



Media Studies and Journalism Department

Internship Report

Submitted by

Name: Raisa Naushin

ID: 181012020

Term: Fall 2022

Course Code: MSJ 11498

Host Organization: Banglashoppers.com



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STUDENT DETAILS

Name	Raisa Naushin
ID	181012020
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	English
Career Objectives	To build expertise in the field of contemporary digital media and using strong campaigning skills through this media to positively influence the community.

INTERNSHIP DETAILS

Host Organization	Banglashoppers.com
My Working Section	Social Media Marketing
Supervisor	Antil Hossain Khushbu, Assistant Manager, Social Media Marketing
Designation	Intern, Content Planner
Start Date	November 1, 2022
End Date	December 31, 2022
Hours Per Week	40
Total Working Period	Approximately 8 Weeks

ACKNOWLEDGEMENT

The last two months have been a completely different yet memorable experience of my entire undergraduate life. Finally, being able to connect my studies of the past four years with my actual professional field was truly amazing. Although there were various ups and downs throughout the entire time, I enjoyed every part of it and learned something new every step of the way.

I would like to express my sincere gratitude towards my supervisor, Antil Hasan Khushbu, Assistant Manager, Social Media Marketing and Hasnat Jamil, Chairman, Banglashoppers.com, for their immense support and guidance throughout my internship. Both of them gave me hundred percent creative freedom on my projects and created scopes for better learning and understanding at my workplace.

I am immensely grateful to my internship supervisor, Nandita Tabassum, senior lecturer and program coordinator of the Media Studies and Journalism department of University of Liberal Arts Bangladesh, for her support and guidance throughout this entire time from the very beginning.

Last but certainly not the least, I would like to thank all my colleagues, friends and family who have always encouraged and inspired me during this time. Working at such a professional field was a new experience for me and certainly overwhelming at times. I am grateful to each and every one who has been a part of this journey with me.

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 acknowledgment (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: Raisa Naushin
ULAB ID: 181012020

Signature: R. Naushin

INTERNSHIP REPORT APPROVAL FORM

Student Name: Raisa Naushin

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Year: 2022

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INTERNSHIP/PROJECT INFORMATION

Internship Organization/Project: University of Liberal Arts Bangladesh

Internship /Project Report Topic: _____

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: Nandita Tabassum KhanTitle: Senior LecturerE-mail: nandita.tabassum@ulab.edu.bdPhone:

INTRODUCTION

Four years ago, when I started my journey with the Media Studies and Journalism department of ULAB, I knew from the first semester that I wanted to major in Public Relations so that I could excel in my already existing career in the beauty industry of Bangladesh.

I have been a part of the beauty industry of Bangladesh since 2016 and have always known about the importance of public relations and communications in this sector. My main goal behind studying in this department, majoring in PR, was to establish a connection between my academic and professional fields and learn more about various communication strategies to take this industry to the next level.

In the past few years, I realized how I could utilize my learning about communications, public relations, and digital media to increase the brand visibility and credibility of my business to my target audience. That is when I decided I wanted to implement my learning on an even bigger brand like- Banglashoppers.com.

I am glad I could work with Banglashoppers throughout the past two months because it gave me first-hand knowledge of how things work in the industry. I also got the scope to execute some great campaigns with their extensive support. These campaigns were indeed a great learning experience because I was a part of both planning and execution.

This was a fresh start to this new part of my career. This new beginning undoubtedly encouraged me to explore my creativity and challenge myself constantly to bring something new to the table.

EXPECTATIONS

My main goal while joining Banglashoppers was to experience and be a part of the deeper end of the industry. Honestly, I was intrigued about finally being able to apply the public relations skills and knowledge about digital media I had gathered through various courses and apprenticeship programs at ULAB.

Besides my valuable course works, PR4U, a renowned apprenticeship program of ULAB, helped me gather a lot of knowledge about organizational activities. I was the head of the Media Relations and Hosting team for one year. Besides media relations and hosting, I was also able to explore and gather experience in many other sectors like- content creation, event management, production, copywriting, etc.

I joined Banglashoppers intending to implement the learnings that I gathered and gain in-depth knowledge on how to:

- Create strategies for social media promotions
- Communicate and deal with international brands/clients
- Increase networking with people from the industry
- Work as a team
- Work under pressure
- Maintain schedules and deadlines
- Improve management skills
- Create campaign plans
- Improve marketing skills
- Crisis management
- Further my creativity

HOST ORGANIZATION

Organization type:	Banglashoppers.com
Incorporation Status:	Private Limited Company
Year of Establishment:	2013
Address:	House: 134, Road: 12, Block: E, Banani, Dhaka - 1213
Website:	Banglashoppers.com

BanglaShoppers.com is a Bangladeshi based retail chain store originally founded in October 2007 but started operating from December 2013. BanglaShoppers.com is legal retailer & distributor of many world famous cosmetics and perfumes brand in Bangladesh.

Brand list of Banglashoppers.com:

Neutrogena

REVUELE
BEAUTY & CARE

technic®

VOLLARÉ
COSMETICS

Simple®

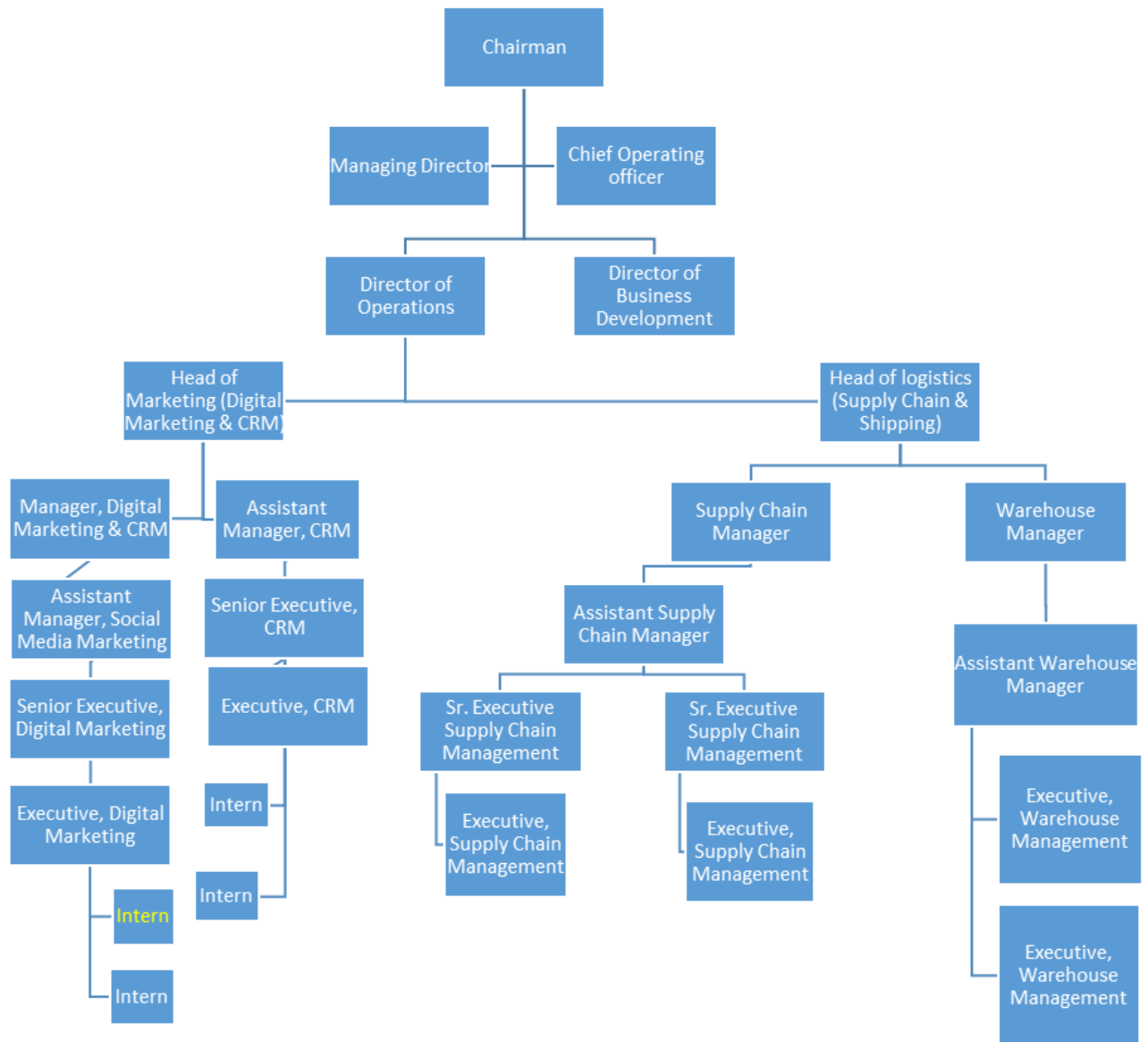
BALANCE™
ACTIVE FORMULA

Vaseline

CeraVe
DEVELOPED WITH DERMATOLOGISTS



HOST ORGANIZATION'S ORGANOGRAM



TASKS

Since November 1st, 2022, I have been working at Banglashoppers.com as an intern. I have worked as a content planner for the social media and marketing team. My responsibilities include:

- To increase the brand visibility of Banglashoppers.com
- Research and planning of content for social media
- Designing campaign plans
- Tracking trends of the beauty industry in digital media
- Production of content for social media
- Writing captions of social media posts
- Writing scripts of social media videos
- Communicate with some of the leading influencers of Bangladesh

PROJECT 1

Project Name: Digital series campaign planning for Banglashoppers.com

Assigned Date: 03/11/2022

Project Overview:

From the beginning of the year 2022, Banglashoppers was not able to do their social media activities like they used to because of some substantial shipment backlogs in the customs. As most of their products are imported, due to the shipment backlogs, they had to stop most of their promotional activities for a few months. Due to being inactive on social media for some time, their engagement on all platforms reduced drastically. That is why the primary requirement of the chairman of Banglashoppers was to design a series campaign that would improve the engagement of Banglashoppers, especially on their Facebook page. After various discussions, meetings, and brainstorming, we decided the best way to increase their engagement was through makeup basics videos. Because still to this day, "how-to" videos are very in demand on the internet. Our goal was not to push product sales through this video but to provide guidelines and steps for different makeup looks to improve the credibility of the overall brand.

