

**THE EFFECTIVENESS OF THE JOURNAL ANATOMY'S IN-STORE PROMOTION
AND DISCOUNT ON SALES PERFORMANCE**

Internship Organization:
THE JOURNAL ANATOMY

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



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Internship Report Approval Form

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Letter of Transmittal

Date of submission: 14th December, 2025
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Subject: Submission of Internship Proposal on “The Effectiveness of The Journal Anatomy's in-store promotion and discount on sales performance.”

Dear Sir,

I am pleased to inform you that I have successfully completed my research report titled “ The Effectiveness of The Journal Anatomy's in-store promotion and discount on sales performance.” I have prepared this report following your guidance and suggestions over the course of my research.

This report has been prepared with the aim of exploring how in-store promotions and discounts influence the performance of their sales and which forms of promotion have the greatest number of customers. I have combined the knowledge and concepts acquired during my BBA program with my internship experience, along with relevant references, to compile this report as comprehensively as possible.

I truly hope that this paper fulfills your expectations and provides useful information. I kindly request that you accept this report, and I would appreciate your insightful comments and recommendations.

Thank you.

Sincerely,

Mohammad Abdur Rahman
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Acknowledgement

I would like to thank and appreciate everyone who helped me finish my research paper on the "The Effectiveness of The Journal Anatomy's in-store promotion and discount on sales performance" Above all, I am grateful to Almighty Allah for giving me the endurance, fortitude, and bravery to finish my assignment by the deadline.

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Part A

Chapter-1

1.1 Motivation and Expectations

I always had a desire to achieve and experience the marketing field of an organization, and wanted to know how a business truly operates over bookish knowledge and that's what inspired me to do the internship. I am studying in the University of liberal arts, Bangladesh, doing BBA and majoring in Marketing. I was curious to know how a business promotes and sells its products in real life. From this internship, my objective is to learn how innovation works in promoting a brand, how marketing tactics are executed, and how sales are influenced by customer behaviour. To improve my ability to communicate, professional skills, and pursue marketing as my future career will improve if i work in a real business environment.

1.2 Internship Search Process and Why I Chose This Organization

From surveying different opportunities, my search process for my internship began such as job-related professional groups and social media platforms. From Facebook I got an internship offer by The Journal Anatomy and it attracted me because of their unique and artistic business environment. On the internship post the contact details were given so I put my CV there and within 3 days received a call for the interview. The reason why I chose to do my internship here is because of their creativity, the uniqueness of the product and consumer engagement. The Journal Anatomy's Priority is being creative and different in the market, which offers an Exceptional Framework and from this it can be learned that in a niche market, how marketing can be effectively done. I can gather more expertise in marketing in a more practical and creative way by joining this organization.

1.3 Internship Interview Experience

I went for a physical interview at The Journal Anatomy's office. The experience of the interview was engaging and quite positive. The recruiter asked me many questions like what inspired me to come here, what's my academic background and what's my major in BBA. I was also asked to answer the contribution I will make in their team, what my skills are and how I got interested in creative brands like The Journal Anatomy. The interview did not make me nervous, instead it made me comfortable due to their welcoming and professional attitude. The interview gave me the courage to face other professional interviews in the future.

1.4 About The Organization



The Journal Anatomy aims to promote innovation through its stationery and crafting products, as its brand is based on selling arts and crafts items. A variety of Creative products, such as notebooks, washi tapes, wax seals, basic stationery like pen, pencil, and eraser, and other handcrafted materials, are offered by them that attract the customers who seek unique and aesthetic items. It was created with the perspective of mixing art with everyday necessities, offering customers creative and beautiful products. Through social media platforms like Facebook, Instagram, and TikTok, The Journal Anatomy has achieved a loyal and strong customer base. They continue to widen their reach by connecting with art and craft lovers all over Bangladesh through retail business and by the creative art industry.

1.4.1 Mission:

The Journal Anatomy's Mission is to motivate creativity and self-expression by their arts and crafts products. They aim to provide premium quality crafting and stationery items that combine with customers' emotions. For their customers, they pursue aesthetic, unique and meaningful daily crafting & stationery essentials.

1.4.2 Vision:

For its artful excellence, quality, and creativity, The Journal Anatomy is becoming Bangladesh's renowned arts and crafts store. They encourage people who respect creativity, art, and uniqueness by enabling them to express themselves through attractive arts and crafts products.

1.4.3 Commitments:

The Journal Anatomy is dedicated to Retaining Outstanding standards of customer satisfaction, creativity, and uniqueness of the product. To keep their product line unique and inspiring, they constantly search for newer and better designs of their products. By providing constant uniqueness in its offering, personalized services, and delivery systems, the company is focused on customer experience in both in-store and online services.

Chapter Two: About the Internship

2.1. Position, Work Environment, and Job Responsibilities

Considering that I was working as a Sales Representative at The Journal Anatomy, my responsibilities were more focused on customer relations, inventory management, as well as on the daily sales and online business operations. The Journal Anatomy is a famous Bangladesh-based stationery and lifestyle brand that is oriented to creativity, aesthetics, and customer satisfaction. It has established a good presence not only in its physical store but also in its online presence, through its Facebook page (The Journal Anatomy), which often sees customers interact with the large selection of products that the company offers.

Since my job position was that of a sales representative, I had to do both offline and online work, which gave me a chance to get involved in a variety of activities related to business operations. Some of the daily tasks of my job were to welcome the customers, describe the products and the ways to use various products and give them the right tips on how to make appropriate purchases. I also gave the customers clear information on the quality of that product, product design, price, and availability so that they were satisfied with their buying decisions and felt confident in their buying decisions. One of the most significant aspects of my job was persuading customers by communicating with them and knowing more about the products they needed, which are the key abilities in a retail business setting.

In addition to customer services, I had to be in control of billing and cash management and make sure that all the transactions are correct and documented correctly. I was also involved in the inventory management that entailed monitoring the availability of the products as well as updating the stocks and keeping the record of inventory in Excel spreadsheets and other online software systems. With this, I got acquainted with the systematic organization, rearrangement, and documentation of products to prevent shortage or mismanagement.

Since The Journal Anatomy is a store and online-based company, I was also actively involved in the e-commerce activities. I was working with online orders, where I was supposed to pack the goods and prepare the parcels to deliver, handling online returns and exchanges. My role was to process the Pathao Courier entries that involved accuracy in customer data input, taking orders, and ensuring delivery. Having all the parcels delivered in time served to preserve the image of the brand as a reliable and efficient company.

The Journal Anatomy had a truly positive, friendly, and professional working environment. Team members and the management were also cooperative, and I was always motivated to exchange ideas and learn with

my colleagues. All the people in the organization were enthusiastic, and the atmosphere was cordial, thus making it an enjoyable working environment. I liked the way the supervisors assisted me in times of need and, at the same time, gave me the freedom to handle significant tasks. This autonomy and mentoring allowed me to become more personal and professional. The culture of the firm of creativity, discipline, and teamwork allowed the experience to be enriching and enjoyable.

2.2 Skills Learned, New Knowledge, and Contributions to the Company

At The Journal Anatomy, I was able to acquire extensive skills in various practical areas that were helpful in supplementing my academic experience in marketing. The internship gave me experience of retail processes and operations, customer service, and digital business management.

