



Media Studies and Journalism Department
Internship Report

Mehjabin Kawsar

ID: 182012040

Term: Summer 2022

Course Code: MSJ 11498

Host Organization: La Team Bee Communications Private Ltd



Submission Date: 9th September, 2022

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Student Detail

Name: Mehjabin Kawsar

Student ID: 182012040

Department: Media Studies and Journalism Department

Concentration: Public Relations

Career Goal: To improve my communication abilities through real-world experience and equip myself to deal with any challenging situations, I want to pursue a career in Public Relations

Internship Detail

Host Organization: La Team Bee Communications Private Limited

Address: House:1A, Road 2A, Block J, Baridhara Dhaka, Bangladesh

Name of the Supervisor: Amir Jawad

Designation of Supervisor: Account manager

Section: Intern- Junior Marketing Associate

Internship Starting Date: 15 June 2022

Internship Ending Date: 1st September 2022

Work Hour Per week: 40+ hour per week

Acknowledgement

I would like to begin by being grateful to the Almighty Allah for granting me the ability to fulfill my responsibilities as an Intern-Junior Marketing Associate. I was able to complete my report within the assigned deadline. Moreover, I want to express my gratitude to my University and to my faculties.

My advisor, Mr. Abdul Kabil Khan, Assistant Professor of University of Liberal Arts Bangladesh, deserves a heartfelt appreciation for his constant support and guidance. I am grateful that I was under his supervision during my internship program. I would also like to thank our internship coordinator Muhammad Aminuzzaman for guiding me with information, which has helped me align my internship and its course of timeline to fulfill the requirements of this Internship course.

The internship at La Team Bee Communications Private Limited had constantly challenged me to do better and grow my expertise in various areas. It also gave me the opportunity to put my implicit experience and knowledge from the courses that I have had to fulfill at ULAB to its full potential.

I would like to present special gratitude to Mr. Wafi Aziz Sattar, Chief Executive Officer for believing in me and granting me this opportunity to be trained under a diligent individual such as my supervisor, Mr Amir Jawad (Account Manager). He is my inspiration and I am thankful for his constant guidance.

I grew a close bond with the entire team of La Team bee during my internship. Without them, this project would have been extremely difficult. I must highlight this organization's wonderful culture and community engagement, which has enabled me to deal with a wide range of issues.

Last but not the least, my hearty thanks to my friends and family whose utmost belief in me has encouraged me to keep going on.

Finally, I would like to express my sincere gratitude to all those who have helped me in the completion of this humble effort.

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: Mehjabin Kawsar

ULAB ID: 182012040

Signature:

Internship Report Approve Form

Student Name: Mehjabin Kawsar ID No. 182012040
Major: Public Relations Year: 2022
Local Phone: +8801613204607 Email:
mehjabinkawsar8@gmail.com

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: La Team Bee communications (PVT) ltd

Internship /Project Report

Topic: Junior Marketing Associate

Semester (Tick one): ☐ Spring 2022 ☒ Summer 2022 ☐ Fall 2022

Advisor APPROVAL

(Please place a Tick)

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

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

Signature: _____

Date: _____

Name: Abdul Kabil Khan, PhD

Title: Assistant Professor

E-mail: abdul.kabil@ulab.edu.bd

Phone: +8801705059549

Introduction

This report is an overview of my work at La team Bee Communications Private Limited. As a media studies and journalism student, I have been fascinated by this field's broad range of applications.

La Team Bee Communications Pvt. Ltd. is a 360-degree marketing firm that is expanding. It is committed to Integrated Marketing Communication solutions and offers clients services of a high quality at a price they can afford. Despite being a new agency, it recognizes how important it is to be at the forefront of every business.

I've had a fantastic three-month internship with La Team Bee Communications Private Limited, which has been full of challenges and task of discovering.

My primary objectives were to learn more about how integrated marketing communication agencies function, hone my content and copywriting abilities, and gain a better understanding of how the real-world functions outside of textbooks and theories on a much deeper level of human communication that is facilitated by communication that emphasizes simpler and more direct syntax and semantics. I'm delighted to say that my expectations were met, and with the help of my senior coworkers, I steadily improved into a capable worker.

Expectations

When I first joined La Team Bee, I wanted to combine my interest in creating consumer-focused communications and understanding about PR implementations with the theoretical communication methods we had learnt in class. The following were my goals:

- Understanding how marketing agencies work
- Learning about copywriting
- Learning about content writing
- Understanding the cross functional team dynamics
- Learning to work as a team
- Getting used to a professional ambiance
- Understanding meeting etiquettes
- Time management skills

Host Organization

La Team Bee Communications Pvt. Ltd. at a Glance:

Organization type: Integrated Marketing Agency

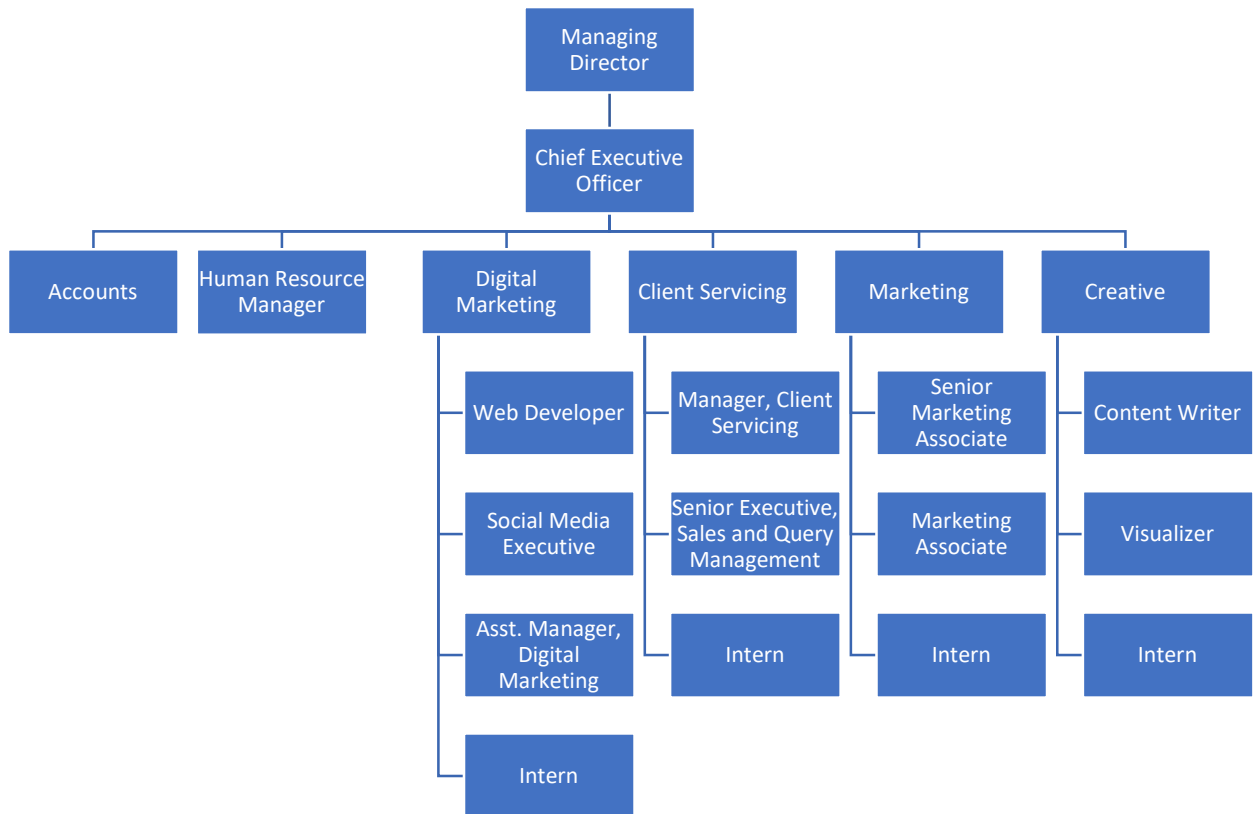
Incorporation Status: Private Limited

Year of Establishment: 2018

Address: House 1/A, Road 2/A, Block J, Baridhara, Dhaka 1212

Website: www.lateambee.com

Organogram



Tasks

As an intern my responsibilities are as followed:

- Create Strategic Plans
- PR Campaigns
- Write copies for the clients
- Lead generation
- Writing Blogs for Search engine optimization.
- Client Servicing
- Brainstorming creative designs and working with the creative team
- Event's photography
- Product listing for clients
- Content Writing

Project details

Project 01

Project Title: JCI Dhaka Dynamic Day-long event photography.

Project Brief: JCI Bangladesh is one of the active and result-driven national Organizations of JCI. JCI Bangladesh had been contributing to creating leaders and resulting in sustainable positive impacts in the society since 1972. However, JCI Dhaka Dynamic held three events back-to-back on 18/6/22. The first event was the Fit Hobo launch when three different kinds of specialists spoke about nutrition, psychology, and fitness. With the aid of the app Fit Hobo, users can improve their physical and mental fitness. After the event, JCI Dhaka Dynamics had its second general membership meeting, where new agendas were formed and the active members were awarded for their outstanding initiatives and contributions. Last but not least, JCI Dhaka Dynamic and La Team Bee Communications (PVT) Ltd. signed an MOU.

Task and Responsibilities: Mr. Amir Jawad, gave me the task of covering this one-day event. I had a practice session at my workplace the day before the event. I was required to take individual, candid, and group pictures. I had to take studio photographs of them as well, for their business cards. However, at the event I was supervised by Mohammad Farhad Hossain Fahad, Senior Marketing associate, and Mr. Wafi Aziz Sattar our CEO was there as a member of JCI Dhaka Dynamic.



Image: 1.1 Project Launch: Fit Hobo pictures



Image: 1:2 Second General Membership Meeting



La Team Bee

June 26 · 🌐

La Team Bee Communications Private Limited and JCI Dhaka Dynamic have signed a Memorandum of Understanding (MOU), at the JCI Bangladesh headquarters in Banani, Dhaka, on Saturday, June 25, 2022.

Signed in good faith, the MOU will allow all JCI Bangladesh members to avail selected integrated marketing communications services offered by La Team Bee Communications, at a discounted price.

The signing ceremony was held upon the adjourning of JCI Dhaka Dynamic's second General Membership Meeting, with Mr. Md. Kamrul Islam Chowdhury, National Vice President, and Ms. Fatema Akter Naz, National Bangladesh Development Council Chairperson, and JCI Dhaka Dynamic members in attendance.

[#LaTeamBee](#) [#Marketing](#) [#DigitalMarketing](#) [#Advertising](#) [#IMC](#) [#JCI](#) [#JCIBangladesh](#) [#JCIDhakaDynamic](#) [#MOU](#)



La Team Bee

Advertising Agency

Send message

You, Ahmed Al Sakib, Sidratul Muntaha Arony and 15 others

 Love

 Comment

 Share

9 Shares

Image: 1:3 La Team Bee Communications Private Limited and JCI Dhaka Dynamic signed MoU

16 | Page

Facebook Links of these posts:

<https://www.facebook.com/JCI.Dhaka.Dynamic/posts/pfbid02PwWHvGuu296WfNUx9z3YVAQdmbDPH7Zbqt7Ntg6xGcFMtWMWPYxb1ujUhQqBoaWL1>

<https://www.facebook.com/JCI.Dhaka.Dynamic/posts/pfbid02bnsfHsDQBP4RPhpUNfhwEQhtpuZ3h58rxExHZneHgeuRwiCDn4JxzBFyn2RJ4jf2l>

<https://www.facebook.com/lateambeecomms/posts/pfbid0Q77je6b8K5nWsqCNxiguwXSytxmY3rQPu6bsMHLHVwa1osTzKkdyig7ponn9BJBl>



Image 1.4 Before Starting the big day



Image 1.5 With our Senior Marketing Associate

Challenges faced:

- Since this was my first event-based project, I was a little concerned about how it would turn out. What if a technical problem appears, etc. So, during the practice session, I had to learn the techniques.
- Second, there was very little lighting in the room due to the slides being projected, and the window light was only shining on the people in the front seats. At the back, there was a yellow light once more. The room had different lighting, which made it difficult for me to work because I had to manually adjust the light setting while moving around the room.

- Thirdly, because the ceiling was black, I had to use the light directly on their faces, which resulted in too flashy photos. I then decided to turn off the flash and raise the camera's ISO.

Mistakes made:

The photos were quite grainy because I didn't use the flash and boosted the camera's ISO.

Learning Outcome:

- I discovered that I needed to be very skilled with the camera to quickly determine the appropriate setting for each circumstance.
- I must also be more proactive if I want to capture every moment.
- Additionally, I had to constantly brainstorm for new, creative angles.
- I have discovered that boosting the ISO on a camera could result in grainy images.
- I gained a lot of knowledge regarding Adobe Lightroom's tools during the post-processing. Despite the fact that I only knew the bare minimum, I learned more.
- Additionally, I've learned how to set up for studio photographs and how crucial lighting is and how to get people to pose for the studio settings, etc.