My Tasks and Responsibilities:

I was assigned to brainstorm the initial ideas for the entire campaign series. To prepare the list of suggested videos for the campaign and create the pitch deck for the campaign's planning. So, the first thing I did during brainstorming was to find out the list of "How-to" beauty videos with the most views on Facebook and YouTube to get an idea about what kind of videos the target audience in the beauty industry prefers to watch.



Figure 1.1: List of some viral "How-to" videos on YouTube

After extensive research, I got a general idea of the kind of videos that should be included in the series. After that, I started the most challenging part of preparing the pitch deck, which included identifying the target group, channel strategy, product association, timeline, etc. All this information had to be very detailed yet concise, with the appropriate visual elements.



Figure 1.2: Campaign plan cover slide

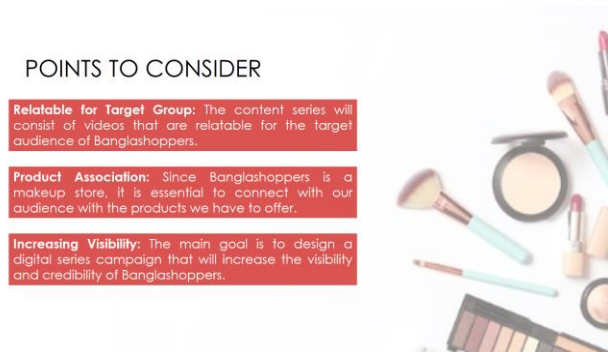


Figure 1.3: Consideration points of the campaign

One of the most crucial parts was to give this series an appropriate name that will be used throughout all the videos. At first, we thought of "Makeup Basic Hacks" with Banglashoppers. But it honestly sounded too long and unattractive. My supervisor suggested me to come up with a catchy name that would be easy to remember and fun to hear for the audience. That is when I came up with the name "Beauty Basics with Banglashoppers," and my supervisor immediately approved this.



Figure 1.4: Content series name

I suggested almost twenty video ideas for this campaign and the recommended product that will be used in the videos, among which nine videos got the final approval for the shoot.



Figure 1.5: Topics to focus on for the series

SKIN CARE

- Choose the perfect moisturizer according to your skin type
- How to double cleanse your face?
- The proper way of makeup removal
- Night time skin care routine
- Travel skin care essentials
- How to prep your skin before makeup?
- Choosing the proper primer according to skin type



Figure 1.6: Topics to focus- Skincare

BASE MAKEUP

- Choose the perfect shade of color corrector
- How the get your base to last up to 16 hours
- How to create a glowy & dewy base makeup
- Lift your face with these contouring and highlighting techniques
- How to choose your perfect shade foundation
- How to bake your face with loose powder

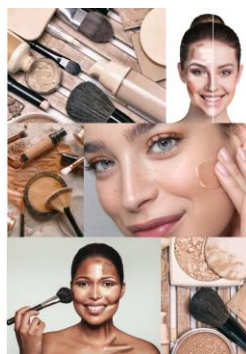


Figure 1.7: Topics to focus- Base makeup

EYE MAKEUP

- How to apply winged eyeliner
- Easiest way to apply eyelashes
- How to: Classic Black Smokey eye
- 5 minutes simple colorful eye makeup
- How to: Cut crease for hooded eyes
- 3 different ways to apply eyeliner
- Glittery glam eye makeup

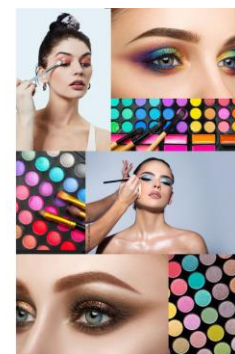


Figure 1.8: Topics to focus- Eye makeup

My planning took almost one month to be finally executed, and the series was first published on Banglashoppers's Facebook page on the 20th of December, 2022. We also plan to publish these videos on other social media platforms like YouTube, Instagram, and TikTok as reels and shorts.

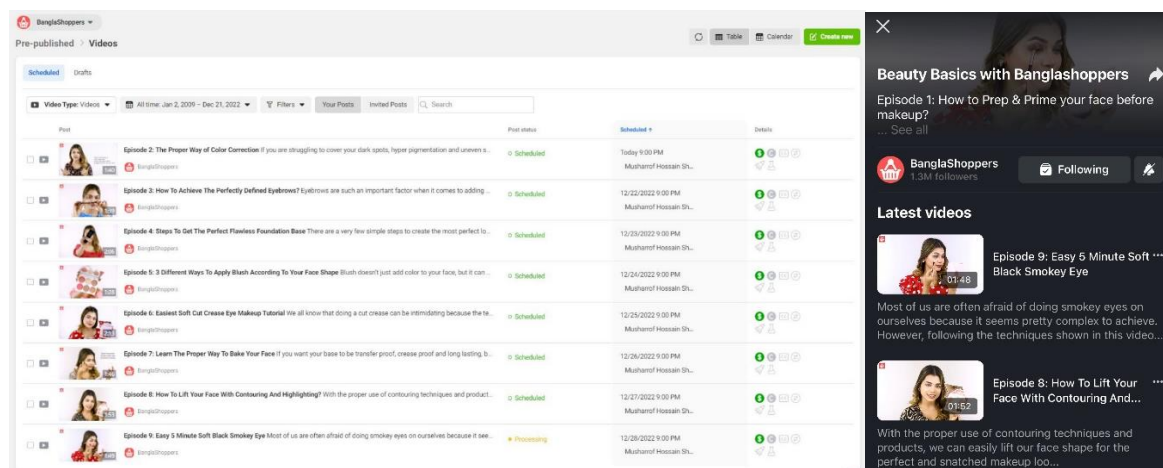


Figure 1.9: Post schedule and published playlist screenshot

“Beauty Basics with Banglashoppers” playlist link:

<https://www.facebook.com/watch/250603198437397/708896413883542>

Challenges:

- Preparing a pitch deck under a limited time
- Active pressure of submission of the campaign plan
- Planning a considerable extensive campaign as my first project in the organization
- Difficulty in mapping out a plan that will be relatable to its target group
- Having to change minor details repeatedly upon feedback

Mistakes:

As this was my first time preparing a pitch deck for a campaign, I needed to familiarize myself with a lot of terms and layouts that were related to it. That is why I made many mistakes with the structures in the beginning. However, after getting repeated feedback from my supervisor, I could complete my task correctly.

Learnings:

- Creating a pitch deck
- Being calm despite high pressure
- Maintaining consistent communication with people who were involved in this project
- Making corrections based on feedback
- Analyzing the preference of the target group
- Working on a limited time frame

PROJECT 2

Project Name: Video editing of the series "Beauty Basics with Banglashoppers."

Assigned Date: 23/11/2022

Project Overview:

After our pitch deck for the campaign "Beauty Basics with Banglashoppers" was approved, the production team and I had to film the entire series for three days straight. As I was involved with the project from the beginning, and because of my prior experiences with video editing, my supervisor suggested that it would be best to edit all the videos. The editing process started right after the filming was over on the 23rd of November, and it took almost fifteen days to finish editing all the videos for publishing.

My Tasks and Responsibilities:

I was assigned to edit all nine videos of the series within the second week of December. In the editing process, I had to find appropriate background music for all the videos and ensure that the music was not copyrighted. As most copyright-free background music is not up to the mark, I had to go through Facebook and YouTube audio libraries for hours to find the appropriate music tracks.

I had to face a huge struggle while editing the original video's audio. During the shoot, the lapel we were using stopped working. That's why we had to take the presenter's audio separately through another device. There were at least a hundred different separate audio files that I had to sync with the video frame by frame. And this step took the majority of the time while editing.

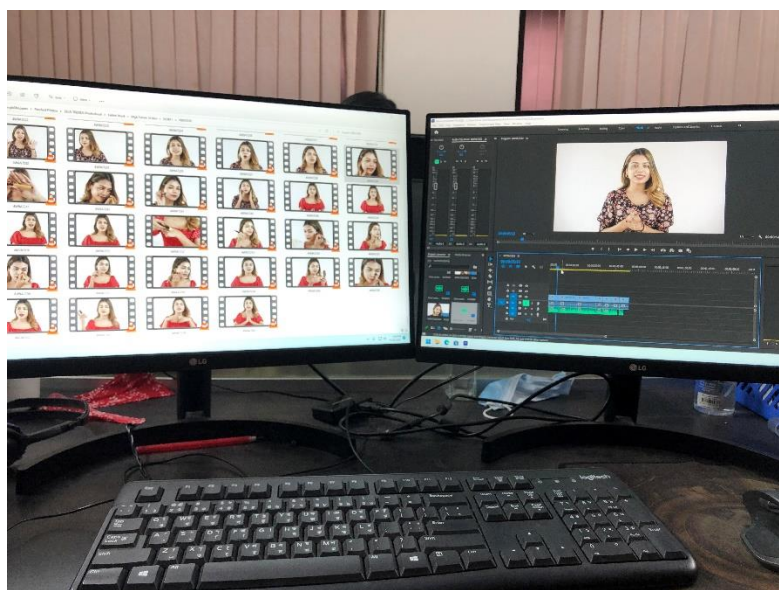


Figure 2.1: Picture of the editing panel

I also had to add appropriate text to the video while editing. At first, I created a table in a word file with the titles of videos and the texts that will be added with the exact time stamps. The texts had to be approved by the supervisor to be added to the final video. I got multiple feedbacks about the texts, which were finally approved after a few corrections.

