

USE OF SOCIAL MEDIA MARKETING ON THE SALES OF TECH
PRODUCTS: LEARNINGS FROM MY INTERNSHIP IN BLISSTYLE
ELECTRONICS

Blisstyle Electronics

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Submitted in Partial Fulfilment of the Requirements for the Degree
Bachelor of Business Administration.



14 December 2025



Internship Report Approval Form

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Internship Report Topic: Use of Social Media Marketing on the Sales of Tech Products: Learnings from My Internship in Blisstyle Electronics.

Term (Tick one) : ☐ Spring 2025 ☐ Summer 2025 ☒ Fall 2025

SUPERVISOR APPROVAL (Please place a Tick)

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite): Not Applicable

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Letter of Transmittal

14 December 2025.

Mr. Faisal Mohammad Shahriar
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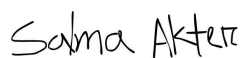
Subject: Submission of Internship Report.

Dear Sir,

Due to respect, I state that I have prepared my internship report on the topic of '*Use of Social Media Marketing on the Sales of Tech Products: Learnings from My Internship in Blisstyle Electronics*'. I hereby submit this internship report which I prepared based on my 12 weeks experience in the firm as an intern.

I have tried my best to follow your instructions and make the report as perfect as possible with a meaningful outcome within the targeted time. I have also tried my best to follow appropriate methods for the topic which I have found the most relevant and practical for my internship report. I would be glad to provide any clarifications, if required. I therefore submit it and hope that you would excuse the minor errors.

Sincerely Yours



Salma Akter
ID: 202011063
BBA Program
ULAB School of Business

Plagiarism Declaration

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: SALMA AKTER

Signature: Salma Akter

ULAB ID # 202011063

Date: 14 December 2025

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Part A

Chapter One: Internship Preparation

1.1 Motivation and expected learning from the internship.

As a student majoring in marketing, I was motivated to get practical exposure to how various marketing strategies are applied in natural business settings. My main expectation from the internship was to understand how social media marketing drives sales and customer engagement in the tech industry. I wanted to see how businesses maintain online communication, create promotional content, and convert customer interactions into actual sales. Additionally, I wanted to develop professional skills such as teamwork, business communication, and time management through hands-on experience.

I expected to learn how marketing content is planned, designed, and implemented to reach different customer segments. In addition, I also hoped to improve my communication skills and gain insights into how customers behave in the electronics industry. I was eager to see firsthand how a growing tech company utilizes digital platforms to promote its products and engage with its audience effectively.

1.2 Internship search process.

My search for an internship started by exploring organizations actively engaged in the practice of digital marketing. Since my academic concentration is marketing, I look for a company where I could gain relevant and practical experience.

In searching, I came across Blisstyle Electronics, the largest technology retailer in Bangladesh and one of the most active online electronic retailers. Its focus on affordable high-quality tech products and active social media marketing perfectly matched my interests. Following the submission of my updated CV and a formal application through the email provided, I was shortlisted and invited for an interview with the marketing team; eventually, after some days, I received my appointment letter confirming the internship placement.

1.3 Internship interview experience.

After a few days of applying at Blisstyle Electronics I received a call to attend the interview. It was held at their Elephant road branch by the marketing manager. At first, he asked some generic questions about myself. We talked about my take on marketing, how comfortable I am with social media tools, and how I usually deal with customers. At one point, the interviewer laid out what they expect from interns and walked me through the

kinds of tasks I'd handle, mostly social media marketing and helping with promotions. Honestly, I left feeling good about the whole experience. The conversation fired me up to do my best during the internship.

1.4 An overview of the internship organization

1.4.1 An overview of Blisstyle electronics: Blisstyle Electronics, widely known as "Blisstronics," is a renowned electronics and computer store in Dhaka, Bangladesh. Since its formation in August 2020, the company has evolved very fast to become one of the leading technology retailers and the #1 mechanical keyboard importer in the country. It operates legally under the Dhaka South City Corporation, Trade License No. TRAD/DSCC/046584/2021, and has gained a strong reputation for offering high-quality tech products at affordable prices.