Project 02

Project Title: Facebook Banner for L'espresso

Project Description: L'espresso is the first coffee start-up that has already impressed many customers with its uniquely coffee-centric menu. The assignment was to design a Facebook banner for them that will work as a highlight for the Facebook cover photo and also helps to promote their Facebook page.

Task and Responsibility:

- My job was to research their current content to determine what they might prefer, and then come up with a creative idea for their Facebook banner.
- I had to pitch my idea to my supervisor after coming up with it. He approved the idea.
- The creative designer and I then sat together, and I gave him instructions and he designed it.



Image: 2.1 Facebook Banner 1.



Image: 2.2 Facebook Banner 2



Image: 2.3 Facebook Banner 3

ভানগনের
COFFEE
Now @
MIRPUR DOHS

L'
L'ESPRESSO
YOUR LOCAL COFFEE

L'
L'ESPRESSO
YOUR LOCAL COFFEE

ORDER NOW
01713-016104

Image: 2.4 Facebook Banner 4

L'ESPRESSO
YOUR LOCAL COFFEE

জনগণের COFFEE

LATTE COFFEE
INGREDIENTS
৳100

CAPPUCCINO
INGREDIENTS
৳100

L'ESPRESSO
INGREDIENTS
৳100

L'ESPRESSO
YOUR LOCAL COFFEE

ORDER NOW
Free home delivery
01713-016104

[f lespressocoffeebd](#)

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Image: 2.5 Facebook Banner 5

Challenges Faced: Since the clients specifically mentioned the color palette. I was unable to explore any other hues. It made my job challenging because all the banners had a similar appearance due to the color palette.



Image: 2.6 While working the Creative Visualizer

Mistakes made: Initially, the designs were relatively simple, the color hue did not meet the client's preferences, and they were rejected. However, after a lot of trial and error, these designs were chosen.

Learning Outcome:

- I had the opportunity to experiment, come up with ideas, and brainstorm designs for my client. Through this process, I learned how to visualize and carry out these ideas into reality.
- Alignment in design is highly important and determines the attention of the target audience.
- Additionally, it was my first time working with the creative team, from whom I learned a lot. My idea was effectively articulated, and it worked out well.

Project 03

Project Title: Concept and Story for Brand Development - L'espresso

Project Brief: L'espresso is a coffee startup. They stand out from other coffee shops because they intended to popularize coffee culture in Bangladesh. This means that they wanted to offer authentic coffees and a takeaway service to customers at a reasonable cost. So, they wanted us to make a Concept and Story for their Brand Development

My Task and Responsibility: My supervisor asked me to come up with a concept and Story for Brand Development for L'espresso.

Concept and Story for Brand Development - L'espresso

Affordable gourmet coffee for everyone

L'espresso offers a wide variety of flavored coffees, allowing anyone who enjoys a cup of coffee to indulge in their favorite flavor at any time. It is also very reasonable, so any coffee fan, regardless of their financial state, can pick up a cup on their way.

Office Subscription

Who wouldn't want their favorite beverage to be half-priced? L'espresso is offering you a fantastic subscription card. If an office uses the service, all coffees are half price for its employees!

Perfectly proportioned coffee

For its customers, L'espresso prepares a delicious blend of water and coffee that is precisely measured. They combine 30 milliliters of coffee with 250 milliliters of water. No true coffee fan wants their coffee to be too watery or too dense. L'espresso provides a great cup of excellent coffee with just the right amount of coffee mixture to their customers.

Standard cup size

When you want a cup of coffee, no one wants to drink a gallon, and it's much more aggravating if your coffee only lasts three sips. L'espresso provides its customers with the ideal size of 12 ounces coffee cup, allowing them to enjoy it without getting overly flooded or taking a single sip.

Customer suggestion box

Who doesn't enjoy giving a piece of advice? Particularly when it comes to their preferred flavored beverage! Outside of their coffee cart, there will be a suggestion box where customers may leave suggestions for what coffee L'espresso should serve them in the near future. They can also provide feedback on the coffee they just had or the service they received.

Catchy names for each coffee

L'espresso's menu card for each of their coffees has distinct catchy and interesting names so that everyone can connect with their favorite drink.

Challenges Faced: This concept is very new to our country and is unlike any other coffee business. Even when studying it, I ran into several challenges. I had to come up with a lot of ideas, such as what might be their USP or how they vary from competitors. why they are trustworthy, etc. And developing a brand that aims to merge tea culture and coffee culture was difficult in and of itself.

Mistakes Made: I needed a lot of help from my supervisor because my ideas were not fitting with their vision. I tried many times, gradually improving my concept. Up until this point, the clients were pleased.

Learning Outcome:

- I put my theoretical knowledge into practice and eventually saw the results.
- Listening to the client's knowledge and story behind their idea is the most important aspect to understanding a brand
- I learned Conducting competitor analysis helps a company to create its own brand communication and approach in a unique way.
- I also learned how to represent a brand that will stand out from the competition.
- The global standard size for regular coffee cups, the taste buds of coffee consumers in Bangladesh and the difference between coffee culture and cafe culture.

Project 04

Project Title: L'espresso Summary and Copies

Project Brief: L'espresso Coffee is an aspiring brand, that aims to install coffee kiosks that can create exquisite coffee at a reasonable price and available at every location. I had to write the summary for the pitch and copies for their Social Media Posts sorted out through their Targeted Audience.

My Task and Responsibility: My task was to write a summary and copies for L'espresso which was assigned by my Supervisor.

Summary:

L'espresso Coffee is an aspiring brand, that aims to install coffee kiosks that can create exquisite coffee at a reasonable price at every location. In order to give consumers convenient access to buying real coffee while on the go at a location near them. Besides that, it is the first start-up whose entire menu is focused on coffee.

Copies for L'espresso

Dynamic

- Kickstart your day the L'espresso way
- Alert minds think better
- Life one cup at a time
- Yawn is a silent scream for coffee
- Fact: Coffee kicks in before reality does

- Energy = Milk * Coffee ^2
- Strong Coffee = Short Sundays.

Puns

- Don't procrastinate, Precaffeinate.
- I love you a latte
- Coffee beans the world to me
- Suffering from Obsessive Caffeine Disorder? Dr. Barista at L'espresso can help.
- More L'espresso= less depresso
- Don't you wish your baby boo was hot like me?

Regular

- You would love our crush. It's very grounded.
- My day starts at Coffee o'clock
- A coffee a day keeps the grumpy away
- Our cup of coffee is better than any inspirational quote.
- A cup of coffee on a rainy day is a match made in heaven
- "Hit me with your best shot!"- Customer Name

Corporates

- Confused? It will all make sense after a coffee
- May your coffee be strong and weekdays short
- Create outstanding flameless fiery electrifyingly exceptional work every day with a cup of L'espresso
- A cup of coffee in your hand makes you look a lot busier
- Coffee helps you to tolerate fake friends and colleagues

- L'esspresso: We sponsor productivity

Students

- Friends or no friends, we are always there for you.
- Whenever you are down, we promise to always pick you up.
- Unlike people, our coffee is appreciated both hot and cold.
- Size matters, nobody like a small cup of coffee
- The only bitter truth that tastes good is our espresso.
- Grounded, Sweet, and always picks you up, L'esspresso is a good friend.

Challenges Faced: I had to modify these copies a lot.

Mistakes Made: I used to make the copies really long—two or three lines—at first. Later, I was able to make it more intriguing and concise.

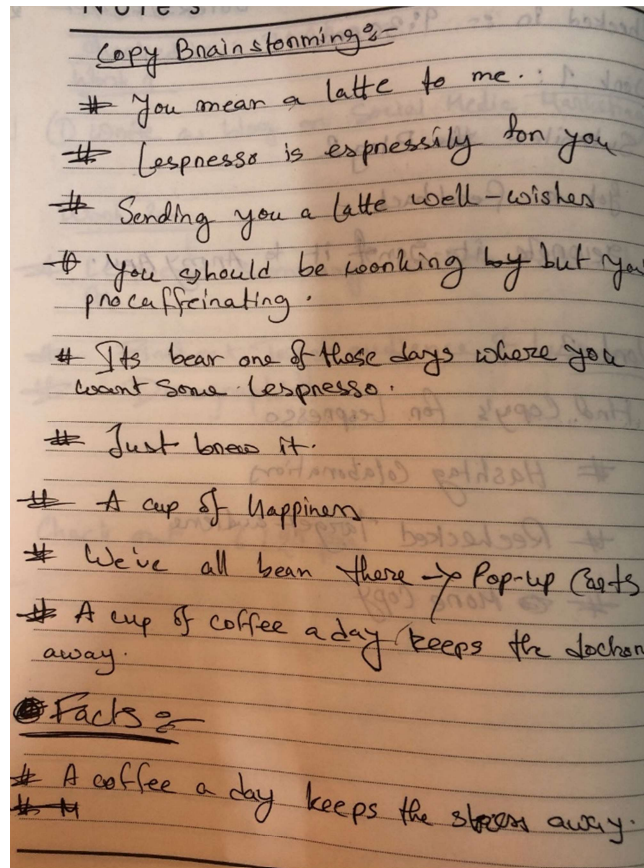


Image 4.1 Brainstorming of the Copies

Learning Outcome:

- I learned how to write copies.
- Copywriting is a powerful marketing tool, especially to gain target audience's attention
- Both online and offline approaches are necessary depending on the industry, target audience and area. In this case it was for a coffee startup.

Project 05

Project Title: Coordinating for JCI Dhaka Dynamic's Business Card.

Project Brief: I initially spoke with Tanvir Islam Akash, the Local President of JCI Dhaka Dynamic, and he explained the kinds of cards he needs. He provided the sources and the information that would be required to create the cards. The cards were designed after I had a discussion about them with my team. Later, I spoke with Mr. Sohel Rana, the manager of La team bee. The printing press was then introduced to me by Him. I spoke with them and ordered the printing of the cards. Because JCI is an international brand and has precise color schemes for its cards and is extremely rigid about it, all of this was under my observation. I then delivered these cards to Banani's main office from Kataban.

Task and Responsibility:

- Talk with the clients to know their preferences and get the information.
- Discussed it with my team
- Talked with the Vendor
- Follow up with the vendors about the orders.
- Delivered the cards to the client's office.

Challenges Faced: I had to finish it quickly because it was already the holidays for Ashura and Janmashthami, so I was a little rushed. Moreover, that already took up time for me. However, I was still able to deliver it within three days.

Mistakes Made: I did not take the full information from the Local President at my call. So, I had to call him again to ask about the cards information.



Learning Outcome:

- It was interesting to deal with a large organization. However, it taught me how to perform under pressure.
- Client servicing is making a bridge through the clients and your company through communications.
- It improved my communications skill as well.
- Worked under pressure.
- Coordination skill improved.

Project 06

Project Title: Blog: 5 ways to grow a customer base

Project Brief: I was given to write a blog for La Team Bee's website. The blog is published on their website. The topic of the blog is- "5 best ways to grow a Customer base". I have researched this topic online and found many views and papers. Going through many of them I finally wrote my own blog. While researching I have found out about many sectors and strategies of marketing which I have also mentioned in my blog. This is the link to the blog- <https://lateambee.com/five-ways-to-grow-a-customer-base/>

My Task and Responsibility: I was assigned by my Supervisor to write a SEO blog for the official website of La Team Bee Communications Private Limited

Challenges: I have faced quite a challenging situation while writing SEO blogs. Since SEO blogs must be reader friendly so, the language of the writings should be very easily readable and informal. Whereas, my sentence structure is quite complex and my vocabulary is quite heavy. In order to write an easy blog, I had to research a lot and work very hard.