Text of videos

Video	Time	Text
Skin Prep	00:05	How to prep your skin before makeup?
	00:22	Apply a generous amount of moisturizer on your face and neck.
	00:55	Absolute New York Face Primer.
	01:12	Choose the correct variant according to your skin type.
	01:19	This is how you prep your face for a flawless and smooth base.
Color Correction	00:07	Color correction is very important if you have dark spots and pigmentation on your skin.
	01:08	Blend everything out with ABSNY 07 brush.
Eyebrows	00:06	- Eyebrow pencil - Eyebrow powder

		- Eyebrow pomade
	00:27	Avoid filling the front of your brows for a natural finish.
	00:33	Mostly focus on filling the arch of your brows.
Foundation	00:06	Prep your skin and use a color corrector before applying foundation.
	01:04	Always apply thin layers of product in order to avoid cakeyness.
Baking	00:45	Apply the powder on your under eyes to prevent creasing.
	00:50	Don't forget to apply the powder on your nose bridge and smile lines.
	01:08	Dust off all the excess powder after 5 minutes.
Blush	00:35	Apply the blush on your temples for a more defined look.
	00:51	Apply the blush on the apples of your cheeks to make your face look wider.
	01:02	Apply blush on the tips and bridge of your nose for a cute and youthful look.
Cut Crease	00:18	Use a concealer as an eyeshadow primer.
	00:24	And blend it out with the ABSNY 07 brush.
	00:40	Focus the darkest color mostly on your outer corners.
	01:52	Complete the eye look with lots of mascara.

I added texts to all of the videos with appropriate graphics that I could find from the website "ervato elements." Adding any graphics to videos is a lengthy process, and it took me four days just to add text and graphics.

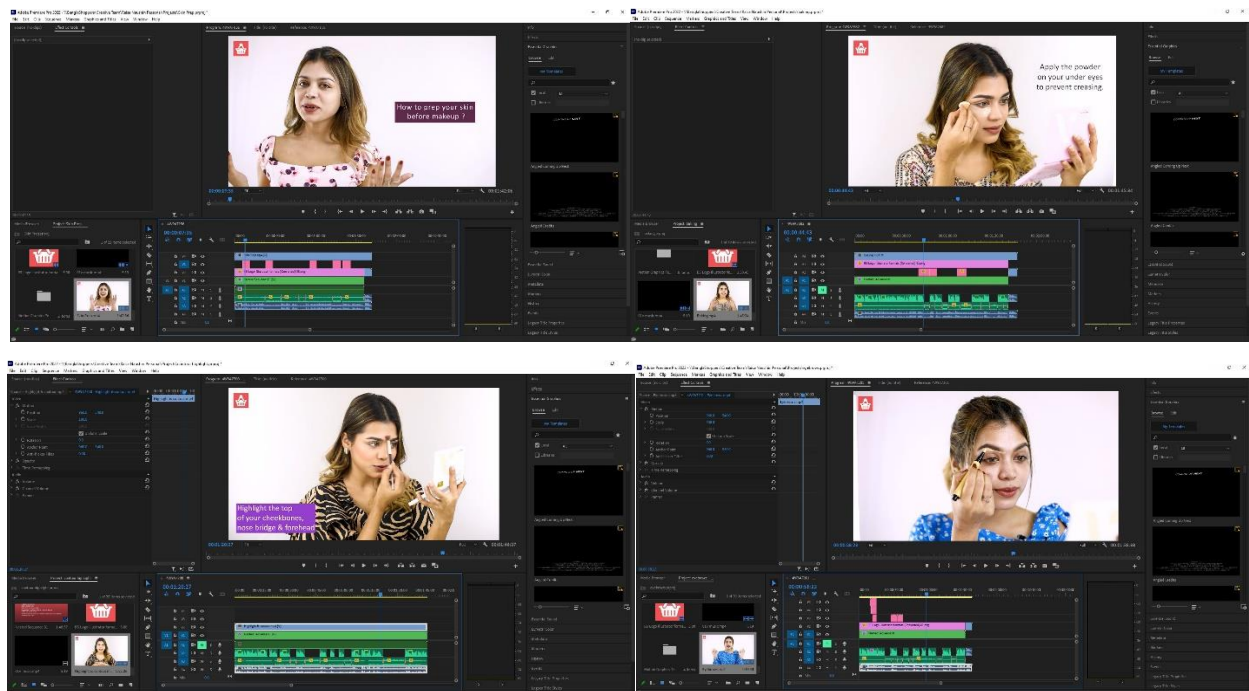


Figure 2.2: Editing panel screenshot

My editing was finally done on the 13th of December. There were countless re-edits, feedback, and corrections during this time. But ultimately, after being approved by my supervisor, it was sent to our chairman for final approval. As our chairman is a production enthusiast himself, he always prefers to give his last feedback before uploading any content. After reviewing all the videos, he just gave minor corrections about color grading and background score, which I could complete that day. Then finally, it was scheduled to be published on the 20th of December 2022.

Challenges:

- As there were a total of 9 videos, approval took a lot of time.
- It was a lot of pressure to edit so many videos at once.
- Synching all the soundtracks with the original video was quite challenging.
- Adding texts and graphics was quite complex.
- Finding usable copyright-free music.

Mistakes:

My supervisor suggested keeping the videos between 1-2 minutes. Still, after editing, most of my videos were about 3 minutes long, which I had to re-edit to keep within the time limit. Besides that, while adding the background music, I chose primarily lo-fi music, which was soothing. However, upon feedback, I had to change it to more upbeat & happy music so that the audience didn't get bored while watching the videos.

Learnings:

- Adding advanced graphics while video editing.
- Choosing appropriate music according to the video.
- Working under limited time & pressure.
- Color grading in Premier Pro.
- Overall improvement of video editing skills.

PROJECT 3

Project Name: Writing caption for the series campaign "Beauty Basics with Banglashoppers."

Assigned Date: 14/12/2022

Project Overview:

To upload all the videos of the content series, each video needed to be uploaded with a catchy and effective title and a precise description of the videos, including all the product details. The caption must be two to four sentences long, describing the details of the video that will be easy to understand for our targeted audience.

My tasks and responsibilities:

I was assigned to write the caption for all nine videos of the series "Beauty Basics with Banglashoppers." This included- title, description, product details, and hashtags. According to the guideline that was provided, I kept the title catchy yet informative so that the audience would be eager to click on the videos. For the description, I kept it very precise and made sure that I added accurate product details by checking it multiple times in the video and on our website. I also added a few beauty-related hashtags that are relevant to each video.

Caption for the content series “Beauty Basics with Banglashoppers”

Episode 1: How to Prep & Prime your face before makeup?

We often forget the importance of prepping our faces before makeup. A well prepared skin works as a perfect canvas to apply any face makeup and helps to make your end result look absolutely flawless.

Products mentioned:

- Nivea Refreshingly Soft Moisturizing Cream
- Revox Daily Sun Shield Sunblock With Hyaluronic Acid SPF50
- Absolute New York Mattify Me Face Primer
- Absolute New York Hydrate Me Face Primer
- Absolute New York Poreless Me Face Primer

Episode 2: The proper way of color correction

If you are struggling to cover your dark spots, hyper pigmentation and uneven skin tones, there's a high chance that you're not using a color corrector that suits your specific skin condition. It's important to figure out the correct shade of corrector (orange, green or yellow) according to your skin type and the proper application process.

Products mentioned:

- Absolute New York Click Cover Concealer MFCC 16 - CC Orange
- Absolute New York Click Cover Concealer MFCC 15 - CC Yellow

Episode 3: How to achieve the perfectly defined eyebrows?

Eyebrows are such an important factor when it comes to adding definition and framing your face. However, most of us often struggle to define our brows. Either it gets too harsh or too natural. This video demonstrates an easy way to define your brows with the least amount of time and product.

Products mentioned:

- Absolute New York Perfect Eyebrow Pencil - MEBP12 Dark Brown - Soft Formula
- Absolute New York Click Cover Concealer MFCC 15 - CC Yellow
- Absolute New York Flat Dense Shader Brush For Eyes - ABMB17

Episode 4: Steps to get the perfect flawless foundation base

There are a very few simple steps to create the most perfect looking, flawless and long lasting base with the proper application of foundation. In this video, you'll get to know about the application and layering process of the base products in order to get your required look.

Products mentioned:

- Absolute New York HD Flawless Foundation – Natural
- Absolute New York Buffing Brush For Face - ABMB02
- Absolute New York Click Cover Concealer MFCC 15 - CC Yellow
- Absolute New York Angled Complexion Precision Brush For Face - ABMB07
- Absolute New York HD Powder Foundation - Bisque - HDPF03
- Absolute New York Tapered Highlighter Brush For Face - ABMB10

Episode 5: 3 different ways to apply blush according to your face shape

Blush doesn't just add color to your face, but it can also really help to enhance your face shape if applied correctly. In today's video, we have shown you guys three ways to apply blush based on different face shapes.

Products mentioned:

- Absolute New York Icon Face Palette - All in One Blush, Contour & Highlighter - MFPP01 Fair to Light
- Absolute New York Tapered Bronzer Brush For Face - ABMB03

Episode 6: Easiest soft cut crease eye makeup tutorial

We all know that doing a cut crease can be intimidating because the techniques might be too complicated for a lot of people. However, it can be easily mastered with the correct tools and techniques. Today's video is about creating a simple soft cut crease that is extremely beginners friendly and easy to recreate.