The skills that I was able to acquire beneficially included the art of communication with customers. All customers were different and had their preferences and questions regarding products, and I was able to learn how to act patiently and professionally with them. I learned to be an active listener, which has allowed me to know their needs and propose the right products, most times resulting in successful sales. This has empowered my skills in establishing trust and positive customer experiences.

Inventory management was another significant learning domain. I got to know how to monitor inventory levels with the help of Excel sheets and also through Internet-based inventory programs. I also saw the team track the product movement and how the team managed reorder levels to avoid stock outs. The knowledge of the control of inventory based on digital systems helped me realize how companies could preserve their operational efficiency and reduce losses.

I also got familiar with the complete procedure of managing orders online as well as handling and packing up packages to be dispatched. I also got the practical experience of labeling the packages, checking customer information and inputting order information using the Pathao Courier platform. This is what made me understand the logistics of e-commerce as it is, and how the process begins with receiving an order and culminates in delivering it right to the customer. These lessons taught me the value of accuracy, time management and customer satisfaction in online retail.

I also honed my data entry and data organization skills in keeping sales reports and product entries in Excel. This was a lesson on how to deal with a lot of information with accuracy and make summaries that could lead to making decisions on behalf of the management team.

Contribution-wise, I feel that I was able to contribute to my company to ensure its daily operations ran smoothly and that it was able to achieve customer satisfaction. Timely service to customers, correct billing and data entry organization allowed decreasing the waiting time and enhancing the working process. I also informed my supervisors on customer preferences and frequently asked questions, which assisted the company in the planning of future marketing campaigns and stock management in a more effective manner. My efforts to keep the company in the tradition of timely services and reliability by managing the parcel handling and online tracking of orders maintained the company's status. The management valued my efforts, teamwork, and good performance, and I was glad that I could help the company to gain an online presence.

2.3. Relation Between Educational Learning and Internship Experience

Being a student of the BBA majoring in Marketing, the experience of working as an intern in The Journal Anatomy gave me an opportunity to directly apply my academic knowledge in practice in a real business context. This internship provided me with a transition to the real world of marketing, as I could learn how the principles of marketing can be put into practice.

Most of the concepts that I learned, like consumer behavior, sales management, and digital marketing, were very relevant to my position. To illustrate, knowledge of consumer behavior assisted me in identifying the various types of customers and changing my communication style appropriately. There were those who were conscious of design and quality and there were those who were price-conscious who knew my differences, and this helped me to shape my sales strategy appropriately.

The Sales and Distribution Management knowledge also enabled me to comprehend how inventory can flow to the final customer, whether in-store or online. In addressing the issue of product stock management and courier, I may have compared these activities to theories I studied during classes, e.g., the maintenance of the efficiency of the supply chain and operations minimisation.

Principles of marketing and Integrated Marketing Communication (IMC) helped me learn the ways businesses convey their brand values to customers. These principles were applied at The Journal Anatomy in branding, packaging, and social media content. I also got to know how brand loyalty is made with a coherent brand identity and customer service.

Besides, my research in Marketing Research and Business Analytics matched well with my data management tasks. By inputting and tabulating the product and sales data in Excel, I obtained an opportunity to learn how companies use knowledge that is data-driven to make effective decisions, such as the most popular product being sold or which product should be promoted.

This internship also enabled me to understand more about how digital transformation is affecting modern marketing practices. The customer interaction, e-commerce business, and courier integration focus of the Journal Anatomy has shown me how the traditional sales department roles are steadily exploring the online world. It made me more knowledgeable about the ways marketing should evolve in light of the transition to the online market.

Overall, my internship experience was wholesome as far as integrating theory and practice is concerned. It not only enhanced my communication, organizational, and analytical abilities, but it also provided me with practical experience in retail and online sales. This has inspired me to join the market and the brand management profession in the future, where I will be able to utilize the knowledge as well as the practical skills that I obtained in the course of The Journal Anatomy.

Chapter Three: Self-Reflection

3.1. Things I Liked and Disliked About My Internship

My time as an intern in The Journal Anatomy was one of the most learning, growing, and developing experiences. As a Sales Representative, I have witnessed a retail business that has creative functions, including customer service, stocking, and online services. My internship had a few factors that I truly enjoyed and a few issues that made me realize that there are things that the organization and I can do to become better.

The work environment was friendly and cooperative, and I liked that aspect the most. At Journal Anatomy, I was treated well and allowed to learn by having real responsibilities rather than just being observed. The management team was friendly and never hesitated to respond to any questions and assist me with any work that I was not familiar with. This free flow helped me to easily get accustomed to and comfortable in my position.

The innovative environment of the brand was also a great favorite among me. The corporation specializes in artistic stationery, planners, and lifestyle products that are inspirational. The work was also enjoyable and motivating since it was surrounded by aesthetically designed products. I was proud to be a local Bangladeshi brand that is a combination of design, functionality, and quality.

Another highlight was my customer interaction aspect. I enjoyed the process of interacting with customers, learning about their likes and preferences, and assisting them in selecting products that would suit them. Every discussion helped me to learn something new about human behavior, the psychology of sales and good communication. It was also a rewarding experience to feel that you have successfully managed to persuade a customer to make or go on a purchase or to give a satisfactory response.

Nevertheless, there were also some factors that I found difficult. The workload was high during the special sales or special offers. It may be overwhelming to manage customers in-store and update Excel sheets, manage Pathao courier entries, and pack online orders in some cases. There have been times when I had to multitask under pressure and in such cases, my minor errors were corrected as I gained time.

The other small problem was that as an intern, I could not always feel free in coming up with strategic proposals. Although the management was accommodating, senior personnel made most decisions relating to pricing, promotions, or digital strategies. I would have liked to have been more engaged in marketing

discussions, where I could use the academic knowledge and concepts. However, these difficulties assisted me in comprehending the processes of functioning of professional hierarchies and the flow of decisions in an organization.

3.2. How I Could Do Better and How the Organization Could Utilize Me Better

In retrospect, I feel like I could have done several things even better during my internship. Time management under pressure would be one of the areas of improvement. Despite the fact that I was effective in my day-to-day activities, some of the busy hours needed more organization. It could have alleviated stress of work at the end of the day, had I prepared checklists or updated plans earlier in the day.

I believe I would have also done better in terms of tracking and analytical reporting of my sales. Though I made some Excel sheets of inventory and sales, I could have stepped further and made a detailed analysis of what products sold well, what are the patterns of demand are seasonally or come up with a short report of management. This would have given me an additional value to my position and enabled me to acquire one of the most crucial marketing abilities: analytical thinking.

Communication-wise, I found out that I was at times afraid to seek assistance or clarification where I needed help, particularly in my initial weeks. It may have also helped me learn quicker by being more active in soliciting feedback. I will be more open with supervisors in future professional experiences to enhance the level of efficiency, as well as learning outcomes.

On behalf of the organization, I feel that The Journal Anatomy would be able to take better advantage of the interns. To illustrate this, they might use brief training at the onset of the internship to have a demonstration of software tools, courier processes, and methods of handling customers. Although these skills, which I acquired in the work process, can be mastered during the working process, a systematic introduction is likely to save time and minimize initial errors.