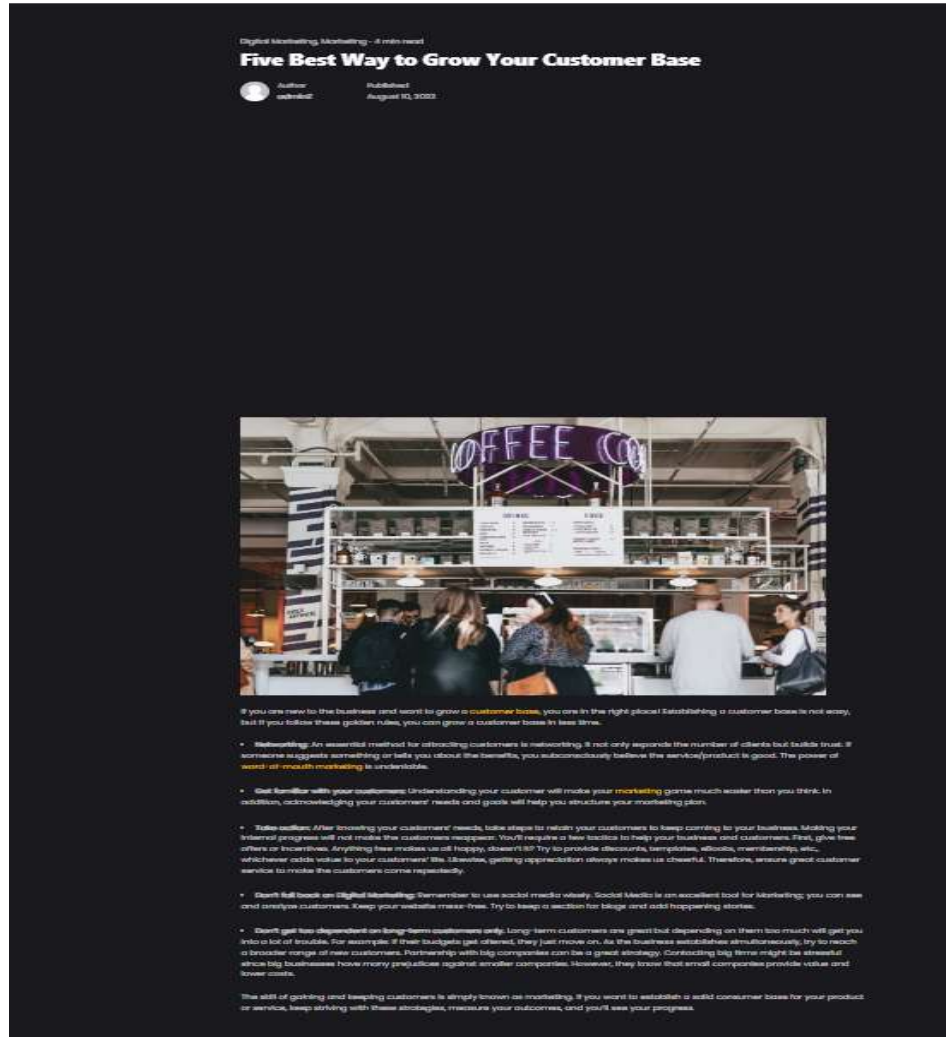


Image: 6.1 Screenshot of my Blog.

Mistakes:

Your company insights will become more evident once you are aware of your customers' wants. And you can easily create the services in accordance. Second, strive to provide outstanding customer service to encourage repeat business from your clientele.

Understanding your customer will make your marketing game a lot much easier than you think. Acknowledging your customers' needs and goals will itself going to help you to structure your marketing plan.

Learning outcome:

- SEO is a great marketing strategy for organic traffic and to improve your search rankings.
- I learned the SEO writing, how it needs to be short and in easy languages.
- However, I've also learned Keyword analysis.
- I was also introduced to numerous apps where I may find accurate images for my blogs. For example: Freepik
- I learned where to test my readability, which is important because SEO writing must be readable.

Project 07

Project Title: Baby Boo Business Development and Strategy

Project Brief: Baby Boo is a multi-vendor company that aims to offer customers products for mothers and children aged 0 to 12. The company plans to bring over 50 stores and 600 pharmacies under one roof through its online marketplace.

My Task and Responsibility: I was assigned to

- Write an introduction for the business strategy of Baby Boo.
- Figure out the competitors.
- Write the USP
- Plan Campaigns
- Find out the Cost of Printing and Branding

Challenges: We had to pitch these to the client by the next day, hence it was quite hectic.

Introduction

Babyboo is a multi-vendor company that aims to offer customers products for mothers and children aged 0 to 12. The company plans to bring over 50 stores and 600 pharmacies under one roof through its online marketplace.

Competitor

- Babycare (direct)
- Other multi-vendor e-commerce business (indirect)

USP

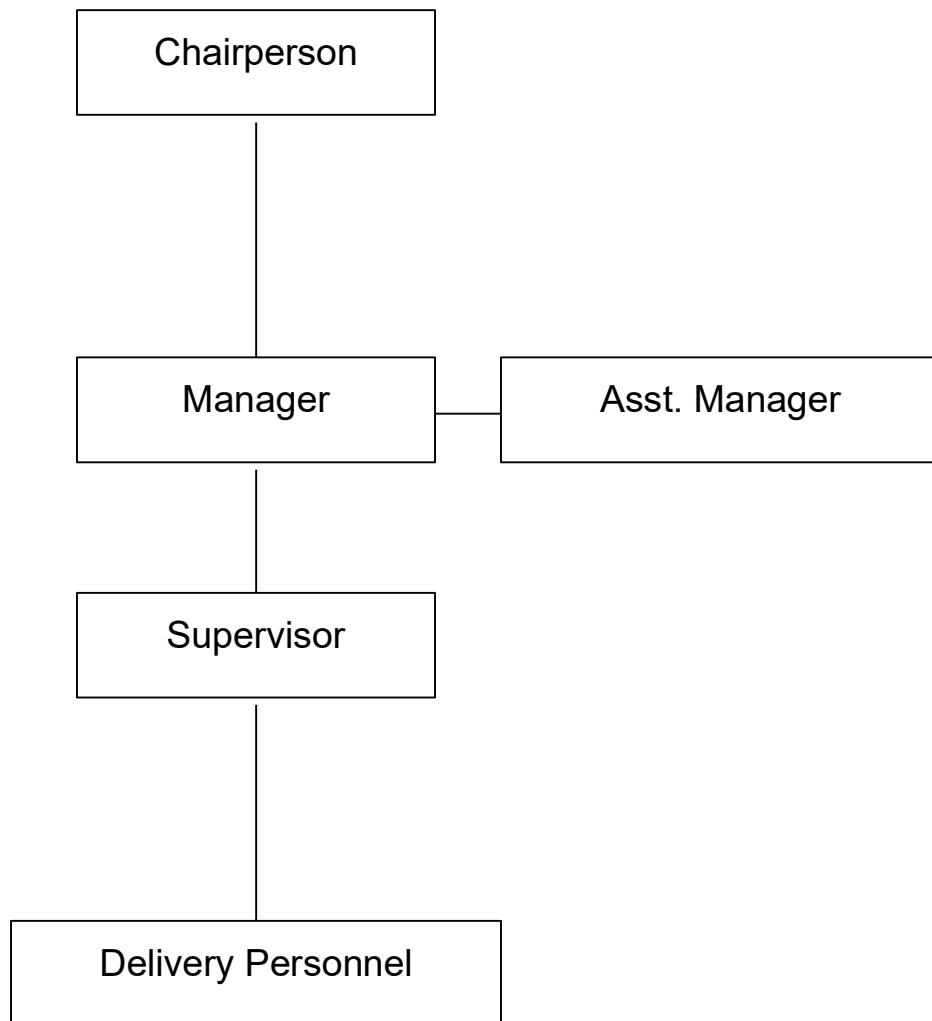
- Fastest and most affordable delivery system in Dhaka
- Collaboration with international brands (future)

Organogram

Man-Power

Cyclist

- Four personnel per hub
- Operating Hours: 9 am to 6 pm, 6 pm to 3 am (2 cyclists per shift)
- The commission per delivery: 20 BDT



- Wages per Cyclist: 5000 BDT

Bike Riders

- 2 Riders per hub
- Operating Shift: 9 am to 6 pm, 6 pm to 3 am
- The commission per Regular Delivery: 20 BDT
- The commission per Emergency Delivery: 40 BDT
- Insurance Coverage
- Fuel Cost: 500 BDT/week

Supervisors

- 2 Supervisor per hub
- Operating hours: 9 am to 6 pm, 6 pm to 3 am (1 supervisor per shift)

Activities:

- Tracking orders, payments, invoices, and inventories
- Overseeing proper delivery and activities of delivery personnel

Managers

- 1 Manager to oversee the total operation of Babyboo.
- Oversee incoming orders and redirects those to appropriate hubs
- Monitoring supervisors

Assistant Managers

- They will work the night shifts.
- Creating necessary monthly, quarterly, and yearly reports.

Delivery

Babyboo will have hubs in 6 designated areas. These designated areas are:

- Hub 1 - Uttara, Uttarkhan, Dakkinkhan
- Hub 2 - Mirpur 1,2,10,11,12, Pallabi, Rupnagar, DOHS, Dhaka Continent
- Hub 3 - Dhanmondi, Lalmatia, Mohammadpur, Elephant Road, Poribag, Azimpur
- Hub 4 - Farmgate, Tejgaon, Mohakhali, and Banani
- Hub 5 - Puran Dhaka, Jatrabari, Motijheel

- Hub 6 - Khilgaon, Bashundhara R/A, Gulshan, Badda

The delivery personnel on each hub will ship the products to the customer in the corresponding areas under those hubs.

The delivery system is divided into four-time frames:

- **Express Delivery:** Our regular delivery, delivered within 4 to 6 hours, comes with a delivery charge of 80 BDT.
- **Fast Delivery:** Customers requesting faster delivery times can avail of this service via subscribing to a tier. Customers will receive their products within an hour in this delivery method, and the delivery charge will range from 100 to 150 BDT.
- **Emergency Delivery:** These deliveries are for essential and medical products. For example, medicines, nebulizers, and more. These deliveries will be made in the shortest possible time and will be assigned to bikers. For this method, the delivery charge will range from 120 to 150 BDT.
- **REDx:** This delivery method includes a more relaxed delivery schedule. The duration of this delivery will be 2 to 3 business days. The delivery charge will be as per REDx's charge.



Process:

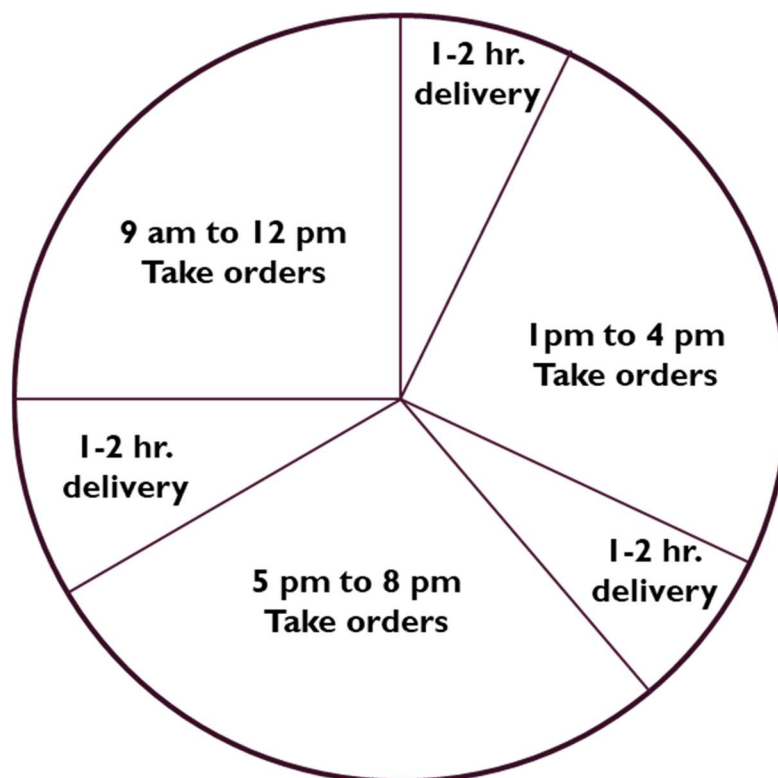
The customer places the order on our app/website, which our manager will receive. The Manager will process the order and send it to the appropriate hub. The relevant hub will be determined based on the shortest distance from the vendor to the customer.

Once the manager has processed the order, it will be forwarded to the hub, i.e., the supervisor. The supervisor will then contact the vendor and send the delivery person to them.

The delivery person will pick up the order from the vendor and deliver it to the customer.

Time Slots

Since we promise same-day delivery, our order taking is time bound; in other words, there are time frames for where we will receive orders and process them. Those time slots are the following:



- **Time Slot 1:** 9 am to 12 pm - For taking orders
- **Time Slot 2:** 1 pm to 4 pm

- **Time Slot 3:** 5 pm to 8 pm
- **Time Slot 4:** 9 pm to 12 am
- Flash hour sales during order-taking hours

Total operating hours are 18 hours; a day's operation begins at 9 am and finishes at 3 am. After midnight, deliveries of emergency items will be processed and delivered. We will accept only digital payment during those late hours. This is to ensure the safety of the delivery person and company.