Products mentioned:

- Absolute New York Icon Eyeshadow Palette - MEPE02 Warm Nights
- Absolute New York 4 in 1 Multipurpose Brush For Eyes & Lips - ABMB27
- Absolute New York Click Cover Concealer MFCC 15 - CC Yellow
- Absolute New York Angled Complexion Precision Brush For Face - ABMB07
- Absolute New York Blending Crease Brush For Eyes - ABMB14
- Absolute New York Flat Dense Shader Brush For Eyes - ABMB17
- Technic Mega Lash Water Resistant Mascara Black

Episode 7: Learn the proper way to bake your face

If you want your base to be transfer proof, crease proof and long lasting, baking your face with a loose powder is the best makeup technique you should follow.

Products mentioned:

- Absolute New York HD Baking Banana Loose Powder
- Absolute New York Tapered Highlighter Brush For Face - ABMB10
- Absolute New York Spritz 2 Fix Makeup Setting Spray - Dewy - FXS01

Episode 8: How to lift your face with contouring and highlighting?

With the proper use of contouring techniques and products, we can easily lift our face shape for the perfect and snatched makeup look.

Products mentioned:

- Absolute New York Icon Face Palette - All in One Blush, Contour & Highlighter - MFPF01 Fair to Light
- Absolute New York Angled Blush Brush For Face - ABMB06
- Absolute New York Blending Crease Brush For Eyes - ABMB14
- Absolute New York Tapered Bronzer Brush For Face - ABMB03

Episode 9: Easy 5 minute soft black Smokey eye

Most of us are often afraid of doing smokey eyes on ourselves because it seems pretty complex to achieve. However, following the techniques shown in this video, you can easily create a soft black smokey eye that will literally take 5 minutes to create.

Products mentioned:

- Absolute New York Icon Eyeshadow Palette - MEPE02 Warm Nights
- Absolute New York 4 in 1 Multipurpose Brush For Eyes & Lips - ABMB27
- Absolute New York Blending Crease Brush For Eyes - ABMB14
- Technic Mega Lash Water Resistant Mascara Black

Challenges:

- Re-editing the title of the videos multiple times due to feedback.
- It was difficult to keep the description with 2-4 lines.

Mistakes:

Although I was previously familiar with caption writing, most of my titles and description exceeded the word limit. So, I had to make it even more concise.

Learnings:

- Writing brief and informative captions
- Improved my creative writing skills

PROJECT 4

Project Name: Awareness Campaign script for replica & counterfeit products.

Assigned Date: 10/12/2022

Project Overview:

Recently, there has been a rise in counterfeit products in most of the beauty stores in Bangladesh. And these days, it is getting harder to differentiate between authentic and replica products. These fake products contain highly toxic chemicals that can be extremely hazardous to the skin. That's why a video awareness campaign is to be launched where a few of the leading beauty influencers of Bangladesh will educate the customers about how to identify authentic products simply by scanning the QR code that comes with the product.

My tasks and responsibilities:

My work was to create a script mainly in Bangla, mentioning a few important factors. They are-

- The alarming amount of counterfeit & replica products in Bangladesh.
- The harmful effects of using these products.
- How to identify authentic vs. replica products.
- The process of checking the QR code on the package to ensure authenticity.

This was the first draft of the script-

Hi guys!

আজকাল ফেসবুকে কিছু posts আর comments দেখা যাচ্ছে সাম্প্রতিক একটা সমস্যা নিয়ে।

সবার মুখেই একটা প্রশ্ন, মার্কেট এ অনেক নকল makeup products বিক্রি হচ্ছে, এর মধ্যে

কিভাবে বুঝবো কোনটা authentic আর কোনটা fake?

আসলে এটা খুবই জটিল একটা সমস্যা। আপনি প্রোডাক্ট কিনার সময় রিয়াল প্রাইসে কিনবেন

কিন্তু আপনাকে যদি দেওয়া হয় নকল প্রোডাক্ট, কতো বড় একটা প্রতারণা করা হচ্ছে তাহলে।

আবার আমরা এটাও জানি যে নকল products ব্যবহার করলে কেমিকাল বার্ন, স্কিন ইরিটেশন,

এবং কি চর্মরোগও হতে পারে।

তাহলে কিভাবে বুঝবেন যে আপনি যে product-টি কিনছেন সেটা আসল কিনা?

Solution-টা খুবই সহজ। এখন থেকে প্রোডাক্ট কিনার সময় অবশ্যই প্রোডাক্ট এর পিছে থাকা QR CODE-টি scan করে নিবেন। এরপর দেখবেন একটা পিন চাচ্ছে, ওটা বের করতে আপনার simply QR CODE এর নিচের স্টিকার টা উঠাতে হবে, এরপর যে সংখ্যাগুলো আছে বসিয়ে দিবেন।

প্রোডাক্ট authentic হলে আপনার এরকম একটা লেখা আসবে, আর যদি fake হয় তাহলে এরকম error দেখাবে। প্রত্যেকটা প্রোডাক্ট এর security key আলাদা হয়, যাতে করে customer-রা তাদের প্রোডাক্ট এর authenticity easily verify করতে পারে।

তাই এখন থেকে প্রোডাক্ট কিনার সময় অবশ্যই hologram আছে কিনা দেখবেন, যদি না থাকে তাহলে প্রোডাক্ট টা ডেফিনিটলি authentic না। আর যদি hologram দেওয়া থাকে, তাহলে QR CODE scan করে verify করে নিতে হবে।

এখন থেকে আমরা সবাই সচেতন হই, এবং আশেপাশে সবাইকে এই ব্যাপারে সচেতন করি।

The above script was the first draft. However, this went through several re-edits. The main edit was the script had to be more focused on Absolute New York. And, I also had to include that RT World LTD is the sole distributor of Absolute New York products in Bangladesh. Also, a call to action needed to be added to the end of the script.

After some brainstorming and some significant feedback, I came up with the following **script-**

Recently আমি Absolute New York থেকে একটা Important message receive করেছি, আমরা সবাই জানি যে Absolute New York বর্তমানে বাংলাদেশে বাঅধিক জনপ্রিয় একটা ব্রান্ড । আর এই জনপ্রিয়তাকে কাজে লাগিয়ে কিছু অসাধু ব্যবসায়ি Absolute Newyork er packaging ছবুছ কপি করে নকল প্রোডাক্ট বাজারজাত করছে ।

এগুলোর Packaging দেখতে ছবুছ Same লাগলেও ভিতরের প্রোডাক্ট সম্পূর্ণ ভিন্ন এবং toxic chemical দিয়ে বানানো যা future e আমাদের স্কিনে মারাত্মক ক্ষতি করবে যেটার জন্য পরে ডক্টরের কাছে আবার লাখ লাখ টাকা খরচ হবে।

এখন তোমরা কিভাবে বুঝবা কোনটা আসল আর কোনটা নকল? খুবই EASY way হল Original Absolute

New York er সব প্রোডাক্ট এর গায়ে Security QR CODE সহ একটি HOLOGRAM থাকবে। যার মাধ্যমে তোমরা সহজে verify করতে পারবা প্রোডাক্টটি আসল না নকল?? আর এই HOLOGRAM না থাকা মানেই ওই প্রোডাক্ট নকল। আর যদি HOLOGRAM টাও কাকতালিয় ভাবে কপি করেও ফেলে এইটার security code match করবেনা। আর প্রত্যেক original Absolute New York এর প্রোডাক্টের গায়ে RT WORLD এর আমদানিকারকের sticker থাকবে।

বাংলাদেশে Absolute New York er একমাত্র আমদানিকারক হল RT WORLD LIMITED, so তোমাদের কষ্টের টাকা দিয়ে নকল প্রোডাক্ট পা রচেজ না করে HOLOGRAM & আমদানিকারকের স্টিকার চেক করে আসল পন্য পারচেজ কর।

তোমরা যদি কোন online page or Cosmetics store এ এই HOLOGRAM & আমদানিকারকের স্টিকার ছাড়া ABSOLUTE NEW YORK এর প্রোডাক্ট পারচেজ করে প্রতারণিত হয়ে থাক তাহলে অবশ্যই Absolute New York Bangladesh এর পেজে সেই online page link / Cosmetics store er Address & purchase receipt সহ ম্যাসেজ দিবা সেটার জন্য তোমাদেরকে ABSOLUTE NEW YORK থেকে gift দেয়া হবে।

The above script will be used to create ten to fifteen awareness videos by a few of the leading influencers of Bangladesh, like Lamia Mokhtar Linda, Barish Haque, Faria Islam, Lamia Islam, Anisha Rozen, and many others. I had to ensure that the script sounded professional yet relatable to our audience.

Published awareness video based on this script by Barish Haque- https://fb.watch/hJvHs_361Q/

Challenges:

- Writing a script in Bangla was challenging because I needed to gain experience doing this.
- It was hard to deliver the message in a way that would be professional yet relatable.

Mistakes:

As I am not used to Bangla scriptwriting, I made multiple spelling mistakes while writing the script but with help from my colleagues. I was able to overcome that.

Learnings:

- Bangla scriptwriting.
- Adding multiple elements to scripts in a way that sounds simple and relatable to the audience.

Project 5

Project Name: Caption writing for December offers of Banglashoppers.com.

Assigned Date: 25/11/2022

Project Overview:

Every year for the month of December, Banglashoppers offers a lot of deals and discounts for the occasion of victory month of Bangladesh. The captions of these posts contain the details of this occasion and the range of discounts they are offering to their customers for this occasion.

My Tasks and Responsibilities:

I was assigned to write captions for two posts for the victory day sale. For the first post, there were a few specific points that I had to include in the caption. Those are- describing the occasion, deals they are offering, recommended order procedures, and necessary links. The first post had to be written entirely in Bangla.

December Victory month offers caption

বিজয়ের আনন্দ কোটি প্রাণে পৌঁছে দিতে বাংলাশপার্স-এ শুরু হয়ে গেল বিজয় দিবস অফার! এই অফারে ডিসেম্বর মাস জুড়ে সকল পণ্যের উপর থাকছে ৭১% পর্যন্ত মূল্যছাড়, আকর্ষণীয় সব কন্সো প্যাকেজ এবং উপহার!