Also, the company may give interns a chance to take part in small-scale marketing projects or online campaigns. The opportunities would not only be beneficial to students, but would also introduce fresh ideas to the brand since many interns have a business or marketing background. Providing interns with an opportunity to propose solutions, organize mini-promotions, or help to create content on social media would make the internship more interactive and mutually beneficial.

3.3. Future Development Reflections and Recommendations

This internship experience has also given me insight of what I am good and bad at and what I aspire to be in life. One of the best things that I have learned is that sales and marketing cannot be successful without being consistent, patient, and communicative. It is not merely about selling products but also about gaining credibility and knowing what customers want. I will also continue to practice my services and persuasion skills, which will come in handy in my future profession as a marketing and brand manager.

The second lesson that I have gained is the importance of digital literacy and data organization. In the business world today there is relevance of technology as far as efficiency is concerned. I would also like to keep on enhancing my abilities to use Excel and software management and gain experience related to such professional tools as CRM systems and digital marketing analytics. The competencies will make me a more successful person in dealing with future employment that will entail online and offline work.

In my subsequent position, I would like to pay more attention to the marketing strategy and campaign planning. My experience at The Journal Anatomy made me creative in the way a brand conveys its essence and gains emotional connectivity with customers. I would like to help in the marketing campaigns that narrate significant stories and build brand loyalty.

Regarding the Journal Anatomy in terms of recommendations regarding the internship program, I would recommend the company to maintain the encouragement of initiative and ideas among the interns. Monthly feedback meetings between the interns and the supervisors might also assist both parties to shed light in terms of progress, challenges, and new ideas. Another strategy that can be adopted by the company is a brief assessment at the culmination of the internship period to help highlight the strengths and areas of improvement of each intern, which will be useful in personal growth.

On the whole, the experience during my internship in The Journal Anatomy was a ground-breaking one. It enabled me to relate theories to practice, build professional confidence, and realize the collaboration of marketing and sales in the real business environment. The experience helped me to be more determined to choose a marketing career and also taught me that learning is an ongoing process, and no task is too difficult; it is a challenge that one grows in.

Chapter Four: Personal Development Plan

4.1. Personal Development Plan and Career Plan

An internship practice at The Journal Anatomy was fundamental in helping me develop my perception of the work world and to hone my career goals. Having worked as a Sales Representative, I got the chance to learn first-hand experience with customer interaction, marketing communication, and retailing. This has been an eye-opener and the exposure has helped me in my further action planning to pursue a structured and meaningful career path in the area of marketing and brand management.

My short-term objective is to graduate with a good academic performance with a Bachelor of Business Administration (BBA) degree, majoring in Marketing. In addition to the study, I intend to attend brief professional training in the field of digital marketing, branding, and customer relationship management (CRM). Such certifications will enhance my technical background and make me more competitive in the employment market.

After my undergraduate degree, I plan to take the first step of getting an entry-level job in a well-established marketing-oriented firm- preferably in a brand management, sales or digital marketing department. I also hope to become a marketing strategist or a brand manager in the long run, and in this case, I am able to utilize creativity, analytical abilities, and leadership in order to develop powerful brand perception and consumer experiences.

The area that I am interested in, especially, is collaborating with consumer-oriented brands that appreciate the power of innovation and narration. The Journal Anatomy experience has taught me that branding can also be emotional and form a level of loyalty even outside of the features of the product. This has made me take up a career in brand communication, where I can contribute to organizations by creating real and effective marketing strategies.

Long-term, I also plan to acquire a Master's degree in either Marketing or Business Strategy, either in the country or internationally. A post-graduation will enable me to specialize, enable me to have a global experience, and enhance my leadership and strategic decision-making skills. I will also consider entrepreneurial ventures in the future and may start a little business which may be in regards to fashion, lifestyle or creative products. In these fields, marketing innovation is very important in business performance.

I am looking forward to building a career as a career developer by engaging in regular learning, career development, and through practical practice, which satisfies my personal requirements and objectives as well as benefiting any company I will be employed with.

4.2. Development of Technical and Interpersonal Skills

In my internship, I came to understand that technical knowledge is always necessary as well as interpersonal skills in the modern competitive business environment. It is thanks to The Journal Anatomy that I have been able to determine which aspects I can be characterized as strong, and what skills I should continue to develop to become a well-rounded marketing professional.

Technical Skills to Develop

Digital marketing and social media analytics:

With marketing going digital, I would like to learn more about digital tools such as Facebook Ads Manager, Google Analytics, and SEO tools. Knowing how to analyze audience engagement, design data-driven campaigns, and gauge the performance of marketing will be key to my future roles.

Data Management/ Excel Profiling:

Although my practical skills in the management of sales and inventory data in Excel were positive, I also have objectives to improve my technical competence with the knowledge of advanced Excel functionality, data visualization, and, maybe, primitive data analysis tools like Power BI. It will help me to make evidence-based market and sales decisions.

Customer Relationship Management (CRM) Tools:

I would also like to know how to introduce easy online applications so that I can keep track of the customers and their history of purchases. This will help me stay on track in making follow-ups to customers, receiving repeated orders as well as addressing messages in time. As soon as I learn about the straightforward ways of dealing with customers, such as keeping a list of contacts, tracking the orders, taking notes on feedback, and so on, I will be in a position to establish superior relationships and make customers feel significant and satisfied.

Research: Branding Basics: Graphic Design:

Since all marketing solely relies on visual presentation, I will obtain the least complex graphic design programs, including Canva, Adobe Photoshop, or Illustrator. It will also allow me to become innovative in the promotion of campaigns and study the visual side of brand communication.

Relevant Interpersonal Skills.

Leadership and Teamwork:

My work experience in a sales environment taught me that teamwork is a valued aspect. I would like to continue developing the leadership skills related to the aspect of becoming an initiator of group work and learning how to guide and motivate others.

Presentation Skills: Public Speaking:

To become a good marketer, one should be an expert in selling ideas. I shall also participate in workshops, debates or activities in the university which will improve my verbal communication and talking skills.

Problem-Solving: Critical thinking:

One of the problems that I was not expecting to encounter at my internship was customer complaints or missed deliveries. The real-world analytical exercises and simulations will ensure that I am a better decision-maker in a stressful situation.

Emotional Intelligence and Adaptability:

Marketing practitioners have always been in interaction with people of different backgrounds. The skill I would like to work on to enhance my emotional intelligence is the skill of being empathetic, patient, and flexible. These qualities are needed in order to be professional and in order to experience the feelings of consumers in a real marketing situation.

PART B

Executive Summary

This research proposed to compare the effects of in-store promotions and discounts on sales at The Journal Anatomy with the aim of considering the types of promotions that have the greatest appeal to customers. Qualitative research design was applied and was backed by semi-structured interviews with the marketers, store managers, and sales personnel as well as a review of three years of sales records (2023-2025). Thematic analysis was used to find the themes about how well in-store promotions worked. Every interview data and script was thoroughly examined, classified, and categorized into themes. Results demonstrate that huge campaigns, including Up to 40% off (Clearance sale) and Flat 20% Discount, reaped great immediate sales surges of between 55 percent and 150 percent. The sales improvement was also constant after the campaigns, and customer loyalty and a higher rate of regular purchase were felt. The data also indicated that percentage-based discounts, especially flat rate discounts, were the most responsive to customers since they were transparent and had extensive coverage of products. Although promotions increased impulse purchasing and traffic, excessive use of discounts could decrease profitability in the long term and train customers to expect discounts. This study proves that in-store promotion and discounts highly affect the sales performance and have a positive impact. On the whole, the study finds that promotion is efficient yet it has to be planned and diversified to maintain the sales growth and brand value in the long run.