The company's head office is located at the Multiplan Center on New Elephant Road, one of the busiest technology marketplaces in Dhaka. In addition, Blisstyle Electronics has a flagship store at Police Plaza Concord Mall, Gulshan-1, to ensure ease of access for both retail and corporate customers.

The company's vision is to make technology at its best available and affordable for all in Bangladesh. Its mission is to bridge the gap between quality and affordability by offering top-performing products that deliver great value without inflated prices. It intends to be the most trusted and customer-centric tech retailer in the country by prioritizing authenticity, innovation, and after-sales excellence.

1.4.2 Products and Services of Blisstyle Electronics: Blisstyle Electronics specializes in a wide range of technology products. The company is also the official importer and distributor of several international brands, including Dareu, Monka, E-Yooso, Thunderobot, Machenike, and Yeston. These brands are widely recognized in the gaming and productivity sectors for offering reliable, performance-focused products, including:

- Laptops and Desktop Computers: Meeting the diverse needs of both personal and professional users.
- Mechanical Keyboards and Accessories: High-quality keyboards, mice, monitors, and other peripherals for gaming and productivity.
- Gaming Gear: Premium gaming equipment such as gaming keyboards, mice, headsets, and graphics cards from top international brands like Dareu, Thunderobot, Machenike, Yeston, E-Yooso, and Monka.
- Networking Devices: Routers, modems, and other networking tools that ensure reliable internet connectivity.
- PC Components and Custom Builds: Processors, storage drives, RAM, and power units designed for custom PC setups and gaming systems.

- Hardware and software services

Blisstyle Electronics focuses much on customer satisfaction through a variety of committed services:

Sales and Expert Consultation: Trained staff guide customers in choosing the most suitable products.

- Online Shopping: Customers can effortlessly browse for and buy products through the official website, theblisstronics.com, as well as through the company's Facebook and Instagram pages. Fast delivery service is available across Bangladesh.
- After-sales and technical support: The firm offers on-site and remote troubleshooting, warranty handling, and product replacement services.
- Corporate Solutions: Tailor-made packages of technology and bulk orders that suit the needs of each business client, ensuring efficient procurement and service.

1.4.3 Key people of Blisstyle Electronics:

- Mr. Nusrat Naim – Director
- Mr. Sajim Arifin Maen – Head of Operations
- Mr. Azhar Uddin – Sales and Marketing Manager
- Mr. Sidrat Aziz – Customer Support Supervisor

Chapter Two: About the Internship

2.1 Activities of the department/office

I have worked in the Marketing Department. I saw the Marketing Department handle promotions, run social media campaigns and keep customer interaction on online platforms. I also saw the Marketing Department work closely with the sales team and the content team to make sure promotional work matched sales goals.

Some of the activities I have done include creating content, for media responding to customer queries analyzing engagement statistics and participating in campaign planning. I felt proud when I created content for the media. I learned a lot from the activities. The department focused on creativity. The department focused on consistency of the brand. The department focused on customer satisfaction.

2.2 Work environment

The work environment at Blisstyle Electronics was collaborative and professional. The work environment felt supportive. The marketing team had experienced professionals and young creatives and the learning

process was engaging. The people were approachable. The supervisor gave guidance. The company kept teamwork and discipline. The workplace atmosphere was friendly.

The office setting maintained a flexible environment that accommodated interns in joining meetings and participating in brainstorming sessions whenever relevant. The overall workplace atmosphere was supportive, reflected through approachable team members and consistent guidance provided by supervisors.

2.3 Duties and responsibilities as an intern

The main responsibilities of my marketing internship at Blisstyle Electronics included:

- I assisted in developing social media content for Facebook and Instagram platforms and scheduled their publication.
- I tracked audience interactions and developed brief summaries to show how each post performed.
- I assisted the team by handling all social media-based customer inquiries and feedback.
- I joined campaign planning sessions to share product promotion concepts with the team.
- I learned about how digital marketing strategies integrate with sales approaches.
- I conducted competitive research to identify market patterns which helped me generate content ideas.
- The tasks I performed showed me how social media platforms affect sales outcomes in the technology retail industry.