শীতের প্রয়োজনীয় অরিজিনাল সব কসমেটিক্স, স্কিন কেয়ার এবং হেয়ার কেয়ার প্রোডাক্ট সবকিছু ক্রয় করুন সবচেয়ে সেরা দামে।

এছাড়াও থাকছে ২০০০ টাকার বেশি অর্ডার দেশজুড়ে ফ্রি হোম ডেলিভারি।

ইনবক্স এ মেসেজ করার পরিবর্তে, সরাসরি আমাদের অ্যাপ বা ওয়েবসাইট এ অর্ডার করলে পণ্য পাওয়ার নিশ্চয়তা বেশি থাকে। কারন, আপনার মেসেজটি আমাদের এজেন্ট পড়ার পূর্বে অন্য ক্রেতা অ্যাপ বা ওয়েবসাইট থেকে কিনে স্টক আউট করে দিতে পারে।

তাই আর দেরি না করে আমাদের মোবাইল অ্যাপ ডাউনলোড করে এখনি অর্ডার করুন আপনার প্রিয় প্রোডাক্টগুলো।

BanglaShoppers App: <https://banglashoppers.page.link/app>

Order Online : <https://www.banglashoppers.com/?q=combo>

[#bijoyoffer](#) [#decemberoffer](#) [#combooffer](#) [#makeupdeals](#) [#cosmeticscombo](#) [#valuedeals](#) [#makeup](#)
[#cosmetics](#) [#banglashoppers](#)

Published link:

<https://www.facebook.com/banglashoppers/posts/pfbid02MnReNVnZEaybanKLwxvFhqNF7xtuWJjRMY4MWMk2rbJMxy9WQuKkxUm23zGKPl>

The second post was about one specific best-selling product of Banglashoppers, Ofra Makeup Fixer Setting Spray. I was asked to include a brief product description with its ingredients, benefits, and features. After that, like in the previous post, I added the details of the discounts, order procedures, and necessary links.

December Ofra Cosmetics offers caption

Get Flat 50% Discount on Ofra Makeup Fixer Setting Spray 54ml!

Keep glowing in this lightly scented mist to set and refresh your makeup or just hydrate on the go. Makeup stays & protects your skin from harmful irritants for up to 12 hours. It contains Vitamin E, Aloe Vera, and Chamomile Flower Extract. Going makeup-free? Spray Makeup Fixer to keep your skin feeling fresh all day.

Features:

- 👉 Light, refreshing mist sets makeup all day long
- 👉 Skin-loving ingredients protect the skin
- 👉 Wear to protect skin and keep skin fresh
- 👉 Hydrate skin throughout the day
- 👉 Lightly-scented & long-lasting
- 👉 Contains a blend of vitamin E, aloe Vera, and chamomile flower extracts
- 👉 Can be sprayed alone to add freshness to your skin
- 👉 Vegan & Gluten-Free

এছাড়াও সব পণ্যের উপর পাচ্ছেন ৭১% পর্যন্ত মূল্যছাড় , আকর্ষণীয় সব কস্মো প্যাকেজ এবং উপহার!

শীতের প্রয়োজনীয় অরিজিনাল সব কসমেটিক্স, স্কিন কেয়ার এবং হেয়ার কেয়ার প্রোডাক্ট সবকিছু ক্রয় করুন সবচেয়ে সেরা দামে।

এছাড়াও থাকছে ২০০০ টাকার বেশি অর্ডার দেশজুড়ে ফ্রি হোম ডেলিভারি 🎉❤️

ইনবক্স এ মেসেজ করার পরিবর্তে, সরাসরি আমাদের অ্যাপ বা ওয়েবসাইট এ অর্ডার করলে পণ্য পাওয়ার নিশ্চয়তা বেশি থাকে। কারন, আপনার মেসেজটি আমাদের এজেন্ট পড়ার পূর্বে অন্য ক্রেতা অ্যাপ বা ওয়েবসাইট থেকে কিনে স্টক আউট করে দিতে পারে।

তাই আর দেরি না করে আমাদের মোবাইল অ্যাপ ডাউনলোড করে এখনি অর্ডার করুন আপনার প্রিয় প্রোডাক্টগুলো।

BanglaShoppers App: <https://banglashoppers.page.link/app>

Order Online : <https://www.banglashoppers.com/?q=ofra>

Showroom Address : <https://www.banglashoppers.com/locations>

[#bijoydiboshoffer](#) [#saleoffer](#) [#decemberoffer](#) [#ofra](#) [#fixingspray](#) [#settingspray](#) [#makeup](#)

Published link:

<https://www.facebook.com/banglashoppers/posts/pfbid02v26uzArAvYZswcHvSe6wHe327gPpNWgD32YpV7LHmc2xR9UEskK6GXKF3keKCTS2l>

Challenges:

- Writing captions in Bangla.
- Including every detail in the caption in an organized way.
- There were multiple corrections and feedback before it was finally published.
- Working under a very limited time.

Mistakes:

As I am not confident with my Bangla caption writing skills, I made a few mistakes in the language of communicating our message to the audience. After various feedback, I was able to fix this problem.

Learnings:

- This project gave me a lot of ideas for how a brand communicates its message to the audience.

Project 6

Project Name: Ideation of fast transition videos for ABSNY lipstick swatches.

Assigned Date: 02/11/2022

Project Overview:

Makeup swatches and review videos are one of the most watched videos on Banglashoppers's Facebook page. Every season, they try to develop new innovative ideas to make these swatches and review videos.

My Tasks and Responsibilities:

I was assigned to come up with a new content idea for the Absolute New York lipstick swatches and review videos. As TikTok has been one of this era's most popular social media platforms, I watched hundreds of TikTok videos to analyze what people enjoy watching the most. I realized there is a massive trend of fast transition videos among youngsters on Tiktok.

That is when I came up with the idea of merging fast transition videos with lipstick swatches. In this video, for each shade of lipstick, the blogger will be in entirely different outfits and looks, with a unique video transition for each time. This content will be able to engage and grab the attention of a lot of the audience.

Although this idea was approved by my supervisor almost instantly, it took a lot of work to convince the beauty bloggers to create such content, as it can be a lot of work just for one video. However, we convinced most bloggers to make these videos, and most of the videos performed well on Banglashopper's Facebook page.

Some of the published videos based on this idea are:

Apsara Rahman swatches video link: <https://fb.watch/hJsTHHbyxG/>



Figure 6.1: Afsara Rahman Swatches video screenshots.

Arshiya Mahi swatches video link: <https://fb.watch/hJt4q72PBv/>



Figure 6.2: Arshiya Mahi swatches video screenshots.

Faria Eva swatches video link: <https://fb.watch/hJto4S8RIo/>



Figure 6.3: Faria Eva swatches video screenshots

Challenges:

- The initial social media research before coming up with the idea was quite extensive and complicated.
- Convincing the beauty bloggers to make these fast transition videos

Mistakes:

I was not acknowledged for any mistakes during this project.

Learnings:

- Current trends of various social media platforms.
- The concept of fast transition videos.

Project 7

Project Name: Bridal season campaign planning for Banglashoppers.

Assigned Date: 21/12/2022

Project Overview:

As December to February is considered to be the bridal season in Bangladesh, I planned to start a bridal campaign from Banglashoppers. The campaign will consist of various social media activities that will create engagement and bring new audience and potential customers for Banglashoppers. The campaign will collaborate with leading beauty bloggers and bridal makeup artists who are associated with Banglashoppers.

My Tasks and responsibilities:

My work on this project was to come up with all the campaign activities and prepare the pitch deck for this campaign. This bridal campaign will have four different activities- specialized bridal combos, bridal consultancy, "The Dream Bridal Look" content series, and a bridal makeup contest.

BRIDAL SEASON CAMPAIGN

Start Date: January 2023

As bridal season have already started, we will be launching our bridal campaign from the month of January. The bridal campaign will include multiple activities which includes -

Specialized Bridal Combos

Bridal Consultancy

"The Dream Bridal Look" content series

Bridal Makeup Contest



Figure 7.1: Campaign plan cover

SPECIALIZED BRIDAL COMBOS

Four specialized combo of Makeup products will be offered for brides this season.

Combo Price Range-

- 6999 BDT
- 9999 BDT
- 14999 BDT
- 19999 BDT



Figure 7.2: Bridal Combo Slide

The first activity is to announce three to four bridal makeup combos with all the necessary products required for bridal makeup at a discounted price for all the upcoming brides this season. The combos will be at four different price ranges- 6999, 9999, 14,999, and 19,999 BDT.



Figure 7.3: Bridal consultancy content



Figure 7.4: Makeup artist for bridal consultancy

The second activity is offering free bridal consultancy to five-six lucky winners from leading bridal makeup artists in Bangladesh.

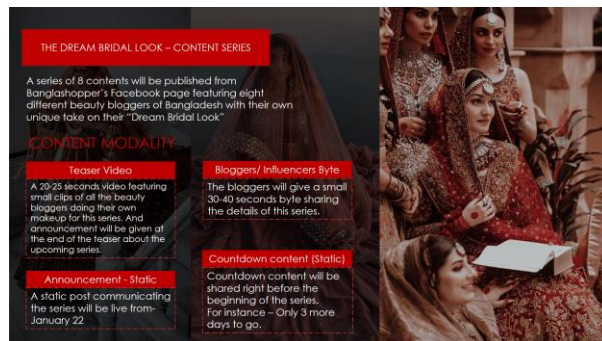


Figure 7.5: The Dream Bridal Look- Series

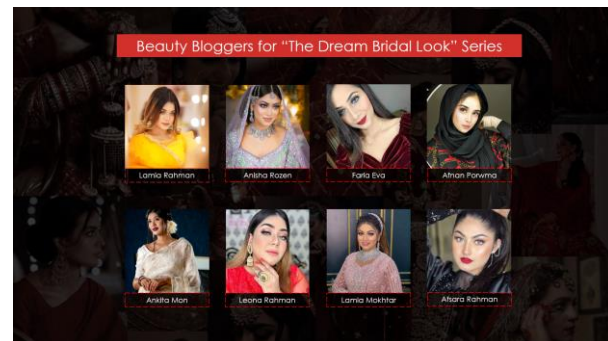


Figure 7.6: Beauty bloggers for content series

There will be a content series which will be eight episodes of makeup tutorials by eight different beauty bloggers. For this series, the bridal attires will be sponsored by "Anzara" and jewelry will be sponsored by "Anzums." At the end of every episode, the bloggers will announce the details of the upcoming bridal makeup contest.