Subscription

We will introduce a subscription system through our app; when customers subscribe to our service, they can enjoy extra benefits such as discounts, faster delivery, and more. Our subscription will be divided into four tiers, each with unique benefits. Those tiers and their benefits are:

- **Tier 1** - Members will get a max discount of 300 BDT
- **Tier 2** - Members will get a max discount of 500 BDT and fast delivery services
- **Tier 3** - Members will receive a max discount of 1000 BDT (depending on their purchase), fast delivery, and hampers. These gift hampers will be delivered to them on special occasions, such as the child's birthday.
- **Tier 4** - In this tier, customers can enjoy all the benefits of tier 3, plus the option to pay later. Initially, a customer subscribed to this tier can enjoy "pay-later" up to 5000 BDT for 60 days. If they avail of this service frequently, we will up the limit by 2000 BDT.

Customers will be required to sign up when using the app, and our goal will be to subscribe to tier 4. On that note, only tier 4 will come with a yearly subscription system, while other tiers will have only a monthly subscription system.

Possible Setbacks

- Time management

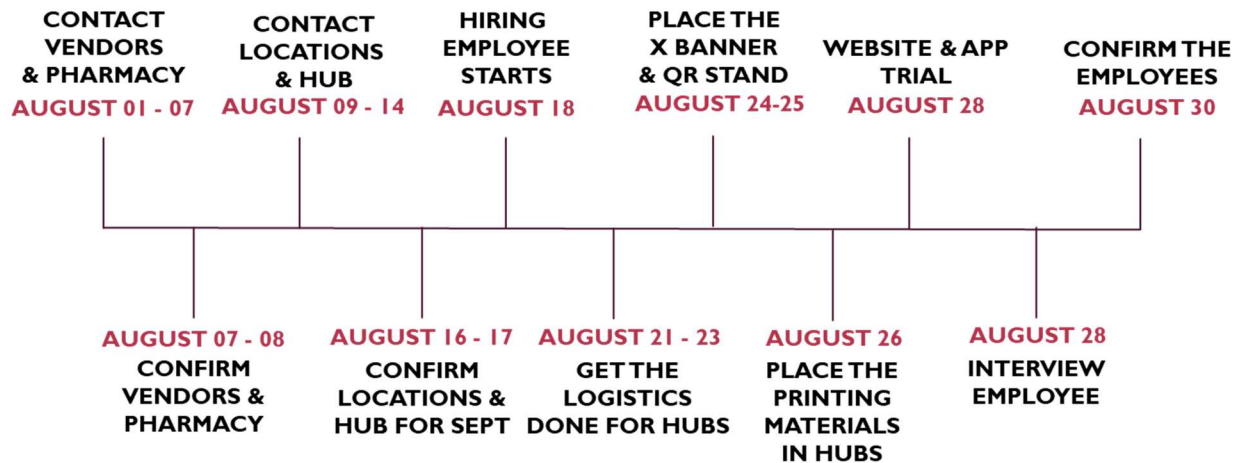
- Technicality errors
- Traffic Congestion
- Security

Sourcing

- **Baby Food**
 - We will source the products from our vendors
 - In the future, we will collaborate with brands
- **Medical and Healthcare Products**
 - We will source these from our vendors and partnered brands
- **Toys**
 - Sources from Kids & Mom shops
 - Future collaboration with Toyshops
 - It will be in our best interest not to source these toys from local vendors as there is no quality control.
- **Footwear**
 - Sourced from brands
- **Garments**
 - Sourced from brands
 -

Execution Timeline

For August:



For September:



Future Plan

- Collaboration with international brands
- Expanding the delivery system to the suburbs of Dhaka
- Expanding the delivery system to outside of Dhaka
- Official jingle and OVC

- Increasing Delivery personnel
- Increasing vendors
- Increasing product line
- Opening BabyBoo store

Planned Campaigns

- Best way to feed a child
- Photo sharing contest
- Dance with baby challenge
- Bangladesh Parenting Festival
- Day Off event
- Celebrity endorsement
- We will also have a Brand Ambassador

Financial Plan

Legal

These are the costs related to the documents necessary for the business, and the monetary amount has been collected from the government websites.

For a **trademark**, the fee payable is **1,500 BDT**, and the trademark needs to be **renewed every seven years**. For the **trademark certificate**, the expected is **10,000 BDT**. While there was no mention of a renewal fee or when it needs to be renewed, it's safe to assume that the certificate **might need to be resurrected after seven years**.

The fee for E-Trade License is **3,000 BDT, paid annually**.

Aside from that, acquiring **BIN** and **Vat Registration** is **free of cost**.

With these in mind, a year's legal expenses come to **14,500 BDT**.

Web & App

To get our services up and running, we will need a dynamic e-commerce website and an app.

The cost of purchasing a domain is BDT 1,000; for web hosting, it's BDT 10,000. Both of these costs will be renewed yearly.

To design a dynamin multi-vendor e-commerce website, a minimum of BDT 10,000 is required; this will be a one-time cost. However, a monthly payment of BDT 10,000 needs to be paid to maintain the website.

For the payment system, we will contact SSLCommerz, and for a one-time fee of BDT 25,000, they will integrate the API into our website.

Then comes app development and app maintenance. To develop the app, BDT 1,00,000 is required, and a yearly fee of BDT 10,000 is needed for maintenance.

All of these bring the total for this category to **BDT 276,000.00**.

Salary

To run the operations of Babyboo, primarily, we need 55 employees. These include the delivery personnel, supervisor, manager, financial manager, and staff boys.

Delivery personnel is divided into two groups, bikers and cyclists. To maintain a proper delivery schedule, we will have four cyclists in every hub; two working day shifts and the others working the nights.

As for bikers, there will be two per hub, each working 9 hours shifts. To oversee this delivery personnel and contact vendors upon receiving orders, we will need two supervisors per hub, working day and night shifts. To assist these supervisors and maintain the office, there will be six staff boys, one per hub.

We will also need a manager and finance manager. The manager will oversee all operational activities and will be the first person to receive orders and delegate them to the appropriate hub. The finance manager will help keep track of sales targets and analyze the cash flow and other metrics to generate quarterly and yearly financial reports.

So, the salaries for these employees are as follows

Designation	Number of Employees	Salary/person	Monthly	Yearly
Delivery Personnel (Cyclist)	24	5,000	1,20,000	14,40,000
Delivery Personnel (Biker)	12	15,000	1,80,000	21,60,000
Supervisor	10	20,000	2,00,000	24,00,000
Manager	1	25,000	25,000	3,00,000

Assistant Manager	1	18,000	18000	2,16,000
Staff Boy	5	8,000	40,000	4,80,000
		Total		74,78,000

To summarize, the salaries for the employees of Babyboo, we need **74,78,000 BDT** yearly.

Expenses

Moving on to expenses, one of the largest expenditures comes from “Hub advance payment.” You acquire the hub in 5 locations; we need to advance an amount; usually, it’s for 6 months and 100% of the rent. After going through BDProperty, we found that the average cost of a hub comes to 10,000 BDT. So, 100% rent for 6 months advances comes to 15,00,000 BDT.

Besides the advance payment, we have estimated that each hub will cost us 10,000 BDT/month to rent, bringing the yearly expenditure to 6,00,000 BDT.

As for HQ, Sizzmart will be the HQ; hence, there are no additional expenditures. One of the other largest sources of expenditure comes from fuel. Since we will have delivery personnel using their motorcycles, we will need to pay for the fuel.

We estimated that paying 500 BDT/week for their fuel would be sufficient. With that in mind, the total cost behind it comes to 21,60,000 yearly.

For internet bills, the amount payable is 500 BDT per month for each hub. So, for five hubs, the monthly total comes to 2,500 BDT, and 30,000 annually. Then there are electricity bills, for which the amount payable is 1,500 BDT; for 5 hubs, the monthly electricity bill comes to 7,500 BDT, and 90,000 BDT yearly.

Besides these, we need to keep a reserved amount for maintenance costs, just in case of necessary repairs. The amount we will keep reserved for this purpose will be 5,000 BDT/year. We also need to pay for the supervisor's and staff boy's meals. For this purpose, we need to provide 200 BDT daily, 100 BDT each.

Lastly, we will outsource the task and pay 1,000 BDT per successful acquisition for vendor acquisition.

Printing

We will have printing expenses for advertising purposes and essential merchandising purposes.

We will decorate our hubs with hoards/banners; each banner costs 350 BDT. So, for five hubs, we need to spend 1,750 BDT, which will be a one-time expenditure. Other printing expenditures include ID cards, ribbons for ID cards, and visiting cards.

The ID cards are for our employees. Since we will print this item in bulk, we will place an order for 100 cards, costing us 3,360 BDT. As for the ribbons, we will order the same quantity, which will cost us 2,600 BDT.

Lastly, we will print visiting cards. For 1,000 units, we need to spend 9,500 BDT.

In total, we will spend 17,650 BDT on printing.

Branding

For branding purposes, we will need a festoon, stickers, flyers, T-Shirts, and X-Banners.

Festoons and stickers will be made for pharmacies and stores. Each pharmacy and store will get two festoons, 50 stickers with QR codes that lead to our website, and 1 QR sticker that leads to the shop merchant.

We will require 500 festoons, costing us 19,000 BDT. As for stickers, the quantity will be 2,000 pieces and will cost us 10,000 BDT.

Next comes the flyers; these will go alongside daily newspapers, and we will print 10,000 pieces, bringing the total to 25,000 BDT.

Then there are the X-Banners; each hospital will have 3 X-Banners. Keeping that in mind, we will need 100 units of those banners, running us a cost of 50,000 BDT.

Finally, our delivery personnel will require T-shirts. We need 100 pieces and will cost us 12,000.

Packaging

Packaging includes the bag we will use to ship our products, boxes for gift hampers, and so on.

There will be two plastic shopping bags for the usual delivery, varying by size.

We will print 1,000 units of the large shopping bag, costing us 15,000 BDT.

As for the smaller bag, we will print 3,000 pieces, costing us 30,000 BDT.

Finally, we will print 2,000 pieces for the cardboard boxes, costing us 100,000 BDT.

Hub Furniture

This furniture is necessary to run the operations in the hub, which includes supervisor's chairs, other chairs, and tables.

For each hub, the supervisor will need a chair; each of those chairs will cost us 7,000 BDT, bringing the total to 35,000 BDT.

There will be two other chairs as seating arrangements, each costing 1,000 BDT. In total, these will cost us 12,000 BDT.

Each hub will have a table, costing us 5,000 BDT, bringing the total to **25,000 BDT**.

Hub Electrics

Electrics include items like tube lights and fans.

Each hub will have two tube lights, bringing the cost to 6,000 BDT.

As for ceiling fans, each hub will have one, bringing the total to **10,000 BDT**.

HQ Electronics

The manager and assistant manager will need desktops to churn the reports. A Pre-built desktop will cost **BDT 35,000**. To support these systems during load shedding and overall protection, we will need a UPS, costing us **BDT 3,000**.

Hub Stationary Items

Hub stationary items and yearly costs of those are as follows:

A5 papers for printing receipts - 20,000 BDT

Pen, bought bi-monthly - 7,200 BDT

Notepad - 20,000 BDT

Register books (500 pg) for keeping track of transactions - 2,000 BDT

Calculators - 2,500 BDT

Rubber Bands - 2,800 BDT

Pen holder - 250 BDT

File Holder, for keeping necessary documents - 200BDT

Hub Logistics

These are necessary items to maintain the hub and the office space

Drinking glasses - 900 BDT

Hand wash - 1,140 BDT

Hand wash refill - 4,680 BDT

Tissue Boxes - 5,760 BDT

Toilet Paper Roll - 1,584 BDT

Broom - 900 BDT

Mat - 360 BDT

Lock and Key - 4,500 BDT

Dustbin - 500 BDT

Communication Devices

These are necessary devices like mobile devices and tabs/POS for managers and supervisors.

Feature Phones, for maintaining communication - 33,000 BDT

SIM cards - 6,600 BDT

Flexiload for Managers - 12,000 BDT

Flexiload for Supervisors - 1,44,000 BDT

Flexiload for Delivery Personnel - 86,400 BDT

Tabs/POS - 30,000 BDT

Marketing

For marketing purposes, we need to do SMS marketing. For 1,00,000 SMS, we need to pay a yearly fee of **BDT 40,000**.

Advertisement

For advertisement, we can do OVC twice a year, each with a tentative cost of BDT 2,00,000, bringing the yearly total to **BDT 4,00,000**.

We will also have a brand ambassador for promotional purposes. To partner with a brand ambassador, a tentative payment of **BDT 20,00,000** is in order.

Services

Services include Retainer costs.

As a part of the retainer, BabyBoo receives the following services:

- Content writing/blog
- Motion & Animation
- Business development
- Brand identity development
- Logo and Name
- Social Media Marketing
- Media Management.

The monthly retainer fee is BDT 60,000, which brings the annual total to **BDT 7,20,000**

Conclusion

With the launch campaign, and start-up campaign, the investment comes to **₹1,68,68,570 BDT** (One crore sixty-eight lacs sixty-eight thousand five hundred and seventy takas only), where the overhead cost for the following years will be **14,954,170 BDT** (One crore forty-nine lac fifty-four thousand one hundred and seventy takas only).