2.4 Learnings and acquired skills from the internship

Throughout my internship, I was given the opportunity to work on a variety of tasks. I worked in the sales and marketing department, which allowed me to gain a better understanding of how the sales team carries out various tasks. My job was primarily concerned with business communication.

- a) Communicating with customers: Successful marketing depends on effective customer communication. I had to interact with customers as a marketing intern. I had to speak with customers over the phone and email for a variety of reasons. The main purpose of customer communication was to schedule appointments and introduce our products. I also sent numerous emails to clients for a variety of reasons. I also engaged with clients via email to ask about potential future business prospects.
- b) Creating new customers: One of the most crucial elements of any business in order to sustain over time is finding new customers. Increasing sales requires discovering new clients, whether a business is B2B or B2C. However, lead generation is essential in order to generate new clients for B2B firms because they do not rely on conventional advertising techniques like advertisements,

print advertising, or social media marketing. I was in charge of generating leads as a marketing and sales intern in order to bring in new clients.

- c) Field visit: I went on a number of field visits with the sales team. My job as an intern was to observe and learn how the sales team interacts with different clients. I attended several business meetings, which provided me with valuable insight into customer communication. I have accompanied the head of department, supervisor and line manager in meetings, which taught me how to communicate effectively in a formal setting. Furthermore, I went on solo visit to client to pitch products and services.
- d) Managing Diversity: I've interacted with clients from a variety of demographics and socioeconomic backgrounds, which has aided in my development of interpersonal skills. Now that I am aware of how to change my communication approach depending on the kind of client.
- e) Teamwork: Teamwork is an essential part of any department. In my department, I had to involve myself in a lot of teamwork with my fellow interns. We worked on various different projects, while helping each other learn and thrive. For instance, before field visits, we did proper research to find the individual details who works for the finance department.

2.5 How learnings from internship enhanced academic learnings

This internship gave meaning to the theoretical knowledge gained at university through the connecting of theory and practice. Courses like Consumer Behavior, Service Marketing, and Strategic Marketing had more meaning now as I saw how strategies regarding customer engagement were actually implemented.

I further gained insight into the importance of keeping the brand voice and consistency, which I'd learned from Advertising classes. Close work with the marketing team allowed me to understand how the inclusion of marketing analytics and customer feedback loops helps in enhancing total business performance.

Chapter Three: Self Reflection

3.1 Highlights of the likings and dislikings during internship

What interested me most in the internship was the exposure to actual marketing practices, especially how one social media post can drive hundreds of customers. I loved contributing creative ideas and learning how to track online engagement.

The challenge was managing tasks at the time during busy campaigns. The challenge was intense. The challenge helped me develop my time management skills. The challenge helped me develop my adaptability skills.

3.2 How could the internship experience be improved

Providing a more structured training plan during the initial weeks would be a way to improve the internship experience. Also, access to further social media analytics tools should be given to the interns for training on how to interpret this data. Another aspect that can help improve learning outcomes is feedback sessions from supervisors on a regular basis.

3.3 Suggestions for the organization and future plans

Improvement can be done on the following grounds to enhance the online presence of Blisstyle Electronics:

1. This would enable the company to partner with higher-impact and more relevant influencers, specifically those focused on gaming and tech content.
2. Their product demo page, "Bliss Studio," can feature more interactive videos, such as behind-the-scenes or even comparison demos.
3. Since they already post photos of happy customers, Blisstyle can introduce short interview sessions with their customers to share experiences and build trust.
4. The organization can also consider sponsoring gaming tournaments or sports competitions for future growth by expanding its reach beyond social media.

In the future, I would like to develop my skills more in the field of digital marketing, specifically toward content strategy, social media analytics, and brand communication. I also wish to work in positions that involve campaign planning, collaboration with influencers, and event-based marketing related to sports sponsorships.