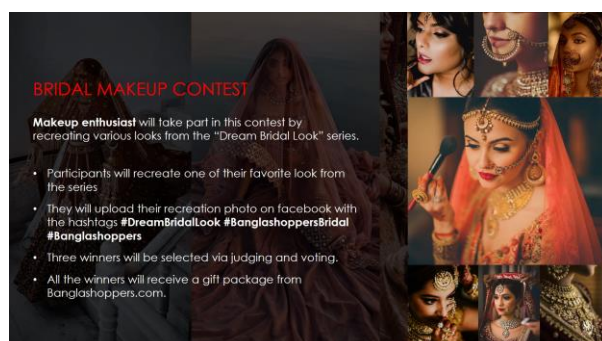


Figure 7.7: Bridal makeup contest

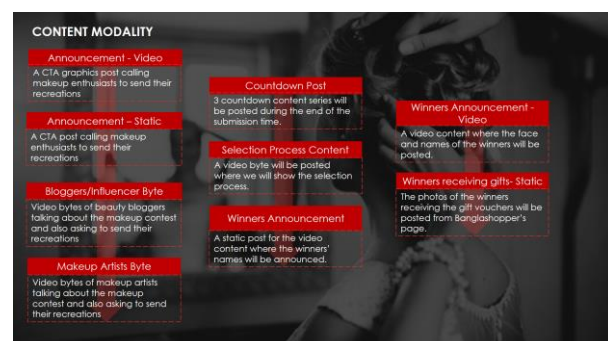


Figure 7.8: Content modality of the contest

The final activity of the campaign will be a bridal makeup contest. The contest participants will recreate different looks from the "Dream Bridal Series." Three winners will be selected based on judging and voting by the audience. And the winners will receive a gift package from Banglashoppers.com.

Challenges:

- Finding out new and innovative activities for the campaign.
- Brainstorming ideas that can be aligned with the occasion and product.
- Communicating with the sponsors to collaborate with Banglashoppers for this campaign.

Mistakes:

I was not acknowledged with any corrections during this project.

Learnings:

- Engaging people through different types of content.
- Finding out appropriate sponsors for a campaign and maintaining communication with them.

PROJECT 8

Project Name: Monthly content calendar for Banglashoppers.com

Assigned Date: 20/12/2022

Project Overview:

For each month, social media executives prepare a content calendar to plan all the videos they will post monthly. The plan should be done according to the availability of products and the current trends in the beauty industry of Bangladesh. Their videos & content usually consists of lipstick swatches, product review, makeup tutorials, and skin care routines. And these videos are uploaded strategically, around 1-2 videos per day.

My tasks and responsibilities:

I created an entire content calendar for the month of January. As December and January are the bridal seasons in Bangladesh, I mainly included bridal and bridesmaid makeup tutorials and live sessions by various beauty bloggers and influencers. Besides that, Facebook recently launched reels, and most videos uploaded as reels perform really well.

Content Calendar for January

Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
		1 Video- Traditional party makeover tutorial- Lamia	2 Video- How to double cleanse using REVON products- Anisha	3 Live- Bridesmaid glam by Faria Eva	4 Reel- ABSNY Lipstick swatches by Afsara	5 Video- Best hack for a long lasting base (oily skin)
6 Live- Discount announcement + Makeup look – Anisha	7 Reel- Top 5 travel makeup essentials - Faria	8 Video- 3 different eyeliner hacks- Afsara	9 Reel- 15 minute easy party makeover glam- Ankita	10 Live- Colorful Haldi bridal glam- Linda	11 Video- ABSNY brushes review- Afsara	12 Reel- How to achieve the most full coverage base- Linda
13 Video- The best mascara hack- Porwma	14 Live- Bridal combo announcement- Leona	15 Reel- How to ombre lips- Lamia	16 Video- How to highlight and contour	17 Reel- Trying out the new ABSNY volumizing mascara- Lamia	18 Live- Bridal combo announcement- Anisha	19 Teaser- Bridal Campaign
20 Video- Discount announcement + Bridal combos- Lamia	21 Teaser- Bridal Campaign	22 Video- Bridal Campaign- Linda	23 Video- Bridal Campaign- Anisha	24 Video- Bridal Campaign- Lamia	25 Video- Bridal Campaign- Faria	26 Video- Bridal Campaign- Ankita
27 Video- Bridal Campaign- Afsara	28 Video- Bridal Campaign- Leona	29 Video- Bridal Campaign- Mahi	30 Video- Bridal Campaign- Porwma	31 Video- Bridal Campaign- Competition Announcement		

Challenges:

- Coming up with unique contents for 30 days.
- Communicating with the bloggers to ensure if they can provide the contents on the given time.

Mistakes:

There were a few things that could have been improved in the distribution of content. But my supervisor cross-checked the content calendar and rectified it.

Learning outcomes

- Communicating with multiple beauty bloggers at the same time.
- Generating content ideas.
- Creating a content calendar.

Project 9

Project Name: Event planning for "Banglashoppers New Year's Meet & Greet."

Assigned Date: 18/12/2022

Project Overview:

Banglashoppers is about to organize a meet-and-greet event with several beauty bloggers and influencers currently working with Banglashoppers. Through this event, around one hundred of their fans will meet their favorite bloggers in person and get a chance to interact with them. Events of these sorts tend to get positive responses on social media, which is why Banglashoppers is preparing to organize this on the occasion of the new year.

My Tasks and Responsibilities:

Although event planning does not officially fall under my job description, due to my prior experiences and interests, my supervisor gave me the task of planning the event. I was asked to provide a plan with a goal, description, budget, and list of all the other necessary details.

Event Planning for "Banglashoppers New Year's Meet & Greet"

Event's Goal:

The main goal of this event is to gather several makeup enthusiasts with their favorite beauty bloggers to share their interests and passion for makeup.

Through this event, Banglashoppers will also be able to promote its brand to many people, ultimately increasing its brand visibility and credibility.

Selection Area:

We intend to hold the event at Lakeshore Hotel, Gulshan, Dhaka. We selected this venue because it is a very classy yet cozy place and easily accessible for all the people who are going to attend this event. The surroundings are pleasant, and the services are also excellent.

Time Schedule:

Our event will run from 06:00 PM to 10:00 PM. This is sufficient time to fully organize the entire program's activities.

Audience:

The beauty bloggers who will be our program's special guests are Lamia Mokhtar Linda, Anisha Rozan, Lamia Rahman, Afsara Rahman, Faria Eva, and Leona Rahman. Besides them, there are going to be hundreds of other makeup enthusiasts who are going to attend the event.

Budget:

SL No.	Categorize	Costing
1.	Event Centre	40,000 TK
2.	Cake (10-15 pounds)	10,000 TK
3.	Food Arrangement (Dinner- 120 people)	1,50,000 TK
4.	Event planner team	1,00,000 TK
5.	Equipment: Light Setup, Sound System, and Microphone.	15,000 TK
6.	Photographer & Videographer	20,000 TK
7.	Gift pack of 4 items: (W7 beauty sponge, ABSNY pro ink pen liner, Technic Trendsetter eyeshadow palette, and an ABSNY setting mist)	72,000 TK
Grand Total Amount		3,07,000 TK

Event Flow:

Banglashoppers' New Years' Meet and Greet will be held on Friday, 13th of January, 2023, at Shomadhan (Conference Room), Lakeshore Hotel, Gulshan, Dhaka, Bangladesh. The event will start at 06:00 PM and end at 10:00 PM. There will be around 100-120 guests participating.

From 06:00 PM, the guests will start arriving, and two people, on behalf of the Banglashoppers team, will begin handing over the goodie bags to the guests on arrival. The goodie bags will contain a W7 beauty sponge, ABSNY pro ink pen liner, Technic Trendsetter eyeshadow palette, and an ABSNY setting mist.

There will be a banner with the event name and details. The measurement will be a length of 54 inches, and a width of 36 inches. The event management team will arrange a basic light setup, sound system, and microphone for the event.

The event photographer and cinematographer will be Shafin Ahmed and Mashqur Hasan Emon.

Now, the host will present her welcome speech at 06:30 PM. After that, all the special guests will give a 3-4-minute speech. From 07:45 PM, the question and answer session will begin, where the guests will interact with all the beauty bloggers. Afterward, from 08:30 PM, the cake-cutting and photo session will take place. Following that, at 09:00 PM, the chairman of Banglashoppers.com will give his vote of thanks. Lastly, from 09:15 PM, the dinner will be served at the venue.