Chapter One: Introduction

1.1 Research Title

The Effectiveness of The Journal Anatomy's in-store promotion and discount on sales performance.

1.2 Background of the Study

Discounts and in-store promotions have proven to be critical selling instruments as well as influencing customer behaviour in contemporary retail outlets. With the heightening competition and constant bombardment of consumers with promotional messages, retail brands are finding more and more pressure to create effective promotional strategies that may not only attract consumers but also provide meaningful sales results. The Journal Anatomy, the retail brand that deals with stationery and creative lifestyle items, conducts numerous promotion campaigns on a regular basis, i.e. percentage discounts, seasonal, bundle deals, clearance sales, and festive offers. The strategies aim at bringing more foot traffic, enhancing profit, and customer engagement. Nevertheless, in spite of the systematic implementation of such promotional activities, the general effects of the sales performance and the long-term behaviour of the customers are ambiguous.

The journaling and stationery industry is particularly vulnerable to visual merchandising and buying on impulse. It is not always about rational and high involvement decision making but rather aesthetics, emotional appeal, and perceived value, which influence customers. Promotional activities in this case are critical in influencing the buying decisions. Nevertheless, The Journal Anatomy has noted discrepancies between the image that is created by promotions and their ultimate sales outcomes. Although some campaigns attract crowds and short-term surges in sales, the long-term ramifications on customer retention, long-term sustainable sales, and brand loyalty have not been perceived well. This leaves a strategic vacuum where the brand spends a lot of money on its promotion activities without a clear indication of their success.

Also, there is the challenge of the emergence of digital retailing and promotion avenues that are diversified. Even though The Journal Anatomy is primarily interested in the in-store promotions, rival brands can use physical and online promotional methods, influencing the customer expectations and overall buying behavior. The fact that the promotional evaluation is not integrated makes it hard to understand whether the campaigns the company organizes are competitive or if they are just effective in producing the short-lived increases in sales.

The necessity to have evidence-based assessment is even more urgent when one takes into account financial implications. Poor promotions may decrease the profit margins, prompt customers to hold back until there

is a discount offer rather than making a regular purchase, and will not promote long-term brand development. Having insufficient studies on the effectiveness of certain types of promotions, such as flat discounts as opposed to high-value clearance promotions in this type of niche retailing operation, The Journal Anatomy needs a clearer insight in the effectiveness of particular promotional strategies on customer behaviour and long-term performance.

This research paper will therefore examine how the sales p

The performance of The Journal Anatomy is affected by in-store promotions and discounts in three years (2023-2025). The research will identify the promotional format that elicits the most response by customers, prompts sales growth, and justifies sustainable business operation through a combination of qualitative results of the study based on the opinions of the marketers, store managers, and sales personnel and the analysis of the sales records. Through this gap in knowledge, the research will assist the brand to maximize future promotional efforts, resource allocation, and adopt promotional strategies that ensure that the brand achieves its customers' preferences and long-term business objectives.

1.3 Research Problem Statement

Despite the regular use of in-store promotions and discounts, The Journal Anatomy also faces certain problems related to the context of knowing whether these campaigns have any meaningful impact in terms of sales increase. Though the customers are attracted by the visual images of promotions and they may make a purchase, it is observed that it has little proof about the effectiveness of promotions in long-term revenue, customer retention, or brand development.

The main problem that has inspired this research is the lack of clarity on the actual effectiveness of the promotional activity of the company. Without proper evaluation, there exist the possibilities of investing in terms of promotions that do not make substantial contributions to sales, reduce profit margins and fail to help generate customer loyalty.

1.4 Research objectives:

- To explore the impact of the in-store Promotions and discounts on the sales performance.
- To find out what type of promotions (percentage discount, offers) will attract the greatest number of customers.

It is with the assistance of the current study that the research study aims to generate viable results that will enable the business to streamline its marketing efforts, engage in the development of an ideal customer response, and enhance the overall business performance regarding strategic promotional planning.

1.5 Research Question

1. How do in-store promotions and discounts influence the performance of their sales?
2. Which forms of promotion (eg-%, discounts, offers) have the greatest number of customers?

1.6 Scope of the Study

The proposed research is particularly aimed at determining the effectiveness of the in-store promotions and discounts utilized by The Journal Anatomy. Three years of sales and promotional data have been used as a base for the study, which includes seasonal offers, percentage discounts, bundle deals, special displays, and limited-time campaigns. The area is limited to in-store promotions and not online promotions or digital promotional practices.

The results of the study can be applied directly to The Journal Anatomy, since the study is specific to the type of product, customers, and retail location. Although other stationery or crafting retail firms might consider the findings, the findings might not reflect their business situations since there are differences between the demographics of their customer base, the location of their stores, the kinds of products they sell, and the position of their brands.

Also, the research does not expand on the possibilities like long-term branding, supply chain operations, or financial forecasting, but focuses on the impact of promotions on the performance in sales, customer traffic and purchasing behaviour. The study also highlights impulsive purchasing behavior in the unique product category of The Journal Anatomy, thus the results are more applicable to the companies that deal with stationery, journals, and creative accessories, among other consumer goods.

1.7 Limitations of the Study

Despite the useful results of the research on the accuracy of in-store promotions and discounts in The Journal Anatomy, there are a few limitations that are necessary to know the scope of the study results. The research failed to measure digital promotions, social media advertisements, cross-platform marketing, and online discounts. As the success of the modern retail sector tends to rely on both physical and digital platforms, the omission of the online promotional data does not make the evaluation of the promotional performance complete. Furthermore, the study was based on the sales data for three years (2023-2025). Although this time frame is helpful in terms of trends, which can be used in short-term analysis, it is not applicable in conducting the long-term analysis of the promotional effect. A longer time period of data, like 7-10 years, would have shown more seasonal effects, economic effects, or long-term effects on customer behaviour. A semi-structured interview has been done with the marketers, store managers, and salespeople. Qualitative responses rely on subjective judgement and personal experiences; therefore, some of the insights might be biased or not entirely reflect the customer behaviour. Owing to the fact that the participants gave interpretations and not measurable data, certain results might be affected by personal views instead of objective facts.

Chapter 2: Literature Review

2.1 Industry Overview: Stationery, Journaling, and Creative Lifestyle Retail

The stationery, journaling, and creative art retailing industry has seen significant growth in the last one decade, and it is attributed to the growing demand by consumers for personalization, aesthetic appeal, and self-expression. Due to the increase in digital fatigue, several people are gathering towards physical products that are visually appealing and can enable them to be creative in a way that can never be entirely replicated with digital tools. TOI World Desk (2025) notes that the Gen Z have invested their hobbies in crafting, which has led to a growth in the overall crafting industry. That's why the stationery market remains profitable worldwide due to the long, persistent emotional and functional value of the products in question. Notebooks, planners, pens, stickers, scrapbooking accessories, and crafting tools have sentimental value among consumers and are not utilitarian items as such.