Therefore, we believe that the business needs three years to mature and be self-sufficient, which brings us to the initial investment of a total of **₹46,672,110.00** (Four crores sixty-six lac seventy-two thousand one hundred and ten takas only). With contingency, we would like to round that number to **₹5,00,00,000** (Five crore taka only).

Mistakes: It was a trial and error process.

Learning outcome:

- This was teamwork where I assisted the marketing team.
- During the development of this business plan, I learned the key factors that go into business development.
- I learned to set realistic deadlines and execution timelines.
- I learned how to define the brand's Unique Selling Point (USP) in accordance to its goals, objectives, and vision.

Project 08

Project Title: Subtitle for JCI's Project Enable video.

Project Brief: JCI Dhaka Dynamic held a recognition ceremony for its first batch of trainees of “Project Enable” at Farr Ceramic Limited Factory in Gazipur. Project Enable is a dedicated project empowering, training, and employing the disabled people. As La Team Bee Communications Private Limited is their Marketing Partner. They made a video for this project. And I was assigned to write the subtitles.

My Task and Responsibilities: I was assigned by my supervisor Mr. Amir Jawad to write subtitles for JCI's project Enable video.

Challenges: Given that, I had never written any subtitles before, it was initially a challenging to grasp. Another factor is that it took a while because the majority of the clips were cut and fresh clips were added again. Hence, I had to redo the subtitles.

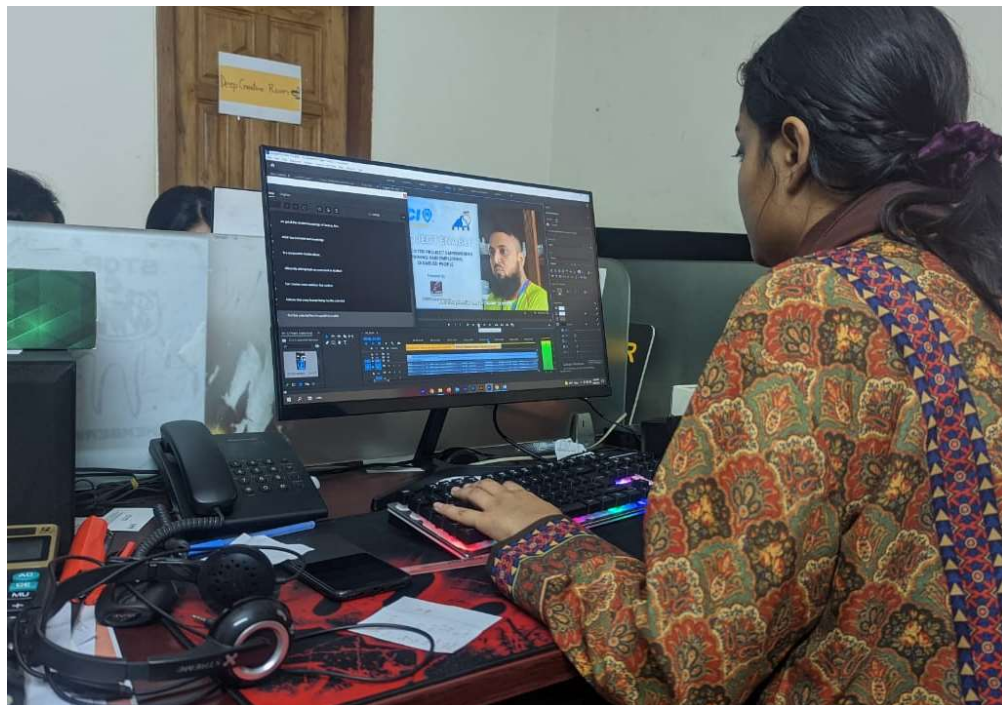


Image: 8.1 While writing the subtitles

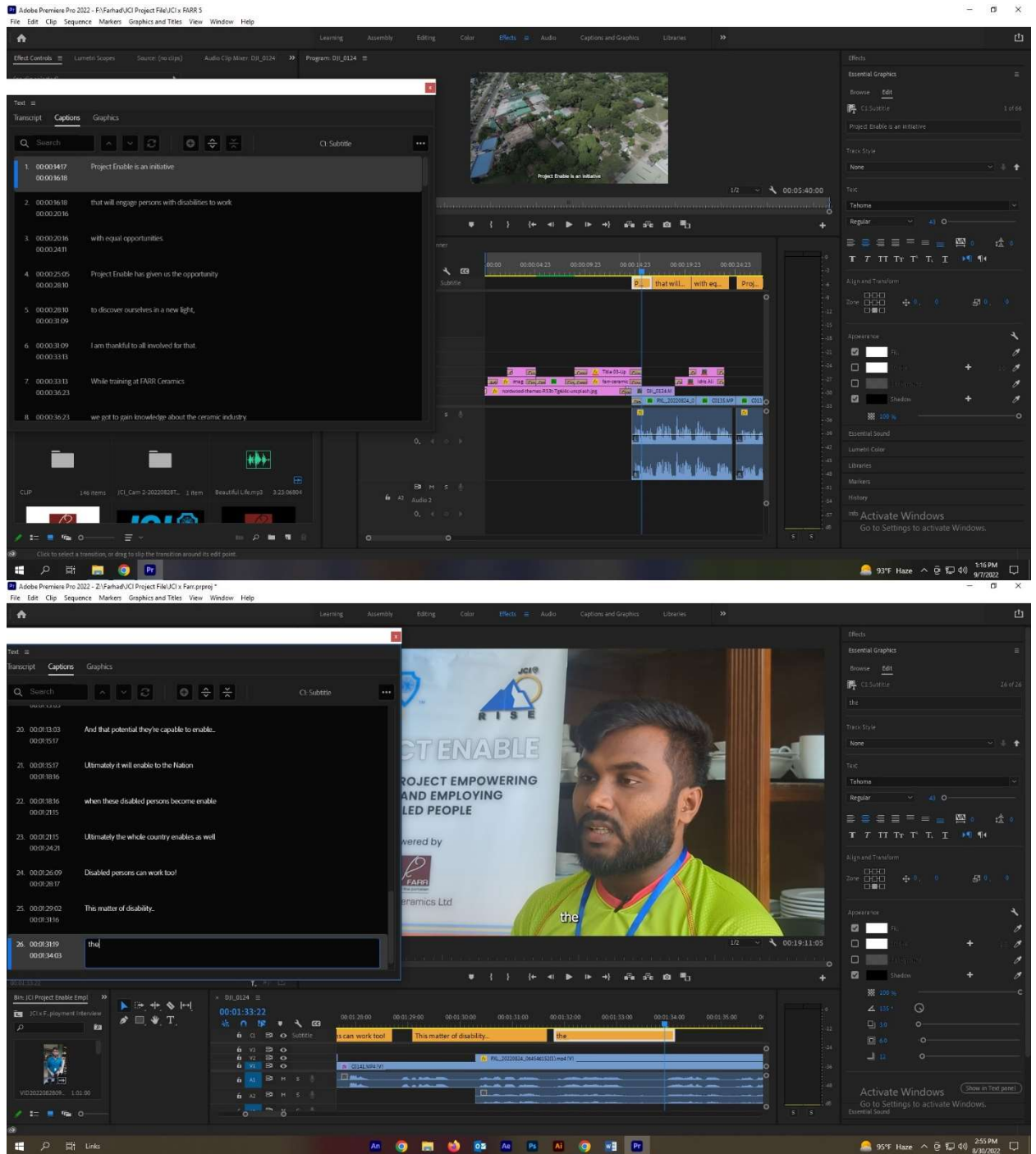


Image: 8.2 Screenshots of the subtitles

Mistakes: There were a few grammatical mistakes.

Learning outcome:

- I've learned how to write subtitles.
- Formatting those subtitles were essential.
- Learned a new tool in Adobe premiere pro

Internship Outcome

I've always considered myself as an introvert. As the university life was ending, I was crippling in the fear that will I be able to put my theoretical knowledge into real world life? How the work-life will be, etc. I've always loved to challenge myself hence I grabbed the fantastic opportunity to work in an integrated marketing agency which is La Team Bee Communication PVT. Limited, to explore my skills in communication, writing and in strategic planning.

I choose this field in particular because it has a variety of dimensions that will enable me to utilize all of my skill sets. From writing, planning, creating, and communicating. Businesses operating in abroad invest more money in marketing than anything else because they understand how important it is. It is like water to the plants.

However, I now understand what a real job is due to my internship experience. And how productive an introvert can be. This experience has taught me how to manage my time, work well with others on my team, pitch to clients, create SEO blogs, and deal with a variety of issues.

In addition, I genuinely appreciated working in a welcoming and supportive workplace where my superiors consistently pushed me to learn and stepped in to assist me when I needed it. I would eagerly anticipate going to work every day since I found working and learning to be so enjoyable.

I discovered a side of myself that I had never known existed: the potential for quick and efficient work and the great communications skill! My CEO and line manager were quite impressed by my work ethics as well.

As learning process is never ending, I'm looking forward to learn more.

Workplace Log

Starting day:-
Note's Bismillah Date: 15/6/2022

Checked in - 9:58 a.m

- * Created an account for LTB.
- * Got a briefing about Lespresso.
- * attended a meeting at 3:00 o'clock.
- * Meeting Minutes:-

TEAM MEETING:-
 Meeting called by :- Wafi Aziz Sattar
 Facilitator :- Amir Jawad
 Note Taken :- Mehjabin Rawasani

Agenda:- Lespresso

Discussion:- 3 month Marketing plan

Action:- ~~to~~ Work -1, - Lespresso Draft Calendar.

Note's Date: 16/6/22

Checked in :- 9:30 am

Work 2:-

- ① Made Presentation Slide (TEAM)
- ② Made Speech.
- ③ Given the presentation at 1:00 Pm
- ④ Gft a brief on Blog
- ⑤ Title selected:- Internet Explorer: End of the World's longest running browser.

Brainstorm:- What, Why, How, When, Where, Who.

Checked out :- 6:30 pm

Note's Date: 22/6/22

Checked in :- 9:40 am

Work 1

- ① Write a blog on Social Media Marketing (SM)

Work 2

- * Lespresso Summary written on the doc file.
- * Find out Target audience of Lespresso
- * Demographics

Check out : 6:20 pm

Note's

Date: 23/6/2022

Checked in :- 9:30 am

Work 1:

- Submitted ~~the~~ Blog 2
- Got a feedback
- Rewrote it. Sent it to Anony Anu.

Work 2

Find Copy's for Lespresso

Hashtag Collaborations

Rechecked target audience

~~to~~ More Copy

Note's

Date:/...../.....

May your Coffee be strong and Sundays be short.

I scream, Youscream for ICED Coffee.

Fresh Start with our refreshing ICED Coffee.

It's okay life sucks, We've all been there.

Checked out :- 7:00 pm

Note's

Date: 27/6/22

Write blog number 3 on Non-Profit Marketing.

Specific Site Marketing

Blog write on Non-Profit

Work 2

Make Contents for Presentation of Sizzman.

Social Media advertisement Ideas for Sizzman

USP, Discounts, E-membership cards benefit Collaboration, etc.

Checked in :- 9:35 am

Checked out :- 7:00 pm

Note's

Date: 4/7/2022

Write copies for BabyBoo

In Bangla

In English.

Checked in :- 9:30 am

Checked out :- 7:00 pm

Note's

Date: 5/7/22

Checked in :- 10:00 am

Work 1.

Debnief Babyboo to Asif Bhaiya

What is this website?

E-commerce - dedicated website / App

↓

• Individual business → Normal retail business

• Multi-vendor business →



example: Chole

• Drop-shipping - Example:- Daraz, Alibaba.
(subscribe kono je jeta bikni kono)

Work - 2

Area division - for babyboo

Note's

Date

Area division:

Jatnabari

Wari

Noyabazar

High Court

Dhanmondi

Farmgate

Hirpur L-14

Uttara

Rampura

Badda

Baridhara

Note's

Checked in :- 9:30 am

Date: 18/7/2022

Sizzmart / Babyboo : Event Location Hunt
: Event Location Budget
: Pricing list (Flyers, Pastern)

Checked out :- 6:30 pm.

Note's

Date: 18/7/2024

Sizzmart/Babyboo: Event location Hunt
 " " : Event Location Budget
 " " : Pricing list (Flyers, Pas...)