06:00 – 06:30 PM	Guest arrival and goodie bags distribution
06:30 – 07:00 PM	Host introduction
07:00 – 07:45 PM	Speech from all guests
07:45 – 08:30 PM	Question & answer session
08:30 – 09:00 PM	Cake cutting and photo session
09:00 – 09:15 PM	Vote of thanks by Hasnat Jamil, Chairman, Banglashoppers
09:15- 10:00 PM	Dinner

Event List with Serial:

- Budget: Three lacs seven thousand taka
- Event Center: Shoamdhan (conference room), Lakeshore Hotel, House 46, Road 41, Gulshan, Dhaka- 1212
- Event date: 13th of January
- Start and end time: 06:00 PM to 10:00 PM
- Opening: 06:00 PM
- Welcome speech and introduction for 30 minutes
- Special guest's speech
- Question and answer session- 45 minutes
- Cake cutting session, photo session
- Banglashoppers Chairman vote of thanks speech
- Banner: Events details
- Measurement: length:54inches, width: 36inches
- Podium: Arrangement by the event management team
- Equipment arrangement:
 1. Light setup
 2. Sound system
 3. Microphone
 4. Power and cables
- Photographer and cinematographer: Shafin Ahmed, Mashqur Hasan Emon
- Event management: El Evento
- Guest Quantity: 100-120
- Gift for guests: W7 beauty sponge, ABSNY pro ink pen liner, Technic Trendsetter eyeshadow palette, and an ABSNY setting mist.

Challenges:

- As so many factors are related to planning an event, it wasn't easy to keep track of every possible thing simultaneously.
- I was confused about the layout of planning an event.

Mistakes:

I could have done better in the planning layout and budgeting part of the event.

Learning Outcomes:

- Planning before organizing an event.
- Researching the current market price of various items related to an event.

PROJECT 10

Project Name: Absolute New York new product launch planning.

Assigned Date: 22/12/2022

Project Overview:

Absolute New York will soon launch a new product, "ABSNY Locked-in Smoothing Powder Foundation," for the first time in Bangladesh. This product will launch in Bangladesh on the first week of February 2023, along with many other countries at the same time. As this will be a grand launch of a new product of their series, proper planning is crucial to make this a successful launch.

My Tasks and Responsibilities:

My task was to prepare proper planning for the launch of "The ABSNY Locked-in Smoothing Powder Foundation." The main goal is to ensure the visibility of this product among its rightful target audience.

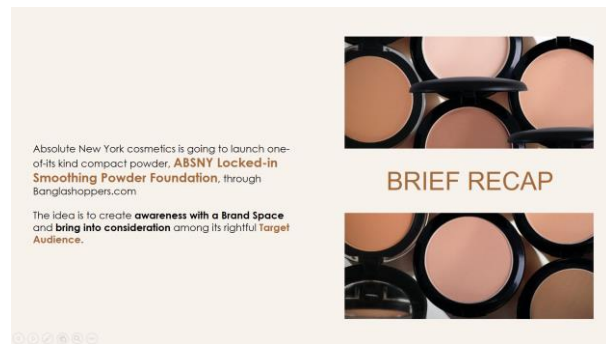
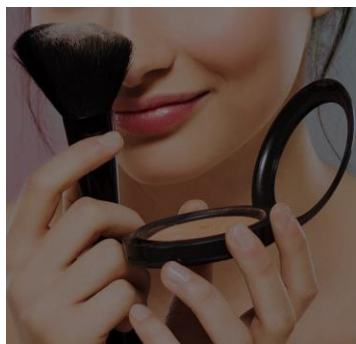


Figure 10.1: ABSNY Product launch plan Figure

10.2: Brief recap of the launch plan



Figure 10.3: Approach to the plan

To launch a new product in the market, it is necessary to identify what makes this product unique. Some of this product's key features and selling points is that this powder is blurring and smoothing, despite being vegan and paraben free. That is why it is essential to focus on these factors during the launch.



Figure 10.4: Key feature of the product

I also analyzed a few of the pre-existing similar products in the market. I tried to understand their promotional strategies and their ways of communicating with their target group to analyze what could be done differently to make our product stand out.

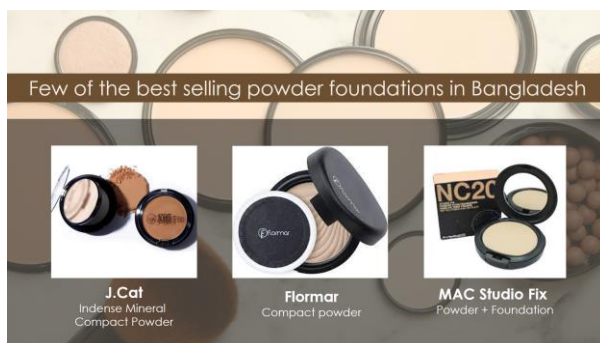


Figure 10.5: Competitor analysis



Figure 10.6: Main promotional strategy of Jcat cosmetics

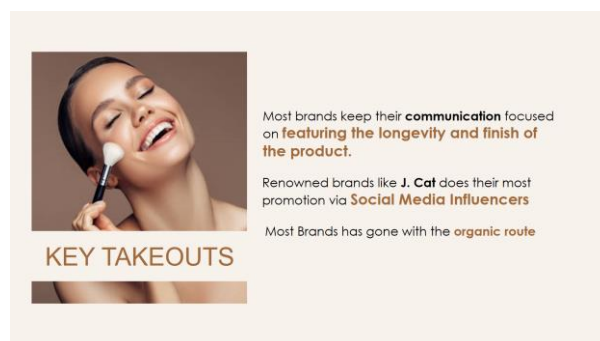


Figure 10.7: Competitor analysis key takeout

Our main goal is to reach our target audience/customers. To do that, we need to determine who our audiences are and their digital behavior.



Figure 10.8: Target group of product

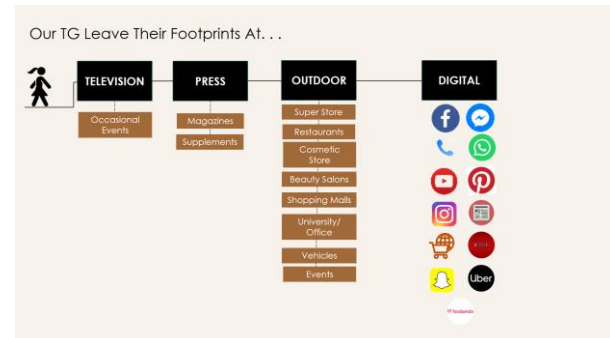


Figure 10.9: Digital footprint of our TG



Figure 10.10: Digital behavior analysis of our TG

Defining a brand space is vital because it will help us understand how to position this brand and what kind of promotion will be effective for this product.

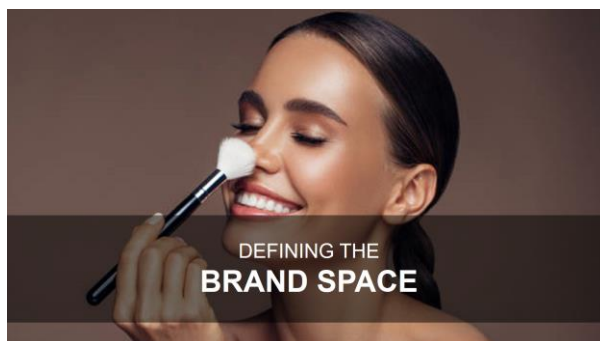


Figure 10.11: Defining brand space 1



Figure 10.12: Defining brand space 2



Figure 10.13: Defining brand space 3

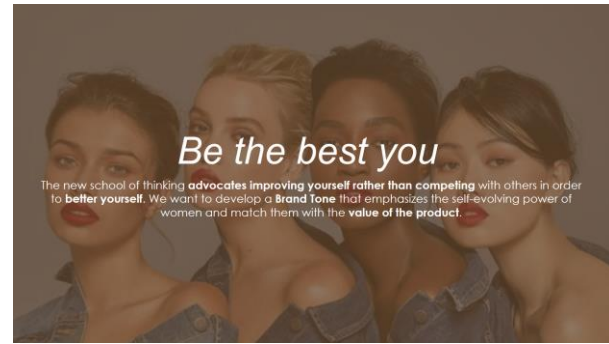


Figure 10.14: Defining brand space 4

After the competitor's analysis and current trends in the industry, we decided to focus primarily on group seeding and influencer collaborations for promoting this product to our target group. These days, women rely a lot on reviews posted on different women's groups because it is relatable and authentic for many people.

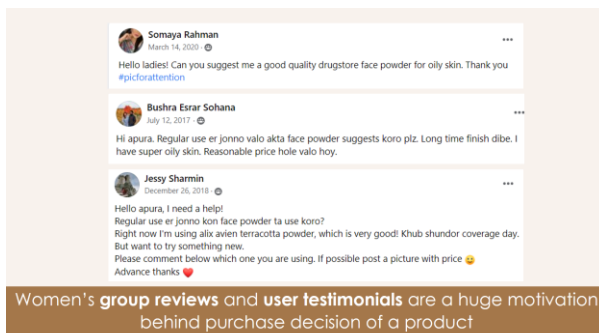


Figure 10.15: Women group reviews

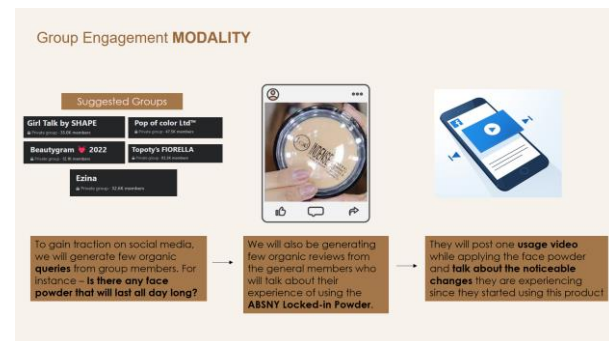


Figure 10.16: Group engagement modality

The product will be promoted through the review videos of various beauty bloggers in Bangladesh. These review videos will also be promoted as different forms of ads on YouTube.