Chapter Four: Personal Development Plan

4.1 Plans for further learning and career

After my internship, I will learn more through short professional courses on Digital Marketing Analytics, SEO, and Social Media Advertising. My career goal is to work in a marketing agency or corporate marketing department for diverse exposure, then start my own business some time later.

4.2 Technical and interpersonal skills to develop to secure employment/career.

In developing my career readiness, the following set of skills will be worked on:

- Technical Skills: Social media management tools, including Meta Business Suite and Google Analytics; Canva; content writing.
- Interpersonal Skills: Leadership, negotiation, adaptability, and teamwork.

These skills are what will eventually help me grow into a confident, capable marketing professional who is ready to handle the evolving demands of the digital marketing industry.

Part B

Chapter One: Introduction

1.1 Research title

Use of Social Media Marketing on the Sales of Tech Products: Learnings from My Internship in Blisstyle Electronics

1.2 Research objective

- a) To understand how Blisstyle Electronics uses the content visible on Facebook to promote and sell technology products.
- b) To analyze the themes, communication style, and marketing strategies used in Blisstyle's recent Facebook campaigns.

1.3 Background of the study

I notice that social media marketing drives promotion for tech retailers in Bangladesh because many users are active on Facebook. Customers rely on the content to learn about tech products. Customers compare the features of tech products. Customers use the content to decide what to buy.

Blisstyle Electronics is a technology company that uses Facebook as its marketing channel. During my internship, in the Marketing Department I watched Blisstyle Electronics plan, create and manage content on Facebook. The content on Facebook included campaign posts, promotional messages, influencer collaborations and product announcements. I learned a lot.

I want to understand how the content shapes customer interest and how the content helps sales. I look at Blisstyles Facebook marketing activities by doing a look at the selected posts and campaigns.

1.4 Research questions

- a) What kind of posts does Blisstyle Electronics create to promote tech products on Facebook?
- b) What themes and communication strategies have they been using in their recent campaigns?
- c) How does the design and messaging of Facebook content support product promotion and influence customer interest?

Chapter Two: Methodology

2.1 Type of research

This is a qualitative research study that focuses on descriptive interpretation rather than numerical analysis.

2.2 Research design

A qualitative content analysis design is adopted for this study. The research examines selected posts and campaigns on Facebook to identify common themes, messaging patterns, and marketing strategies employed by Blisstyle Electronics.

2.3 Study design

2.3.1 Sampling technique: A purposive sampling technique was used.

The sample includes selected Facebook content relevant to the study, such as Promotional campaigns, Product highlight posts, Influencer collaboration posts, Announcement and offer posts, Recent examples analyzed include the 11.11 Sale Frenzy campaign and collaboration content with Sonic FPS, a gaming streamer.

2.3.2 Data collection technique:

Data were collected directly from Blisstyle's official Facebook page, Content observed during the internship, Discussions with members of the marketing team regarding the intention and purpose behind each posting, No numerical metrics were used in this study; rather, the analysis remained wholly based on style, messaging, and presentation.

2.3.3 Data analysis technique: The collected data were analyzed using qualitative interpretation. Insights gathered from discussions with the marketing team were organized into themes to identify patterns in campaign messaging, customer engagement, and sales responses. Publicly visible Facebook indicators such as reactions, comments, and shares were also reviewed to support the thematic analysis. Since the study focused on understanding communication patterns rather than measuring numerical trends, the analysis remained descriptive and exploratory.

Chapter Three: Findings and Discussion

Analysis of Blisstyle Electronics' social media marketing activities in recent times has provided a number of clear patterns regarding customer response, campaign performance, and product demand.

3.1 Success of the 11.11 Campaign:

Company insights revealed that the 11.11 campaign fared really well against regular sales periods. Blisstyle collaborated with Yeamazing, a third-party promotional partner, who additionally offered up to 20% cashback over Blisstyle's own discounts through bKash. This bundling of the offer significantly increased customer interest and engagement online.