30 invest 4 Saturday Monday Tuesday
 3 jon investor - 30
 20 channels - 40 jon
 ↳ postals
 x1
 ↳ photo
 ↳ video
 LTB - 25 jon name
 Brand embass - 2 jon + 4 (3) phone number
 Vendor - 10 jon email add
 Locat
 ↳ Check in
 baby boo - 4 jon * invitation
 Supervisor - 12 jon card
 Influencer -

Diggonto
 BD New 24
 Nagonik
 Nerus TV
 Prothom Alo
 Channel I
 RTV
 Bt
 Shomoy
 NTV
 RTV
 Jamuna TV
 Agian TV
 BBC Bangla. X
 Channel 24
 Grazi TV
 SATV

Antisan er website.
Affiliate branding.

Antisan

580 MRP
+ 8%

580
580

30

Idea 1

Newmarket & LOT

↓
Babyboo er hut.

Idea 2

T-shirt A - 5 — 50% Advance — Reserve
Pant A - 4
Pajam A -

Note's

Date:...../...../.....

NRB Bank

* Price list → ber konsi sf baby products

7/25/2022

Lead generation

* Holago

* Sawah

* Laging bull

Note's

Date: 3/8/2022

Checked in :- 10:00 am

1. Submitted the blog for reviewing.
2. Opened an account for Quora.
3. Task : Find questions from :-
 - (i) Digital Marketing
 - (ii) Branding
 - (iii) Agency
 - (iv) Creative.

Write 10 answers for these questions:

checked out :- 6:30 pm

3. Readability :

30 letters

60 words

5-6 line

offpage SEO

* Keyword Analytics.

* Why you should ^{avoid} type Marketing?

Checked out :- 6:30 pm

Note's

Date: 29/8/29...

Checked in - 9:00 am

Website Creation.

* Subtitles of ICT Dhaka Dynamic

Checked out : 9:30 pm

Note's

Date: 7/03/2022

Checked in : 8:30 am

Write 10 copies (5 in Bengali, 5 in English)
for Babyboo.

Attended a meeting at 3:00 clock

Checked out :- 7:00 pm

Babyboo :-

clothing :-

- Feedback - New market to expand the business.

Wahi Sir.

Question :- concept, Foran - What's my benefit? [Babyboo nijer thike sell konbona]

Yellow jarkho shube, Register fee ke bhara bole. That's my income. Yellow je shuklo oitar commission ami Rakhte chai.

* Facebook page den kibhabe, ~~seape~~ kichu kona laghana. Anna handlo konte

* Free Shipping Delivery charge.

tohon are Delivery charge na.

Free Shipping - Dair - 3000 k

Date: DDMMYY

Babyboo :-

Delivery Service :-

- Nijera delivery konte
- Financial plan.

Express
90

Fast
1

[No COD]
Late Night (Emergency)
150

Feedback :- Late Night baad diyen.

2 Feedback :- Head of the babyboo :- he know how to control every thing Ecommerce

3. It is details looks.

4. Vendor ber konte hobe.
30th of this Month.

Note's Date: 20/6/2022

Checked in - 9:50 am

Started working on Blogs.

- ① Study on Blogs
- ② How to grow customer base.
- ③ ~~How to grow a customer base.~~
- ④ How to grow a customer base.

↓

Title selected
"5 ways to grow a customer base"

Blog Submitted

Got a Feedback on it

Submitted the revised Blog to Anony Apu

~~Publ~~ Blog Published on La team bee website.

Work 2

Made two campaigns for Lespresso with the team.

Note's Date: 15/6/2022

Checked in 1:00 pm at JCI Office.

~~Program~~

- 1] Set up the Photo booth.
- 2] Program Started at 4:00 pm
- 3] Captured pictures, communicated with the JCI members.
- 4] First Event was finished at 7:00 pm
- 5] ~~Met~~ JCI meeting Started.
- 6] Ended at 9:30 pm
- 7] Captured Candid's in the Events
- 8] And Professional official Photos at Photo booth.
- 9] Checked out at 11:00 pm.

Date: 22/6/2022

Golpo 2

Daiti Mishra Mishra Lokan - Small business

Title - Modhura Modhura mishra amara shristi.

Qutubuddin Hagi Mia

↓

Heritage are

↓

Ki lagbe?

↓

How to sell

↓

Shajana Gazi entry.

Qutubuddin Jay Vai

↓

Unadhuza babbar

↓

notun eke

↓

2 Mu.

On belsha chaddo fa bajay shiba

Note's Date: 22/6/2022

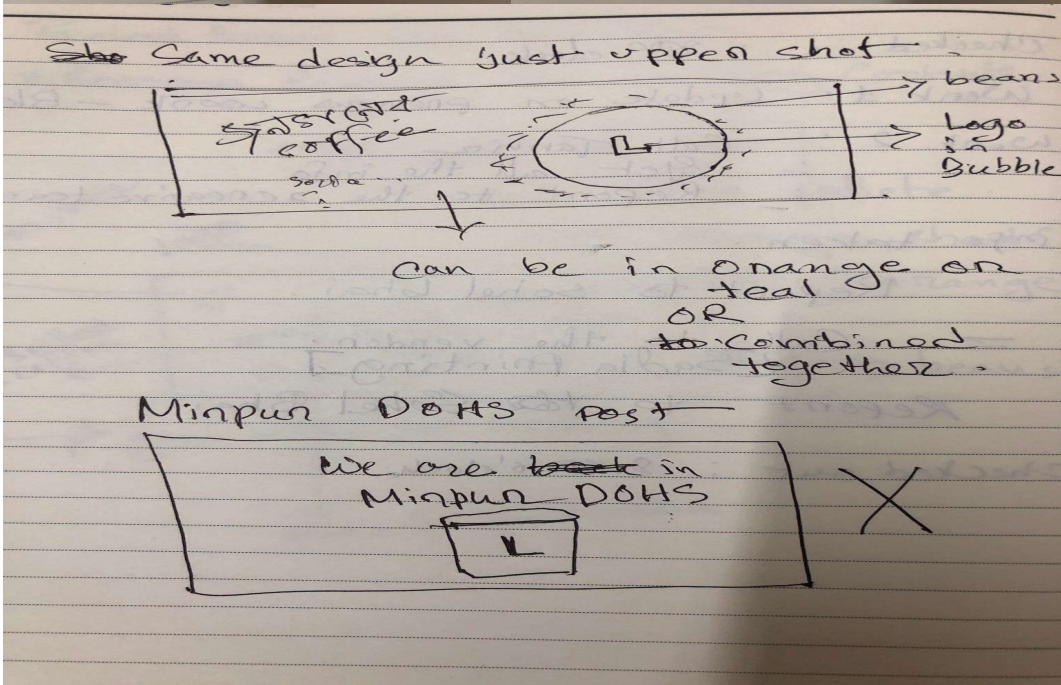
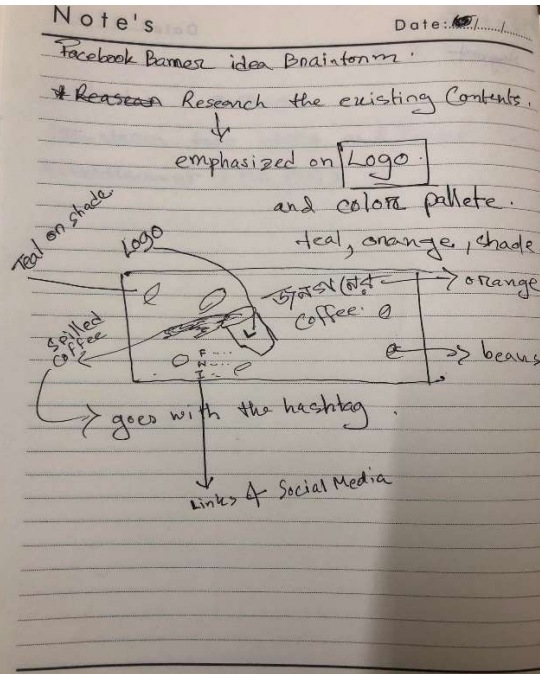
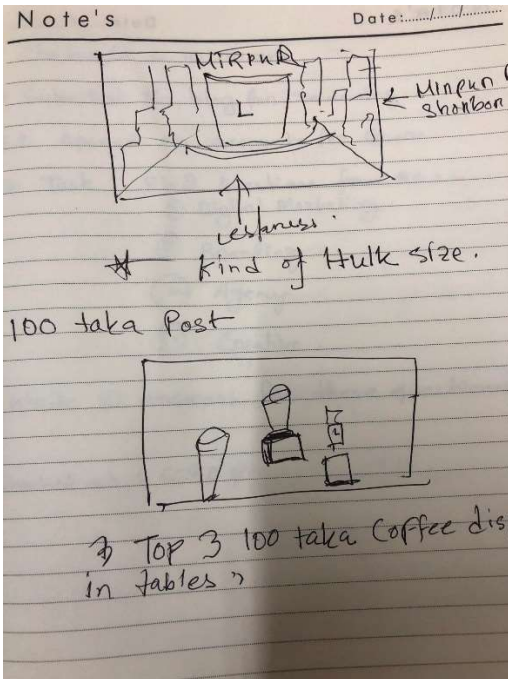
Brainstorming:-

USP of your favorite "lespresso" at different outlets.

- ③ Exceptional Coffee with matchless accessibility.
- ③ Gourmet Coffee within your reach
- ④ Jawan pothe coffee hate

Hashtag Brainstorming:-

# Coffee Anytime	# A cup of happiness
# Coffee on the go	# Happiness in a cup
# Real Coffee	# Neighborhood Coffee
# Espresso feelings	# The Coffee next door
# Coffee break	
# Coffee holic	
# Coffee time	
# Coffee Culture	
# Espresso goes feeling	
# Gourmet Coffee	
# 5/6/7 coffee	
# Coffee date	



Work 2

Brand Strategic Plan Briefing of Lespresso.

- * Company description
- * Goal.

Expansion Plan:-

Digital Marketing

- * Regular Social Media Post
- * Hashtag Campaign x Jonatan Coffee.
- # How Can I convince the Customer believe in USP. (Unique Selling Point)
- # Write Lespresso bengali catchy name
- # Hashtag Campaign Elaborate.
- # Copy Post → Consonate a ja dibo, k deya jae.

Note's

Date: 4/9/2022

Checked in : 8:00 clock.

Work 1: Update on previous work - Blog.

Work 2: Call Tanvir

- : Get all the info.
- : Report to the creative team

Info taken.

Report to sohel bhai.

= Call to the vendor: [Sadia Printing]

Report to the Sohel Bhai.

Checked out : 8:50 o'clock

Self-Assessment Form

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Mehjabin Kawsar

University ID: 182012040

Name of the Institute/Organization:	La Team Bee Communications Private Limited
Corporate Office Address:	House 1/A, Road 2/A, Block J, Baridhara, Dhaka 1212
Email:	info@lateambee.com
Web:	www.lateambee.com

1. During a typical week, approximately how many hours did you dedicate to your internship?

40+ Hours

2. Was your internship paid? If yes, how much?

Yes, 5,000 BDT

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all
 ☐ Slightly
 ☐ Moderately
 ☐ Quite a bit
 ☒ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	5
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	4
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	4
8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	5

13	I have increased my ability to be a leader	5
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	4
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	5
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	4
23	I developed realistic ideas about the work world	4
24	I narrowed my future possible career choices.	5
25	What is your average score from this test?	4.71

5. General Comments

Working at La Team Bee Communications PVT. Limited was enjoyable for me. Since joining La Team Bee Communications Private Limited, I have acquired marketing industry experience that I did not previously have. I was able to identify a new career path to explore and learn more about.

Signature of Intern

Professional Competencies

Achieving professional competence is developing the skills necessary to perform in a professional capacity. Competence involves the professional knowledge, perspective, and abilities that can enable one land a position in a niche industry. During my internship period at La Team Bee Communications Private Limited, I was able to acquire skills that have expanded my horizon in working in other fields of communication other than only Public Relation. Apart from all the learnings I have obtained that have been mentioned earlier in this report, the competencies I gained during my internship program are listed below:

Skills:

- Content writing and Copywriting
- Time Management
- Multitasking
- Content Market Analysis
- Search Engine Optimization (SEO) Management and Writing Metadata
- Writing blogs for commercial SEO purposes
- Working in technical things like (Editing, photography, videography)

Attitude:

- I have become a self-starter
- I am a go-getter and do not like wasting time, I like to stay busy and always look for work
- I believe in teamwork
- I value time a lot more now
- There is no room for slacking in a professional work environment

Knowledge:

- Writing for Marketing Collaterals
- Search Engine Optimization

- Audience Assessment and Sentiment Analysis
- Competitor Analysis

Appendix

Few blogs that was published at La Team Bee Communications PVT. Ltd's official Website.