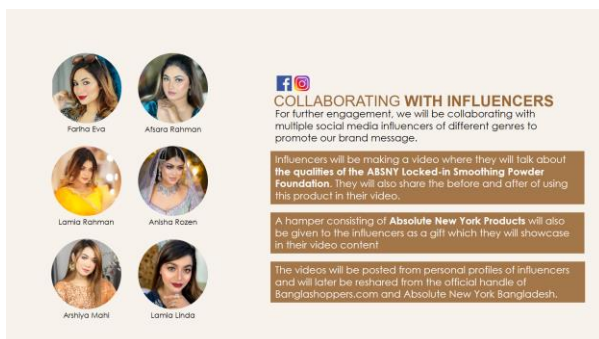


Figure 10.17: Influencer collaboration for the launch

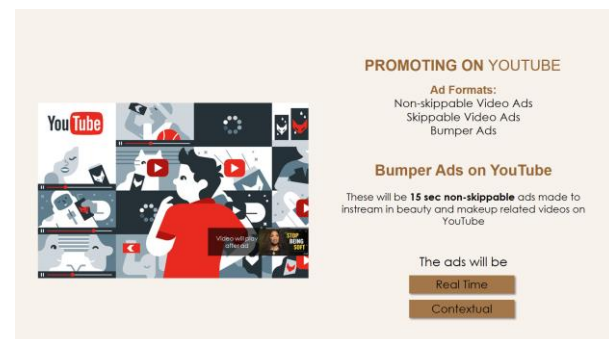


Figure 10.18: Promotions on YouTube

Challenges:

- This was my first time planning a product launch. I needed to familiarize myself with a few related terms to this project.
- This entire plan had to be done just within one day. That is why it was challenging to complete it within the due time.

Mistakes:

As this was my first time working on a project like this, in the beginning, I mistakenly skipped a few crucial parts while preparing this plan.

Learning Outcomes:

- Preparing a product launch plan
- Competitors' analysis of a product
- Analyzing the digital footprint of a target group
- defining a brand space
- One of my key takeouts while working on this was how crucial group seeding is.

Internship outcome

I wanted to get the most out of the internship by learning as much as I could and contributing as much as I could. We gained a lot of theoretical knowledge in class as Public Relations majors. Nevertheless, it was pretty rewarding to be able to use some of that knowledge in real-world situations. I purposefully focused on using the knowledge I had acquired throughout the previous four years of university and the new abilities I had developed while working my internship.

Banglashoppers gave me this platform and my creative freedom to create something new with all my learnings over the past few years.

The past two months have been an emotional rollercoaster. But still, this will forever be highly memorable for me. The experiences I gathered will stay with me for the rest of my life.

Realizations

I have been working on my own business since I was seventeen years old, and I have always been afraid of working in an actual office space. I always felt I could never work under other people's supervision. And this internship was an entirely a different experience for me.

Although I was working with supervisors, I still enjoyed doing this a lot. I faced many challenges that I had never encountered before, but somehow, I overcame every situation. Throughout this time, my supervisors supported me in every way possible to ensure that I could complete my task. Due to the positivity in my office environment, actual office work was not as scary as it seemed. Due to the variety of tasks I completed during my internship, I also discovered my interest in working in many new sectors that I had never thought of.

Achievements from Banglashoppers.com

In this very short span of time, I have been able to pull off tasks that I thought I could never do. My greatest achievement from working at Banglashoppers is indeed the content series campaign "Beauty Basics with Banglashoppers." As I was involved with this project from the very beginning and every step of the way, I am genuinely proud of the final outcome and my teammates who made this possible in the first place.

The main reason I enjoyed this so much is because I was able to compile all of my areas of passion (public relations, digital production, and makeup) during my internship.

And as I continue to be here as a Content Planner, I wish to achieve many more milestones in this industry.

WORK LOG

09/11/22

How to videos

"The makeup extravaganza"

- 1) Make your base last upto 16 hours with this technique.
- 2) Never struggle to put eyelashes anymore! 2 different ways.
- 3) 5 different lipstick techniques:
 - Gradient lips / Korean lips
 - Ombre
 - Make it bigger
 - Figure out your perfect nude lipstick
 - Lip lining - way.
- 4) Establish Easy & quick eyeliner for your everyday looks.
- 5) Lift your face with these highlighting & contouring techniques.
- 6) How can blush COMPLETELY change your face shape.

smoky

25/11/22

Skin Prep

00:05 → How to prep your skin before makeup.

00:22 → Apply a generous amount of moisturizer on your face & neck.

00:55 → ABSNY Primer name.

1:12 → Choose the correct variant according to your skin type.

1:19 → This is how you prep your face for a flawless & smooth base.

Foundation

00:06 → Prep your skin & use color corrector before applying foundation.

1:04 → Always apply thin layers of product to avoid cakiness.

Eyebrows

00:06 → - Eyebrow pencil
- Eyebrow powder
- Eyebrow pomade.

00:27 → Avoid filling the front of your brows for a natural look.

00:33 → Mostly focus on filling the arch of your brows.

Cutcrease

00:18 → Use a concealer as an eyeshadow primer.

00:24 → And blend it out with the ABSNY 07 brush.

00:40 → Focus the darkest color mostly on your outer corners.

1:52 → Complete the eye look with lots of mascara.

20.12.22

Content Calendar

1 - Video → Traditional party makeover tutorial - Lamia Rahman	16 - Video - How to highlight & contour - Farida
2 - Video → How to double cleanse using Revlon products - Anisha Rozen	17 - Reel - Trying out the new ABSNY volumizing mascara - Lamia Rahman
3 - Live → Bride & groom glam by Farida	18 - Live - Bridal combo announcement - Anisha
4 - Reel → ABSNY Lipstick swatches by Afsara Rahman	19 - Teaser - Bridal campaign
5 - Video → Best hack for long lasting base if you have oily skin	20 - Video - Discount announcement - Bridal combos - Lamia Rahman
6 - Live → Discount announcement + Makeup look by Anisha Rozen	21 - Teaser - Bridal campaign
7 - Reel → Top 5 travel makeup essentials by Farida Eva	22 - Bridal campaign - Lamia
8 - Video → 3 different eyeliner looks - Afsara Rahman	23 - " - Anisha
9 - Reel → 15 minute easy party makeover glam - Anisha Mon	24 - " - Lamia
10 - Video Live → Smokey Eye tutorial makeup - Lamia Linda	25 - " - Farida
11 - Video → ABSNY brushes review by Afsara Rahman	26 - " - Anisha
12 - Reel → How to achieve the most full coverage base - Linda	27 - " - Afsara
13 - Video → The best mascara hack by Farida	28 - " - Leona
14 - Live → Bridal combo announcement by Leona	29 - " - Mahi
15 - Reel → How to ombre lips - Lamia	30 - " - Peruma

Monthly

Content for everyday:

- 4 videos
- 2 days shoot
- Reel - 15 reels
- 3 - bridal shoots
- Picture
- Small product videos
- Live
- Client pictures
- Small videos
- Makeup tips

Onmerha's Work

- Schedule per week
- List of contents
- Shoots for videos
- Editing
- Caption
- Creative - Ideas

Next month →

- * - How to videos 4-10
- * - Bridal video
- * - Casual G RWM - 11-15

SELF-ASSESSMENT FORM

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

Name of Intern: Raisa Naushin

University ID: 181012020

Name of the Institute/Organization:	Banglashoppers.com		
Corporate Office Address:	House: 134, Road: 12, Block: E, Banani, Dhaka - 1213		
Email:	sales@banglashoppers.com	Web:	www.banglashoppers.com

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

40+

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

It was an unpaid internship

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.	5
6	I can recognize my personal weaknesses.	4
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	5

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	5
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	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	4.88

5. General Comments

Working with Banglashoppers has really been amazing for me. I have learnt way more than what I expected to. And I wish to excel in this organization even more in the future.

R.Naushin

Signature of Intern

PROFESSIONAL COMPETENCIES

Skills:

- Working under time constraints: I frequently had to conduct research for insights or compose a plan within a very constrained window of time. This taught me how to maintain composure while finishing a delicate task without any errors and within a concise window of time.
- Multitasking: I often had to be involved in multiple activities simultaneously. For example: While I was writing a caption, I also had to communicate with beauty bloggers for content and take feedback for an entirely different project from my supervisor.
- Presentation: The level of presentation abilities at Banglashoppers was far above what I had before joining. Over time, I discovered how to maintain themes and colors consistent with the brand I was working on, fit a lot of information into a single slide without having it look cluttered, and discover the many advantages of slide master.
- Creative: Banglashoppers assisted me in regularly using my creative side, even though I have always appreciated bringing it forward. I had to constantly engage my creative side and think more broadly, whether it was when creating the slides for a presentation or adding to the concepts as the pitch developed.
- Teamwork: One of my key takeout from my internship is undoubtedly how to work efficiently with a group of people from different departments for the best possible project outcome.

Attitude:

- During my internship, I was able to put the knowledge I had gained from earlier courses and apprenticeship programs to good use, which made me very pleased. It made it much simpler for me to operate in teams.
- I was always keen to take on new projects, expecting to learn something new.
- Since I tend to be a bit of an introvert, at the end of my internship, I had a sense of the work environment at Banglashoppers and was able to understand how crucial socialization during work is.
- I maintained persistency throughout all of my projects during the internship.

- I always tried my level best to maintain time and punctuality.

Knowledge:

- Creating a campaign plan
- Creating a pitch deck
- Copywriting
- Social media content analysis
- Working within a fixed time and date
- Ways of coming up with new creative ideas

CONCLUDING REMARKS

The past three months have been some of my most enlightening and eye-opening experiences. They have, in my opinion, both given me a practical demonstration of the workings of the advertising industry and assisted me in developing into a more seasoned professional. The idea of a career is no longer terrifying. I understood it entirely, although it was previously a complete mystery to me. I know that there is still a lot to learn and explore, and I am excited to see what my career in this field has to offer in the future.

Once again, I am glad that I was able to be involved in a work that merged all of my areas of passion: public relations, production, planning, and makeup. I want to consistently keep my performance up to the mark in this field and, hopefully, in the future, contribute to taking the beauty industry of Bangladesh to a different level.