On a daily basis, Blisstyle processes 20–25 deliveries, while during the 11.11 campaign, it went up as high as 100–120 orders delivered each day, which indicates a very significant surge in customer demand stirred by social media promotion.

**Blisstyle - Electronics**
Nov 7 · 🌐

Blisstyle 11.11 Sale Frenzy — **It's Finally Here!**

We know many of you have been waiting! ... See more



BLISSTYLE 11.11 SALE! FRENZY
STARTING FROM ...
11 NOVEMBER – 20 NOVEMBER
GET HUGE DISCOUNTS ON:
MECHANICAL KEYBOARD, GAMING MOUSE, HEADSET,
SEND A GIFT GAMING MONITOR, GPU & MUCH MORE...
www.theblisstyletronic.com

**Blisstyle - Electronics**
Nov 17 · 🌐

🔥 11.11 Sale Frenzy Don't Miss Out! 🔥
Upgrade your setup with Yeston & Thunderobot GPUs & Monitors!... See more

PRODUCT	REGULAR	11.11 SALE FRENZY	YEAMAZING *20% CASHBACK
DQ27F240E	79,900	69,900	64,900
CQ27F240M	69,900	49,900	44,900
ZQ27F210L	31,900	FREE GIFT! 3,900tk	26,900
ZQ27F210	28,900	FREE GIFT! 3,900tk	23,900
ZQ25F180	23,900	FREE GIFT! 3,900tk	19,120
RTX 5060Ti	65,900	59,999	54,999
RX 9060 XT	46,900	42,900	37,900
RX 9060 XT	59,900	52,900	47,900



DQ27F240E
GAMING MONITOR
• 26.5 inches
• QHD/2K (2560 x 1440)
• OLED PANEL (SAMSUNG)
• 240Hz | 0.03ms | 16:9
REGULAR: 79,900tk
BLISSTYLE 11.11 SALE: 69,900tk
+ YEAMAZING *20% CASHBACK: **64,900tk**



CQ27F240M
GAMING MONITOR
• 27 inches
• QHD/2K (2560 x 1440)
• 144Hz IPS (DCI)
• 200Hz 1 ms 16:9
REGULAR: 69,900tk
BLISSTYLE 11.11 SALE: 49,900tk
+ YEAMAZING *20% CASHBACK: **44,900tk**



ZQ27F210L
GAMING MONITOR
• 27 inches
• QHD/2K (2560 x 1440)
• 144Hz IPS (DCI)
• 200Hz 1 ms 16:9
REGULAR: 31,900tk
BLISSTYLE 11.11 SALE: 3,900tk
+ YEAMAZING *20% CASHBACK: **26,900tk**



ZQ27F210
GAMING MONITOR
• 27 inches
• QHD/2K (2560 x 1440)
• 144Hz IPS (DCI)
• 200Hz 1 ms 16:9
REGULAR: 28,900tk
BLISSTYLE 11.11 SALE: 3,900tk
+ YEAMAZING *20% CASHBACK: **23,900tk**

Nusrat Naim + 26

5 comments 7 shares

Nusrat Naim + 54

24 comments 9 shares

Customer Engagement Analysis: The campaign post received: 125+ reactions, 21 comments and 12 shares. These engagement metrics highlight that the offer has received a lot of customer interest. The comments section has contained questions pertaining to availability, keycap compatibility, and colors, which means that purchase consideration has been actively done. Shares relate to organic sharing, where customers shared the offer with their friends or groups that were interested in mechanical keyboards. Having a high engagement rate on a product-related post also indicates that a promotion related to pricing would be well received among Blisstyle's target market.

Reasons for success of this campaign: The pricing information was very clear. Customers were able to see clearly what the product was, which removed any hesitation. Shares and comments enhanced organic reach beyond those who were fans of Blisstyle. The customer response showed a positive attitude and a high level of purchase intent. This particular post was an example of how a discount-based platform can lead to a lot of visibility and also a quicker purchasing decision, particularly for budget-friendly accessories.