The strong influence of aesthetics and sensory experience is one of the prominent features of this industry. There is a paper, *Impact of Store Design and Atmosphere on Shoppers' Purchase Decisions: An Empirical Study with Special Reference to Delhi-NCR* by Mohammed Arshad Khan, published in 2023. That study finds that store design, visual merchandising, and in-store ambience significantly impact shoppers' purchase decisions. This physical experience will affect the buying behavior, particularly on the products that are more visual, such as journals, ornamental papers or handmade stationery. Consequently, the brick-and-mortar stores will still be needed even with the rising popularity of e-commerce platforms.

The impulse buying behaviour is also very dominant in this sector. They state that stationery and journaling products are low-value, high-emotional-value products. According to the theory of Raju (2022), the products are usually bought by customers on impulse to provide personal gratification, self-inspiration, collection or gift of others. The store layouts, colour-coordinated displays, and emotional triggering arrangements increase this tendency. Therefore, visual merchandising is important in arousing customer interest in the way that it attracts attention to a particular category and encourages customers to browse and spend more time in the store.

Simultaneously, the industry competition has been increasing due to the rise of online e-markets that provide less expensive options and more product diversity. According to Silvia Faria (2022) it is important to promote differentiation and to make your customers feel satisfied by providing unique products or services. The competitive landscape has also compelled brands to create some form of differentiation in terms of in-store experiences and vibrant promotional plans. Retailers are increasingly banking on edited

displays, interactive product areas, and frequent promotion as a way of keeping foot traffic, as well as connecting with the customers at the emotional level and increasing sales. Thus, the development of the industry is intrinsically connected with creative merchandising as well as promotional innovation.

2.2 Campaigns: In-Store Promotion and Discount Strategy

Promotional campaigns in the store are recognized as very important tools of influencing customer behaviour, as well as driving up retail sales. According to Mohammad Bagher Gorji and Sahar Siami (August 2020) sales promotions like discounts, bundling packages, flash sales, and seasonal promotions are types of promotions that can be made to generate excitement in the store setting. These promotions attract the attention of the consumer, prompt the consumer to make a purchase, and in many cases, the browsing customers are turned into buyers.

Percentage discounts are some of the most popular promotion tools. They are simple to the understanding of the customers and they create a feeling of saving immediately. Time-based or short-term promotions, such as flash sales or weekend deals might create a sense of urgency, making customers feel that they have to hurry up so as not to miss such an opportunity. It is a specifically effective behaviour when it comes to low-involvement items and the decision-making process is fast and mainly emotion-oriented.

Another common strategy is the bundle offers where the customers usually buy in a bundle or as a complementary form of a product more so in the industries where purchasing in sets is most common. According to Shibin Sheng (2009), bundle deals do not only enhance the total value of transactions but also introduce customers to the new products that they might not have otherwise bought separately. Customers are also more interested due to seasonal promotion, like the back-to-school campaign or festive promotions, whereby the message used corresponds with the needs of the consumers.

Visual merchandising is also used as a major component of in-store promotional activities. Strategic arrangement of products, thematic exhibitions, and appealing presentation styles, improve customer interactions and enhance promotional messages. The tactics are particularly effective in creative lifestyle retail industries, such as stationery, journals, or scrapbooking, since customers highly focus on the sense of appeal and emotional attachment of products

2.3 In-Store Promotions Effectiveness

Literature is unanimous that in-store promotion is very effective in promoting sales in the short run, particularly with low priced and impulse buying goods like stationery. The promotions enhance the number of customers visiting the business, customers to customers conversion and unplanned purchases. Discounts that are calculated in percentage appeal to those that are price sensitive, and enhance the product perceived value. Such discounts can be short-lived, but the number of sales that would be as a result could often cover up the margin.

According to Schumann, Petty & Clemons (1990) repetition of marketing strategies tends to diminish with time and thus novelty and strategic timing become inevitable. In general, although in-store promotions have good sales payoff in immediate sales, their efficacy in the long-run must be carefully planned, diversified and balanced to ensure the lack of diminishing returns and sustained brand value.

Chapter 3: Methodology

3.1 Research Design

The research design is a qualitative research, which will examine the impact of the in-store promotions and discounts on the performance of sales at The Journal Anatomy. As the goal is to learn and assess the perception, experience and knowledge of the people directly related to the planning and execution of promotions, a qualitative design would enable the analysis of the promotional strategies effectiveness and the numerical data has also been applied here to acquire in depth information. This design is also best adapted since promotional influence is not only measured in financial performance, but also in the way the marketers and the staff understand customer responses, store traffic, purchasing behaviour and implementation of the campaign. The research is set to produce descriptive findings in depth by using lived experiences and professional observations in providing why and how some promotional campaigns work or not.

3.2 Research Methodology

The effectiveness of in-store promotions applied by The Journal Anatomy has been assessed using an exploratory methodology. The research is based on the semi-structured interviews with the staff and marketing personnel as the first-hand participants of the promotional planning, implementation, and post-campaign evaluation. The approach is suitable as it will enable the respondents to give their insights in detail, describing the customer behavioural pattern, operational issues, and the promotional performance.

Also, secondary sales data, 2023-2025, were analyzed in the direction of fueling and confirming the qualitative insights. Nevertheless, the fundamental approach is still qualitative with subjective interpretations and experience knowledge as its main priority to enhance the documented performance of the store.

3.3 Sample Size

This qualitative type of research does not demand a big sample. Rather, it complies with depth instead of breadth. A total of 11 participants were chosen to be interviewed. 3 marketing managers who participated in promotion planning. 3 store managers that supervise the implementation of campaigns. 5 sales personnel staff that are in direct contact with the customers. This sample size is adequate to come up with significant insights since these participants are actually in the processes that affect the effectiveness of the promotions directly.

3.4 Sample Selection Technique

The participants were selected using a purposive sampling technique. This approach was selected since the study needs the respondents to have a particular knowledge regarding the design of the promotion campaign which includes:

- In-store execution
- Customer responses
- Campaign sales performance differences.

Purposive sampling will be used to make sure that only people with the experience and expertise will be interviewed. Employees and marketers who have taken part in promotional events at least once within a year were given preference so that their contributions can be reliable.

3.5 Data Collection Method

Two primary data collection methods were applied to the study:

Primary Data: Semi-Structured Interviews. Marketing executives, store managers and sales staff were interviewed. The semi-structured nature of the format enabled free discussions with all the key points being discussed such as the promotional types, effectiveness of the campaign, customer response, operational problems and post-campaign observations being addressed.

Each interview was 20-30 minutes in length and in-person interview was carried out in the store facility. The interviews played a significant role in the interpretation of why particular campaigns like the ones titled: Up to 40% off (Clearance sale), Flat 20 per cent Discount, Black Friday Sale, and Eid Salami Offer, achieved varying degrees of customer interactions and sales.