Blog 1:

<https://lateambee.com/why-you-should-avoid-hype-marketing/>

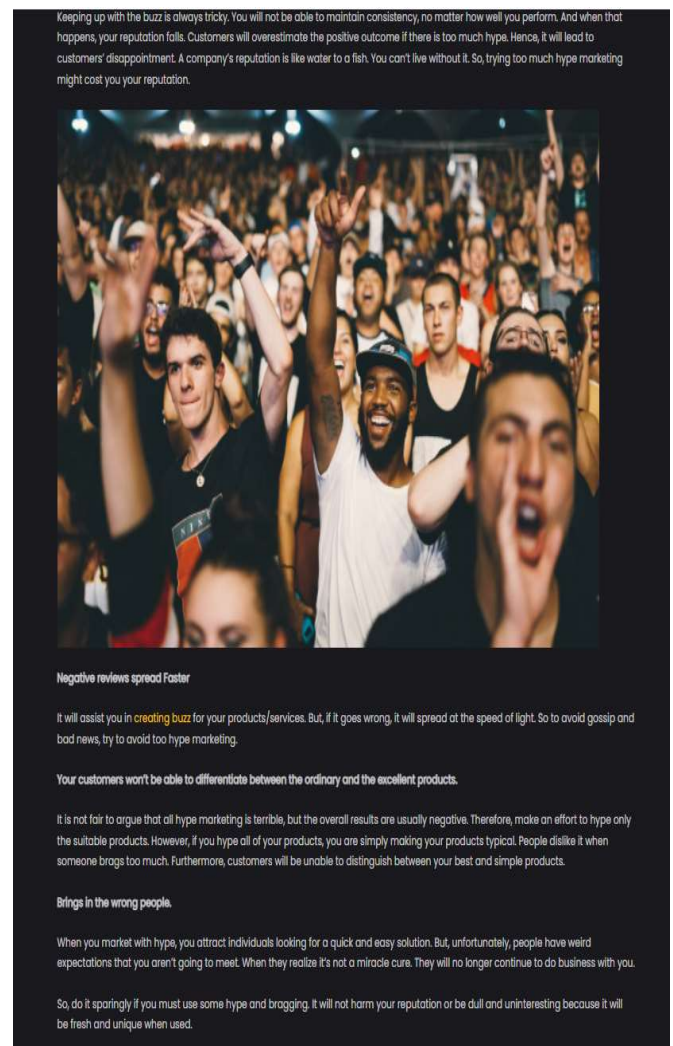
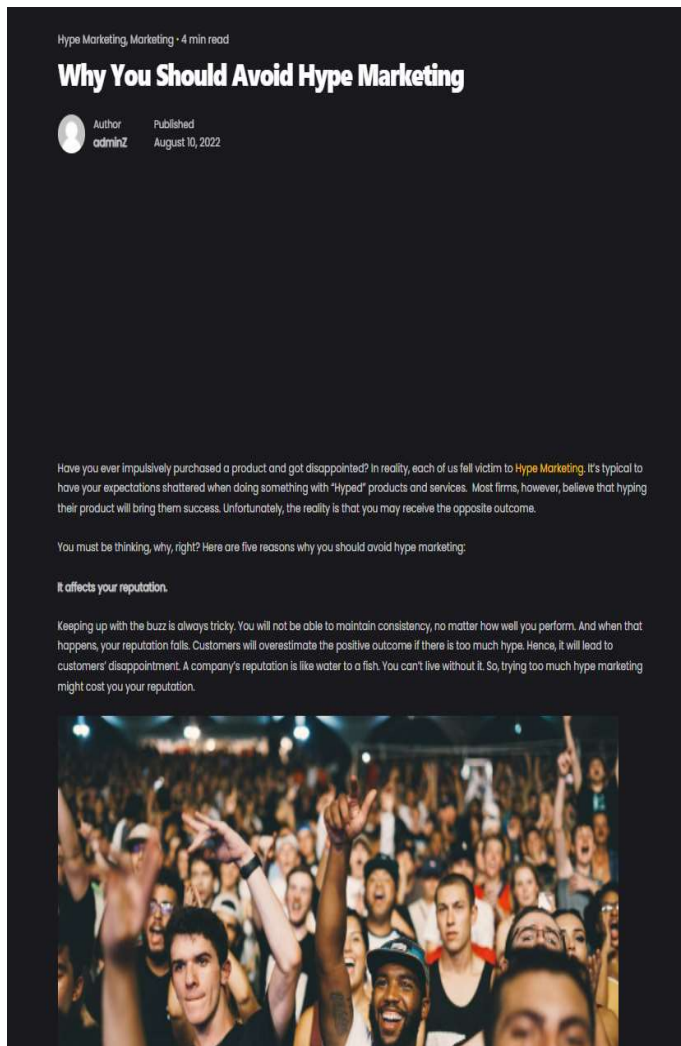


Figure: 1, Screenshot of Blog 1

Blog 2:

<https://lateambee.com/nonprofit-marketing-guide-2022/>

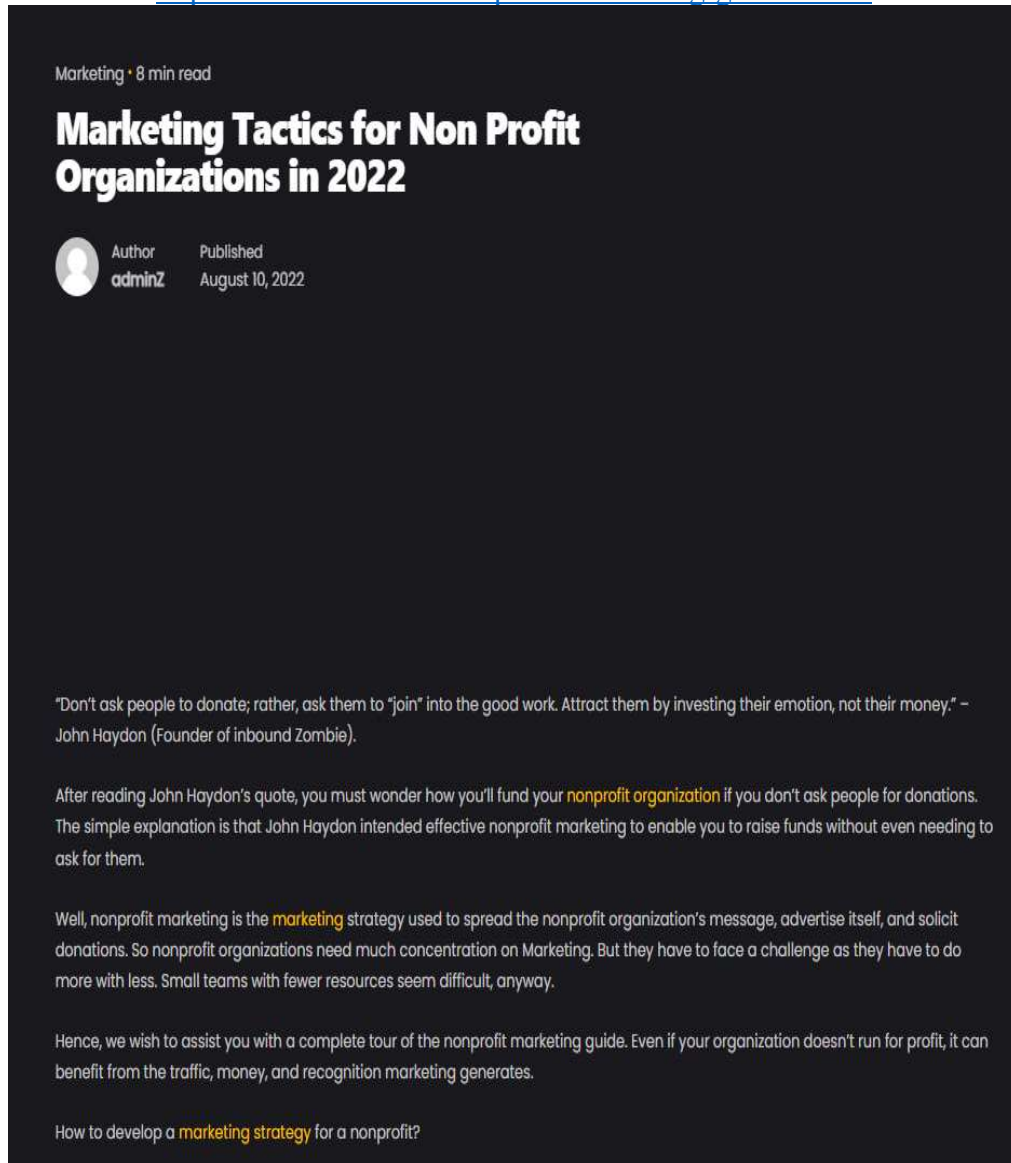


Figure:2 Screenshot of Blog 2

Recognize your followers and donors

Understanding your audience is the root of all Marketing endeavors. Because not only does it help to recognize your audiences, but it also helps to craft an effective marketing plan. It makes your work 100 percent easier.

Set attainable objectives

Setting goals that will direct your marketing activities is a crucial first step in creating a marketing plan. The **SMART** technique is a valuable tool for goal setting. This involves establishing objectives that are Specific, Measurable, Achievable, Relevant, and Timely.

Organize your objectives into multiple campaigns

Every goal and audience you aim to reach will require a separate messaging and distribution strategy. Which can be incorporated into your marketing plan. For example, You might have donors who donate monthly or annually. You will also have a set of volunteers. Thus, you have to have separate campaigns for your particular audiences.



Closeup of diverse people joining their hands.

Figure:2 Screenshot of Blog 2

Think about your budget

Before executing any marketing plan, you must assess your budget. It will help you to prioritize the important ones. In addition, you'll have a clearer vision of when and what plans you will execute first.

Develop your message

A clear message will help you reach your goal. It can be your organization's mission or maybe a Tagline that will communicate itself to your targeted audiences.

Analyze your effectiveness

Once you have segmented your audiences and made different marketing plans and messages. Evaluating your performance is the final step. Assessing the success of your project is just as crucial as carrying it out so that you may adjust and improve your approaches.

Few tools that businesses use can be used by nonprofit organizations as well. You can effectively use them to publicize your activities.

Increase your Social Media following

Social Media has immense benefits for Marketing. It opens a lot of easy and reasonable scopes for you. You can create content, stories, posts, or infographics for social media promotion.

Online ads

Utilize initiatives like Google's ad grants to execute inexpensive targeted campaigns.

Create a website

Your website is like a portfolio. People will see your organization's work, successes, events, etc. Also, use SEO techniques to direct traffic to your websites.

Email Marketing

A simple email can work as marketing to attract new subscribers.

Partnerships/collaborations

Partnership or collaborations will allow your organization to expand to more networking and publicity.

Public relations

Like for-profit businesses, Nonprofits can utilize public relations efforts to promote their activities and establish their credibility.

Figure:2 Screenshot of Blog 2

Blog 3:

<https://lateambee.com/social-media-marketing-smm-a-complete-guide/>

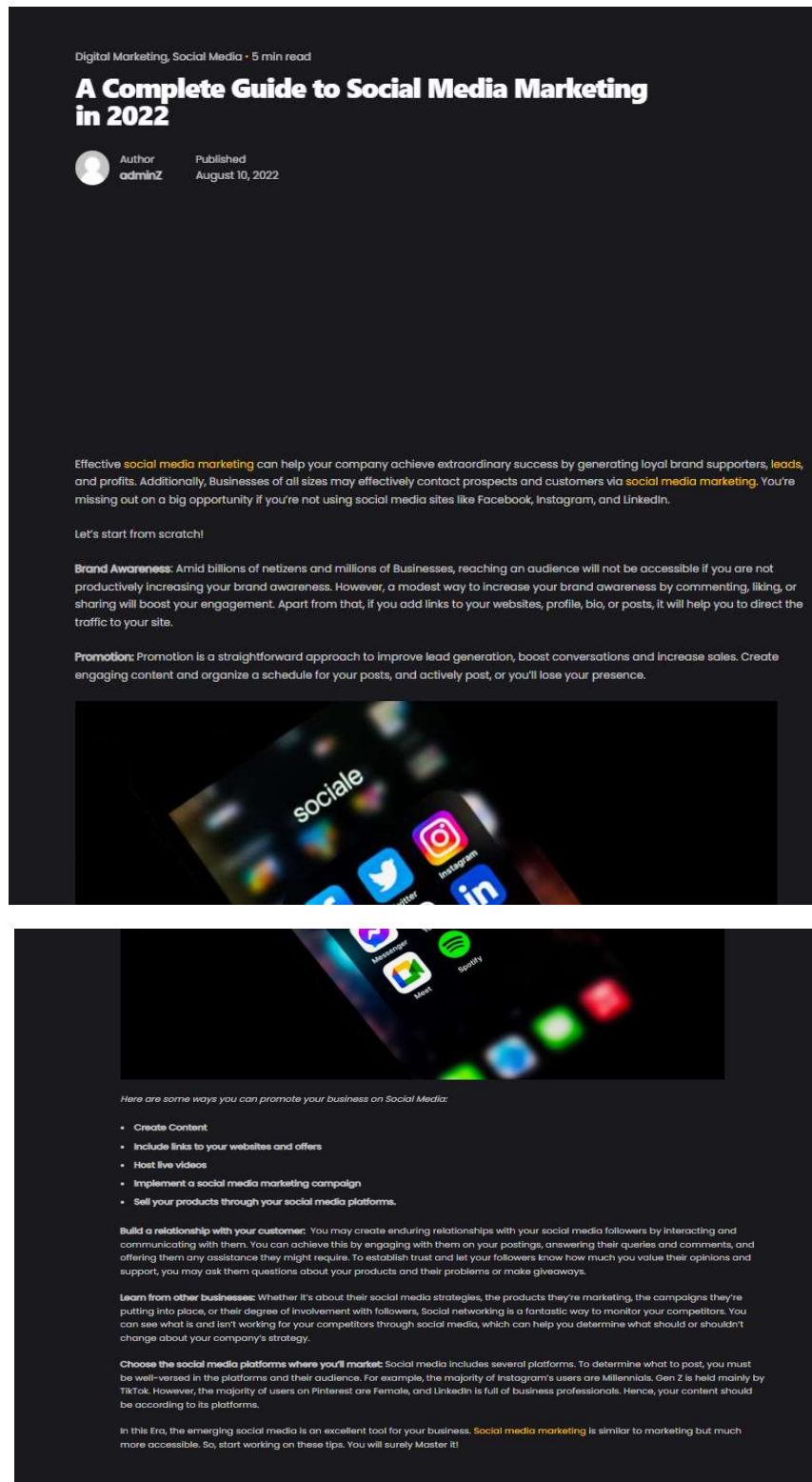


Figure:3, Screenshot of Blog 3

Blog 4:

<https://lateambee.com/crucial-strategies-practices-and-tactics-for-lead-generation-and-why-should-you-use-them/>

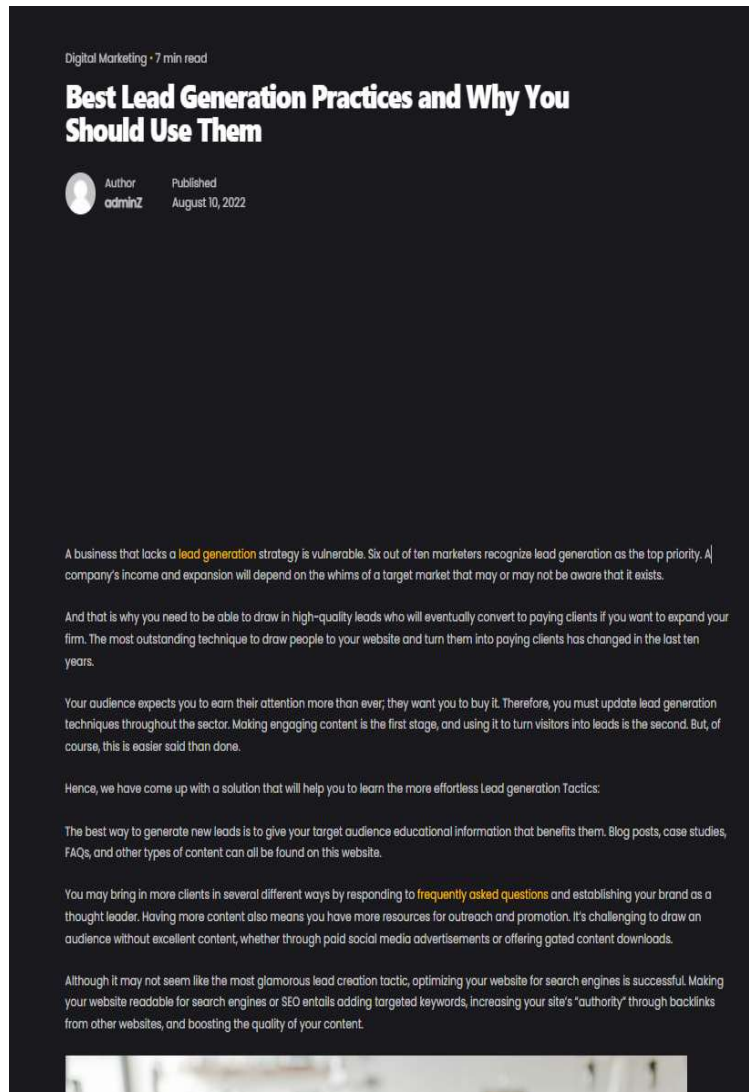


Figure: 4, Screenshots of Blog 4



A small amount of SEO work can significantly impact how many people visit your website and locate that material, even if your primary focus is on producing helpful content and other kinds of lead magnets.

Email marketing is still a highly successful lead generation tactic. Email marketing is the most successful lead-generating method. Offering a free download in exchange for an email address, followed up with a welcome email, and then nurturing the subscriber with a **drip campaign** highlighting the value of your product or service. Once this email subscriber exhibits conversion-ready behaviors, they might become a qualified lead!

Are you seeking fresh approaches to market your company? How about a marketing plan that gets you qualified leads in less than an hour?

Regarding top-of-the-funnel lead generation techniques, more than half of marketers claim that webinars produce the highest-quality leads.

Given that a webinar delivers specific knowledge in exchange for attention and contact information, it makes sense. You'll be able to contact this group in the future to nurture your new leads because you'll know what themes are relevant to this audience.

Review sites appeal to your potential clients in every business. People can review your company and learn how others rank your items on review websites like G2 Crowd, Yelp, Glassdoor, and Capterra. Whether or not you engage with these sites, all of this is happening.

However, you can increase the efficiency of this lead channel if you take the time to reply to reviews, encourage your supporters to submit favorable evaluations, and cooperate with these sites to provide prompt responses. For example, in a recent HubSpot Research survey, one-third of consumers reported that reviewing websites was significant in deciding whether to make a new purchase.

To generate more leads, it can be helpful to think creatively and employ as many different strategies as you can. Moreover, you'll be on the right track if you follow these best practices for webinar marketing.

Figure: 4, Screenshots of Blog 4

LEAD GENERATION

File Edit View Insert Format Data Tools Extensions Help Last edit was made on August 11 by aamir itb

	A	B	C	D	E	F	G	H
1	Company Name	Phone Number	Email Address	Facebook URL				
2	Hike Limited	01990-777789	info@hikelimited.com			Red		Must Approach
3	Holago	02-48812181	info@holago.com			Pink		Small Outlet
4	Raging Bull Jeans	01707-991702	ragingbulljeans@gmail.com					
5	GO by Fabrifest	01797-910098	lifestyleorb@gmail.com					
6	Richman	01844-497251	info@richmanbd.com					
7	Gentle Park	01788-999000	http://gentlepark.com/					
8	NogorPolli	01706-302570	support@nogorpolli.com					
9	Yellow	01754-455533	yellowcustomerservice@beximtex.com					
10	Dorjibari	02-57390880	info@dorjibari.com.bd					
11	Freeland	880 1953-300383	tashadur_freeland@hotmail.com					
12	Theo_Clothing	01842-946443	theoclothingbd@gmail.com					
13	Stitches Bangladesh	01309-008342	stitchesbangladesh@gmail.com					
14	Limited Clothing and Accesories	01621-554775	limitedclothings.bd@gmail.com					
15	VIVA	01879-808080	vivacretions2021@gmail.com					
16	JK Foreign Brands	01795-743310	faishallsc@hotmail.co.uk					
17	Irises Designer Studio	01678-037070	N/A					
18	Aaron Clothing	01708-158158	support@aaron.clothing					
19	Strides Co	09678-800553	info@stridesco.com					
20	Warah	880 1737-229955	warah.dhaka@gmail.com					
21	Khan Brothers	01707-410100	N/A					

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Scopes and opportunities for The Slow garden Resort

The Slow Garden

Opportunities:

1. Can be a space to arrange weddings, conference meetings, workshops, outside cinema/festivals
2. Camping for school students
3. Merging with travel agencies
4. Collaboration with

Scopes:

1. Investing in opportunities
2. Promoting accommodation services
3. Social Media Management
4. Social Media Advertising
5. Google Local Service Ad Management
6. Photography and videography
7. Dynamic website



My team and I was presenting our Finding for L'espresso



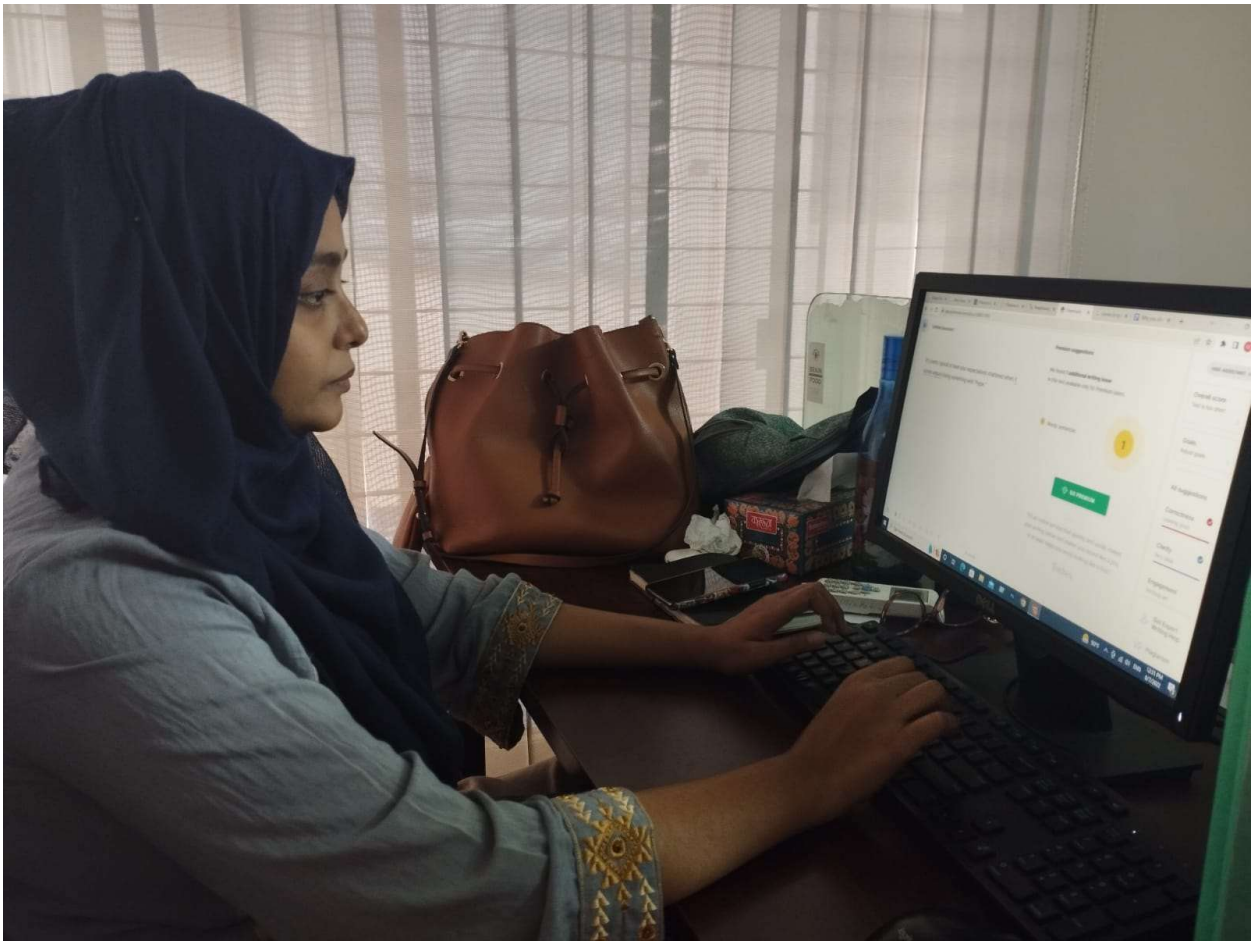
My team and I was presenting our Finding for L'espresso



Our Supervisor was assigning us to a Team project



While attending a meeting, I was taking the meeting minutes.



While writing a blog.



Second Last day at office



Last day at office with our Supervisor and Senior executive

Concluding Remarks

My first ever experience working with an integrated marketing firm was with La Team Bee Communications. Moreover, I am super happy that this 3-month ended with immersive experience. I can state that I have developed positive working relationships with each of my coworkers and that I have a synergistic relationship with my teammates. The atmosphere at work is lively and welcoming. I cherished the fact that we had healthy competition that kept us moving forward.

My experience was really comfortable and satisfying because my supervisor and our top management are encouraging, kind, and appreciative of employee efforts. I feel fortunate to be a part of their journey. I have grown more confident now. I hope I will get better with each experience so that I can accomplish my dreams of making substantial differences to the world of communications and beyond.

Thank You