3.2 Product categories that performed the best:

The campaign generated high sales for:

- Mechanical keyboards
- Gaming mice
- Thunderobot monitors

Of those, the Thunderobot monitors fared really well due to a 10,000 BDT discount on three specific models. Consequently, all campaign stock for those monitors sold out, and the company is currently awaiting the next shipment.

This shows a strong price sensitivity among customers and how discount-based social media campaigns directly influence buying decisions.

3.3 Influencer Collaboration Impact:



Also, the collaboration with Sonic FPS, a professional Bangladeshi gamer and content creator, resulted in increased traffic and sales. The promotional video announcing the campaign generated 118+ reactions, 60 comments, 36 shares, and 8.6K views. He has credibility among gamers, which added to the campaign's trust; such followers are confident in buying from Blisstyle.

Why this partnership boosted sales:

- The influencer's followers are a match for Blisstyle's targeted demographics, which are gamers purchasing keyboard, mouse, and monitor products.
- Livestream content and reaction videos from players of the game, known as Sonic FPS, also enhanced authenticity of the promotional products,
- The share count of 36 reflects that people organically shared this post.
- That many video views (8.6K) indicates it reached beyond the usual viewers of Blisstyle.
- The partnership between the influencer endorsement and the postings by Blisstyle helped in developing a rich narrative around 11.11 offers, which boosted sales.

How These Campaigns Translated Into Higher Reach & Sales: The use of social media proved useful for enhanced visibility and purchasing due to a number of reasons:

a. Multi-angle Communication

- Both of these campaigns employed a combination of:
- product images
- influencer videos
- Discount announcements
- cross-platform visibility

This ensured that all audience segments, including bargain seekers, gamers, and technology lovers, were targeted.

b. Strong Engagement Indicators: High reactions, comments, and shares facilitated Facebook in promoting these postings to even more people. Most frequent questions from customers included:

- stock availability
- delivery
- warranty
- color options
- These comments were used as indications of purchase interest.

c. Social Proof: Placing actual customer testimonials and influencer campaigns helped with that. Seeing other consumers react favorably or asking questions about a product can help other consumers feel confident in purchasing it.

d. Clarify Value Proposition:

- There were two major driving forces in the 11.11 campaign:
- Flat discounts from Blisstyle
- Cashback further up to 20% by Yeamazing

All these elements enhanced urgency while also working to lower purchase barrier psychology.

e. Outcome of Sales:

Based on company data shared internally,

- The daily deliveries that used to range from 20 to 25 increased to 100 to 120 during the campaign.
- The thunderobot models with a 10,000 BDT discount were completely out of stock.
- Converters for mechanical keyboards and mice converted in greatest numbers.

This visibility, reach, and engagement of the campaign led to the aforementioned sales peaks.

Additional Finding:



Live Campaign Performance: One of the strongest examples of audience engagement was through Blisstyle's live session on Facebook, which went live on November 28. The live session was intended to

show new gaming products and created real live interaction with the viewers in the process. This session performed quite well and received: 6.6K views, 536 comments, 79 shares, and Strong reaction count, indicative of active viewer interest.

These numbers basically denote that live videos attract much higher engagement than regular static posts. Viewers often comment during the stream to ask questions about price, stock, features, and availability. This creates a direct communication loop between the brand and the audience.

3.4 Overall Social Media Engagement Pattern:

Based on the results of the campaign, the social media activities of Blisstyle elicit strong customer responses:

- Discounts are clearly communicated.
- Cashback or promotional partners are involved
- Influencers publish live reviews or real-time usage.
- Product photos and campaign visuals communicate value-for-money propositions.
- This corresponds to the positioning of the company's brand: high performance at affordable prices.

Chapter Four: Recommendations

Based on the findings, there are several practical recommendations to help Blisstyle Electronics improve its social media marketing:

- a) Improve the selection of influencers: While influencer marketing is performing effectively, influencer selection that's closer to the gaming/tech space will improve engagement and conversion.
- b) Bliss Studio content development: With the help of more short product demos, comparison clips, and hands-on videos, the existing demo page can be further improved to show the differences between products.
- c) Include customer interview content: While Blisstyle already posts pictures of happy customers, adding small interview clips or written testimonials would enhance the authenticity and credibility of this content further.
- d) Increase offline presence: Sponsoring gaming tournaments or sports competitions will give Blisstyle access to new cohorts of people and solidify the brand on various grounds other than social networks.