Sales Records (Secondary Data)

The sales of 2023, 2024, and 2025 have been analyzed to monitor the trends before, during, and after the promotion campaigns. These documents served in supporting information received during interviews and offered some background of campaign results.

3.6 Data Analysis

In analyzing the interview data, thematic analysis was applied to identify recurring patterns related to the effectiveness of in-store promotions. All interview transcripts were carefully reviewed, coded, and grouped into themes reflecting staff perceptions of customer behaviour, campaign performance, sales impact, and operational challenges. The themes were then interpreted to understand how promotions such as Up to 40% off (Clearance sale), Flat 20% Discount, Black Friday, and Eid Salami Offer influenced buying decisions and store traffic. Secondary sales records from 2023–2025 were also examined to support the qualitative insights. Overall, the analysis provided a clear understanding of how each campaign shaped customer response and sales outcomes.

Here are the themes that are explained below :

Themes	Sub themes	Examples for interviews	Explanation of Findings
Effectiveness of Value-Based Discounts	Success of Flat 20% Discount Customer Preference for Simplicity	“20% discount increased customer flow” “Highest conversion rate during flat discount” “Customers responded strongly to clear price cuts” “Easy to understand” “Less confusion than other offers	The flat 20% discount was the most successful promotional strategy, with consistent customer interest and improved sales

Festive Promotions Drive Emotional Engagement and Higher Footfall (Eid Salami Offer)	High excitement during eid sale. People shop more on eid for gifting purposes.	Customers become emotionally attached to festive campaigns. Eid attracts groups to purchase more items.	Festive offers like Eid Salami significantly boost store visibility and sales, especially through family-oriented and gift-based purchasing behavior.
Clearance Promotions Support Inventory Management & Repeat Sales (40% Discount Offer)	40% discount clears older stock faster. Attractive price sensitive new customers. Customers purchase more quantities to save more.	Effective in clearing slow moving items. Increase bulk buying. Expand the customer base.	Up to 40% off (Clearance sale) increases turnover of older inventory and helps attract new price-driven customers, contributing to short-term sales growth.
Black Friday Impacts	Black Friday response was low due to competitors also offering discounts. Customers' budgets were tight due to other competitors also offering discounts.	Interviewers said customers are busy with other year sales.	Black Friday significantly increased the revenue but did not go as per the expectation.

Chapter 4: Findings and Discussions

The Journal Anatomy undertakes various promotion activities in the year to increase sales, new customers, and brand interest. These offers include Up to 40% off (Clearance sale), flat 20 percent, black Friday campaign, and Eid salami offer (scratch and get cash back). All the campaigns are strategically planned around major shopping seasons or happy holidays and last a period of three days. The information below is an average sales performance per day obtained in the marketing department of The Journal Anatomy in the year 2023 2025.

4.1 Up to 40% off (Clearance sale)

The Up to 40% Off Sale came in place to create a heavy number of customers coming to shop and make a good clearance of seasonal products. The campaign was very compelling to shoppers because of the lure of high discounts, although only a few products were given the entire cut of 40 percent, whereas some were cut by 10 percent, 15 percent, and 25 percent. This discounted approach in levels motivated the customers to venture into other lines of products particularly stationeries, journals, and craft items.

Impact on Sales:

The regular sales before the campaign was 25000-33000 BDT during 2023, 2024 and 2025. The sales surges were registered as follows after the introduction of the discount:

-May 2024: Sales went up by 55 percent, which raised the daily revenue to approximately 51,000 BDT.

-September 2024: Sales was about 52,800 BDT per day, growing 60%.

-February 2025: Sales increased by 80 percent reaching almost 63,000 BDT per day.

These findings indicate a steep increasing pattern throughout the period of the campaigns, which proves that the Up to 40% Off Sale was also becoming more efficient with time as more customers became aware of it and more excited about it.



Pre-Sale and After Sales Analysis:

The sales did not fall completely to the pre-promotion levels after every campaign, but rather, they continued to grow steadily after the promotion:

-May 2024: Sales at regular sales increased by 3% with an average of 31, 000 BDT/day.

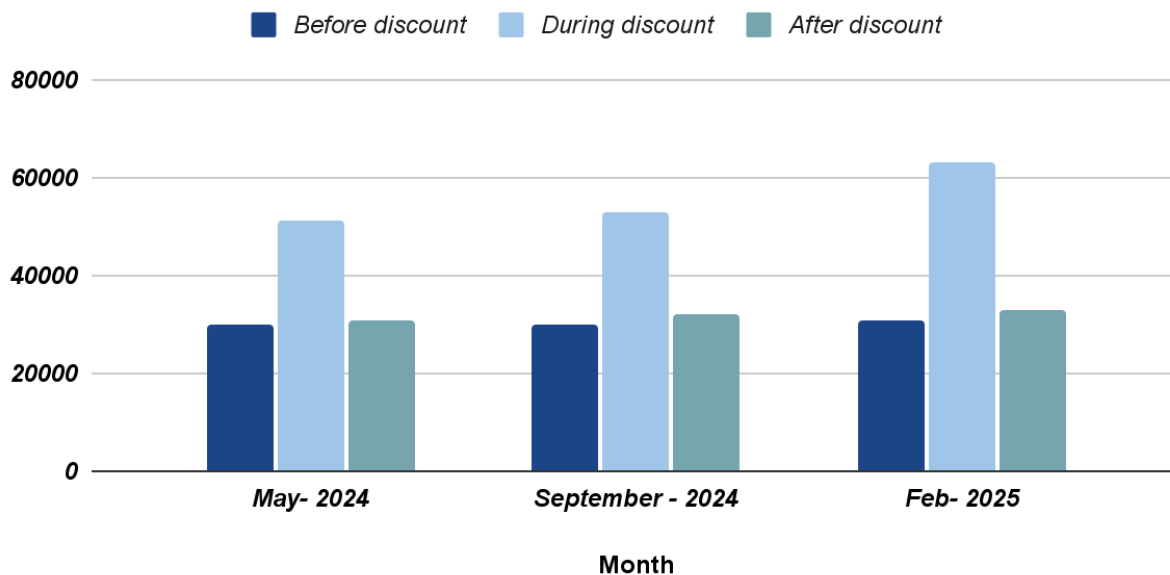
-September 2024: Sales were 6 percent higher and were approximately 32,000 BDT.

-February 2025: Regular sales were up by 10 per cent with an average of 33,000 BDT per day.

The chart below presents the Before, During, and After Sales Analysis for each period of the campaign:

Heading	Before discount	During discount	After discount	Month
Sales Analysis Of Up-to 40% OFF (Clearance Sale)	30000	51,000	31000	May- 2024
	30000	52800	32000	September - 2024
	31000	63000	33000	Feb- 2025

Sales Analysis Of Up-to 40% OFF Campaign (Clearance Sale)



These long-term gains confirm that the promotion not only caused short-term gains but has created customer loyalty and subsequent buying regularity.

Effectiveness Evaluation:

This campaign was very successful to generate traffic, clear stock, and generate a repeat purchase. The sales pattern shows that The Journal Anatomy managed to create an image of worth and enthusiasm. Nevertheless, the long-term revenue contribution of the campaign was not high as there were customers who waited until they got certain discounts. In general, Up to 40% off (Clearance sale) Off was an effective tool to raise the revenues within a short period of time and increase the level of brand loyalty.

