies, which everyone adheres to the letter, are recognized for the way they prioritize their employees as well as customers.

There are a lot of workers in the Pharmacy. So to maintain them they should follow a regular routine of work & time.. Sometimes all the workers are available together but sometimes no-one is at the shop. So it is necessary to maintain time properly. Official meetings are not held regularly or properly or very few which is very essential to develop service quality as well as problem solving. But this practice is very few. So it may create major problems in the future. It's not a 24/7 service but as there are a lot of workers I think the organization should think about 24/7 service. They believe too much in the customers and that is why there are a lot of dues of this organization. They never keep anything pending. They give the accurate thing which the customers want. Technology that Navy is using for their security system is not up to date. There are some pharmacies which are so fast and very up to date. Navy Pharmacy is losing their customers because of lack of technology and proper use of technology. There is a gap between the customers and workers. They do not always want to believe the employee works in as they are very confused about medicine. Advertising and promotion were the weak points of Navy Pharmacy. They do not have any effective marketing activities. Other pharmacies and medical organizations have better marketing strategies. But one thing is good that they give up to 10% discount to the customers so that the sell rate increases day by day...

Chapter 9: Recommendations

Recommendation for Navy Pharmacy :

After working as an intern I found a lot to recommend for this organization. Navy Pharmacy need to consider these things to overcome the problems –

1. They need to upgrade their existing marketing strategy to come more close to the people.
2. They need to provide market transparency, which is lacking so much in Navy Pharmacy.
3. They should keep online payment system. Which is so needed now a days..
4. They should open more branches as they have a lot of employees.
5. They should maintain their online page too for spreading their business.
6. Staff-Officials meetings must be increased to develop service quality as well as problem solving..
7. They should keep the pharmacy open 24/7
8. The pharmacy should give an advertisement campaign to build up a strong image and reputation the potential customer. Advertisement is required to attract the customers.
9. They should start Home delivery service of medicine. That's the best thing they can do now I guess..

Chapter 10: Conclusion

Pharmacy or Medical Store is a evergreen business in our country.. After the Covid 19 situation we can realize that very well. We need medicine to live our life and medical store provide us those. Some pharmacy or medical store have their own type of business strategy.. Navy pharmacy also have their own business strategy.. They give percentage while sell, which is rare in other medical store.. To compete with other medical shop they use their this strategy which is good. Because of this, their selling rate is growing day by day.. This pharmacy is very popular in that particular area of Cumilla. Navy Pharmacy is doing great in the medical industry I guess. They provide medicine to all. The have a lot of MBBS doctors who give health services to people . And that is within a very low cost.. And Navy Pharmacy also provide free medicine to the poor who literally can't give money as well.. So this kind of kindness in business is a great thing I guess. The purpose of the internship program is to learn about practical medical and medical practices and to compare this knowledge to academic knowledge. Due to time constraints, it is not possible to complete all of the division's activities during the internship program. Therefore, the goals of the internship program have not been entirely satisfied. However, every effort has been made to ensure that the internship program's goals are met. I believe that this report could serve as guidance for "Navy Pharmacy" in terms of future planning and how to operate successfully in order to accomplish its objectives in a cutthroat environment.

Chapter 11: Reference

Facebook Page Link :

<https://www.facebook.com/NavyPharmacy?mibextid=ZbWKwL>

Website:

<https://en.wikipedia.org/wiki/Pharmacy>