Chapter Five: Conclusion

I found that social media marketing helps increase sales at Blisstyle Electronics. I saw that the 11.11 campaign, influencer collaborations and discount-based promotions all lift customer engagement and daily orders. I saw that mechanical keyboards, gaming mice and Thunderobot monitors all performed well. I think that value-driven campaigns bring customer responses.

Influencer content, especially from Sonic FPS, can help create trust and drive traffic onto the online store of Blisstyle. Clear promotions, customer photos, and visually appealing posts consistently outperformed others on Facebook.

Overall Blisstyles social media strategy fits the tastes of tech consumers. To increase Blisstyles marketing impact and to improve Blisstyles position, in Bangladesh's tech market Blisstyle can add event engagements, stronger demo content and better influencer partnerships in the future. I see this as a way for Blisstyle.

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Appendix:



CS003

INTERNSHIP PROPOSAL FORM

Name:	Salma Akter
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Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Faisal Mohammad Shahriar
Organization Name:	Blisstyle Electronics
Internship Title:	Use of Social Media Marketing on the Sales of Tech Products: Learnings from My Internship in Blisstyle Electronics

Salma Akter

Student's signature & date

09 October 2025

A handwritten signature in black ink, appearing to be "Faisal Mohammad Shahriar".

Supervisor's signature & date

09 October 2025



**BLISSTYLE
ELECTRONICS**

The #1 Keyboard Importer in Bangladesh.
OFFICIAL DISTRIBUTOR of Dareu, ThundeRobot,
Machenike, Yeston, E-yooso, Monka.

FOLLOW US:

   /Blisstronics

● **FLAGSHIP STORE**
Shop 539-40, Police Plaza
Concord Shopping Mall,
Gulashan-1, Dhaka

● **GROUND ZERO**
Shop 130, Ground Floor,
Multiplan Center, New
Elephant Road, Dhaka

● **EXPERIENCE CENTER**
Shop 347, Level 3, Multiplan
Center, New Elephant Road,
Dhaka

● **RETAIL STORE**
Shop 826, Level 8, Multiplan
Center, New Elephant Road,
Dhaka

● **RMA CENTER**
Suite 1116, Level 11, Multiplan
Center, New Elephant Road,
Dhaka

Date: 08/10/2025

Suite 1121, Level 11, Multiplan Center

New Elephant Road, Dhaka.

Subject: Internship Placement.

Dear Salma Akter,

I am pleased to offer you the position of Marketing Intern at Blisstyle Electronics, effective 12/10/2025. We were highly impressed by your qualifications, enthusiasm, and passion for marketing, and we believe you will make a valuable addition to our team.

Your internship period will begin on 12/10/2025 and end on 10/01/2026, with a duration of three months. During this time, you will be working closely with our marketing team under the supervision and guidance of our Sales Executive, Azhar Uddin.

As an intern at Blisstyle Electronics, you will have the opportunity to gain practical experience and develop your skills in a dynamic and fast-paced marketing environment. We encourage you to take an active role in contributing your ideas and insights, as we believe in fostering a collaborative and inclusive work culture.

If you accept this offer, please sign and return a copy of this letter by 09/10/25 to confirm your acceptance. Should you have any questions or require any further information, please do not hesitate to contact me at Emon Sheikh, Head of HR & Admin, or +8801975787096.

We look forward to welcoming you to Blisstyle Electronics and working together to achieve our marketing objectives. Congratulations once again on your appointment!

With best wishes

Cordially,

Emon Sheikh
Head of HR & Admin
Blisstyle Electronics

www.theblisstronics.com

CORPORATE OFFICE:

Suite 1121, Level 11, Multiplan Center,
New Elephant Road, Dhaka-1205



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