4.2 Flat 20% Discount

The Journal Anatomy most reliable and reliable promotion is the Flat 20% Discount. It also applies to all categories of products unlike selective discounts, thus transparency and customer satisfaction. It is a universal strategy that encourages large-volume sales and creates customer loyalty in the long run.

Impact on Sales:

Prior to the campaign, average daily sales were 28,000 BDT and 33,000 BDT in 2024 and 30,000 BDT to 35,000 BDT in 2025. The sales during the promotion were as follows:

- March 2024: Sales increased by 100 percent and doubled the amount of daily revenue to approximately 60,000 BDT.
- July 2024: Sales increased by 120 percent bringing the revenue to approximately 66,000 BDT each day.
- November 2025: Sales were the highest and had increased by 150 percent, to about 75,000 BDT per day.



Such incredible growth proves the popularity of the campaign and its capacity to make new and loyal customers.

Pre Sales and Post Sales Analysis:

Following the use of Flat 20% Discounts, The Journal Anatomy experienced a continued growth in regular sales:

-March 2024 Sales increased by 5 with an average of 31,500 BDT per day.

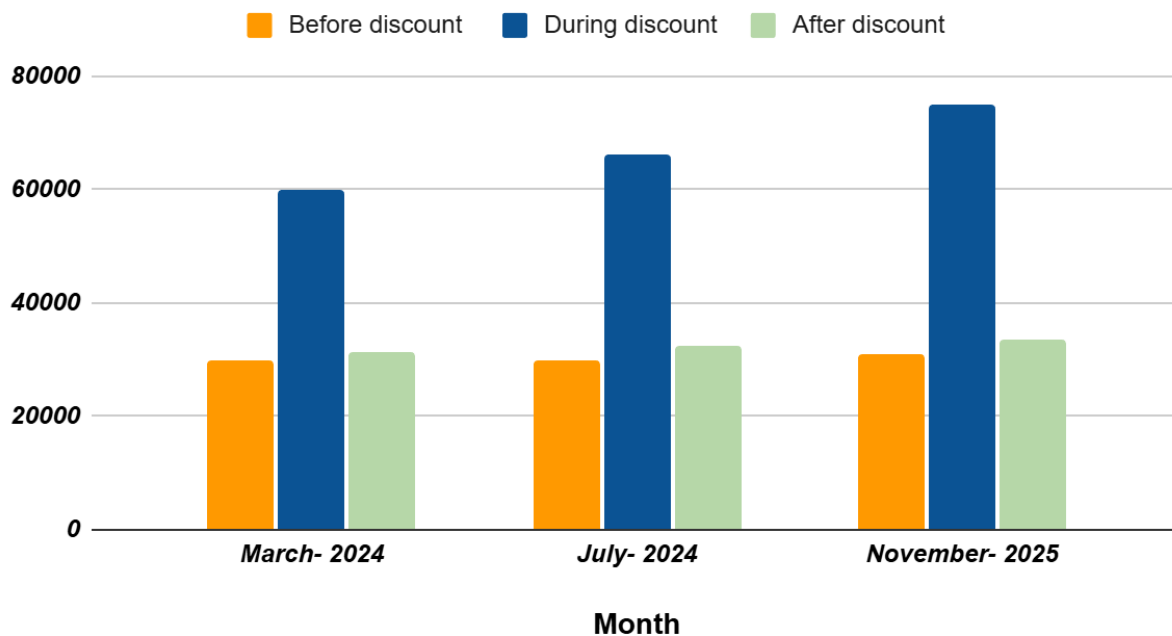
-July 2024: Sales increased to 32,400 BDT which is 8 %.

-November 2025: The regular sales grew by 12 per cent stabilizing at an average of 33,600 BDT per day.

The chart below presents the Before, During, and After Sales Analysis for each period of the campaign:

Heading	Before discount	During discount	After discount	Month
Flat 20% Discount	30000	60000	31500	March- 2024
	30000	66000	32400	July- 2024
	31000	75000	33600	November- 2025

Sales Analysis of Flat 20% Discount



This campaign increased the short-term sales but the positive impact lasted to the long term as more customers were able to make repeat purchases.

Effectiveness Evaluation:

The campaign is one of the most lucrative and trustworthy approaches of the brand. The customers like its simplicity, fairness and consistency. It enhances confidence, motivates the cross-product line exploration, and ensures high profitability levels because of the higher volume of transactions. The Flat 20% Discount is an effective solution because it would not only provide customer satisfaction but also business growth, which would make it a success in the long-term of The Journal Anatomy.

4.3 Black Friday Sale (Gifts and Flat Discounts)

Black Friday Sale is an internationally known sale event that The Journal Anatomy has been celebrating in an exciting and innovative manner every year. The campaign will offer flat discounts and free gifts - stationery sets, tote bags, crafting accessories, etc. - to give the shopping experience a festive and rewarding environment in the store and online.

Impact on Sales:

The number of sales steadily rose every year in the course of the Black Friday Campaign:

- November 2023: Sales increased by 25, and the sales were about 37,500 BDT per day.
- November 2024 Sales have gone up by 30 percent to around 39,000 BDT.
- November 2025 Sales were an impressive 35 up to 40,500 BDT/day.



Such a gradual increase in improvement illustrates increasing excitement and interest every year and participation as customers anticipate the event.

Before and After Sales Analysis:

The sales prior to the campaign attracted a range of 25,000 to 30,000 BDT. Sales did not decrease immediately after the campaign was over:

- Nov 2023: Post campaign sales increased by 2% at a mean of 30600BDT per day.

- November 2024: It was around 31,000 BDT which means 3% increase.
- November 2025: Sales increased by 4% and it stabilized at 32,000 BDT.

The chart below presents the Before, During, and After Sales Analysis for each period of the campaign.

Heading	Before discount	During discount	After discount	Month
Black Friday Sale	30000	37500	30600	November- 2023
	30000	39000	31000	November- 2024
	31000	40500	32000	November- 2025

Sales Analysis of Black Friday Sale



Effectiveness Evaluation:

The Black Friday Sale was a success in bringing the international retail buzz and local marketing into one. It was successful in increasing short term profits as well as increasing brand awareness due to buzz on social media and word of mouth marketing. The campaign provided a high level of engagement with customers and brand loyalty, though it was temporary.

4.4 Eid Salami Offer (Scratch and Get Cashback)

The Eid Salami Offer was also created in an effort to make the festive season joyful and surprising. Shoppers who made purchases of at least 1,000 BDT were given a scratch card that gave them cashback to a maximum of 2,000 BDT. Emotional value was tied to a shopping thrill in this campaign and it made the experience memorable.

Impact on Sales during the campaign:

-April 2023: Sales have gone up by 30 percent to approximately 39,000 BDT.

-April 2024: Sales increased by 35 percent and now it is approximately 40,500 BDT.

-April 2025: Sales increased again by 30 percent, and the daily revenue was close to 39,000 BDT.

Pre- and Postoperative Sales Analysis:

In the post-campaign period the sales levels were a bit higher than at the pre-campaign period:

-April 2023: Following the campaign sales increased by 1% and this implies that the sales had increased to 30,300 BDT.

-April 2024: Sales have gone up by 2, with an average of 30,600 BDT.

-April 2025: Sales will fall to 1% 30,300 BDT, which translates to 33,000 BDT on average.



Heading	Before discount	During discount	After discount	Month
Eid Salami Offer	30000	39000	30300	April- 2023
	30000	40500	30600	April- 2024
	31000	39000	30300	April- 2025

Sales Analysis of Eid Salami Offer



Effectiveness Evaluation:

Eid Salami Offer is a new festive campaign that generates more emotional response and buy rate. The thrill of earning cashback is an added plus to the satisfaction of customers and brand goodwill. It has a mild post-campaign effect but its festive effect and repeat success make it one of the most popular and culturally relevant campaigns of The Journal Anatomy.

Chapter 5: Recommendations

The findings support a number of recommendations that The Journal Anatomy can use to enhance the effectiveness, sustainability, and strategic value of its in-store promotions.

1. Normalize the Most successful Promotions (Flat 20% Discount)

As the Flat 20% Discount has always reported high sales and good post campaign outcomes, the company ought to keep on making use of it as its flagship campaign. It must though be planned in a strategic manner like quarterly or during the major shopping periods so that they do not overuse it and that the customers become dependent on the discount.

2. Enhance Customer Tracking and Data Recording.

The historical data documentation was disjointed in the research process.

To overcome this, the company needs to:

Paperwork all promotional records, monitor sales on a daily basis in a more formal way, store campaign-specific customer footfall information, gather some demographic data (age, gender, type of purchase). Increased accuracy will be achieved in the next promotional planning and also help to determine what customer groups will react best to certain offerings. Implement Customer Behaviour Promotions. It was found during interviews that the various types of customers react differently to promotions.

3.The company can introduce:

Minor discounts on regular business people, premier packages to the regular customer, repetitive visit loyalty points, bulk purchase gift incentives. This practice will make it more personal and customer retention in the long term. Minimize Extensive Discounting. Although high discount promotions will bring traffic, they would decrease their profit margins.

4.Other value adding strategies are:

Although high discount promotions would bring in traffic, it tends to bring in margin of profiteering. Other value addition measures are:

Complimentary samples as a buying incentive, limited-edition product packages, thematic seasonal exhibitions, buy 2 Get 1 On high margin categories.

5. Enhance Visual Merchandising at Promotion times

Due to the impulse buying behavior that is brought about by stationery products, in-store displays that are attractive can greatly boost sales. The Journal Anatomy should:

Design colour-based, seasonal designs, promotional items Use themed display stations, use signage and labels to point out products on high discounts. This will make the shopping experience more productive and increase the conversion rates.

6. Carry out post promotion reviews with employees

In the decision making processes, marketing executives, store managers and front line sales staff can provide precious information that can be used in the future. The structured review that the company should perform after each major campaign should discuss:

What worked well, customer reactions, operational challenges, inventory movement and Improvement opportunities. This will assist in empowering the campaign planning in the future.

7. Find a Middle Ground between Online and Retail Marketing

In spite of the fact that the study did not include online promotions, the impressions of the interviews show that customers occasionally compare online and in-store prices. To be competitive, The Journal Anatomy must slowly absorb:

In-store promotion social media previews, QR-based store-based coupons, promotional announcements influenced by those who have influence and a hybrid approach will raise awareness of the campaigns and bring new customers.

Chapter 6: Conclusion

This paper examined the performance of in-store promotion and incentives by The Journal Anatomy, and it was aimed to comprehend the performance of these tools on sales performance, customer behaviour and the business performance in the long-term. By conducting qualitative research over a period of three years of sales data, the study can offer valuable information about the effectiveness of various promotional campaigns on actual retail stores, e.g., the effectiveness of the following ones: Up to 40% off (Clearance sale), Flat 20% Discount, Black Friday offers, and Eid Salami scratch-card rewards.

The results of the interviews with the marketers, store managers, and sales staff indicate that promotions are instrumental in attracting immediate customer traffic and prompting impulse purchases, primarily because of the characteristics of the stationery and creative lifestyle retailing industry where the buying decision can often be emotional and impulsive. There is solid sales evidence indicating that there is extreme revenue growth during promotional time, and the uplift rates of 55 to 150 percent on different campaigns.

When compared to all other methods of promotion, the most reliable and consistent one was the Flat 20% Discount, which brought the most significant increase in revenue and affected long-term customer purchasing behaviour positively.

The findings also show that the structured promotions do not only lead to the spikes in the sales in the short term but also the long-term post-campaign benefits. To illustrate, daily sales grew by 3-12 percent following big campaigns indicating that promotions boost brand memory, motivate customers to visit the business again, and assist in building a customer base that is loyal.

Nevertheless, some issues are also noted in the study. Over use of discounts would risk conditioning the customers to wait when she offers a promotion to make purchases. Some of these campaigns are very high-traffic but can lower profit margins unless they are planned. Besides, incompleteness of the historical records, and absence of detailed information on customer behaviour restrict the capabilities of the store in terms of analyzing customer groups, which react to each promotion in the best way possible.

Altogether, the study finds out that the in-store promotion at The Journal Anatomy is very effective in promoting sales performance, but it needs more organized planning, monitoring performance and strategic adjustments to make the most of long-term benefits and profitability.

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Appendix

Internship Proposal Form

Name:	Mohammad Abdur Rahman
ID:	211011033
Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Mohammad Tawhid Reaz
Organization Name:	The Journal Anatomy
Internship Title:	The Effectiveness of The Journal Anatomy's in-store promotion and discount on sales performance.

Student's signature & date

Supervisor's signature & date



Job Offer Letter

THE JOURNAL ANATOMY

Date: September 21, 2025

Mohammad Abdur Rahman
Dhanmondi, R- 8/a, H- 77, Dhaka- 1209.

Subject: Letter of Internship Acceptance

Dear Mohammad Abdur Rahman,

We are pleased to offer you an internship program with The Journal Anatomy for a period of four (4) months, commencing on 1st October 2025.

- Honorarium: BDT 9,000 per month
- Work Schedule: 6 days per week, from 11:00 AM to 9:00 PM
- Weekend: 1 day off per week

We greatly appreciate your interest in joining The Journal Anatomy. and are confident that this internship will provide you with valuable professional experience.

We look forward to your positive contributions and wish you every success in this role.

Best regards,

Fatema Tuz Zohora

☎ +8801788434543

✉ thejournalanatomy907@gmail.com

📍 ADC Empire Plaza, Shop- 235-236,
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PART B

Executive Summary

This research proposal to compare the effects of in-store promotions and discounts on sales at The Journal Aradbury with the aim of considering the types of promotions that have the greatest appeal to customers. Qualitative research design was applied and was backed by semi-structured interviews with the marketers, store managers, and sales personnel as well as review of three years of sales records (2023-2025). Thematic analysis was used to find the themes about how well in-store promotions existed. Every interview data was carefully examined, classified, and categorized into themes. Results showed that the huge campaigns, including up to 50% off (Clearance sale) and Flat 20% Discount, suggest great immediate sales surges of between 50 percent and 100 percent. The sales improvement was also constant after the campaign and customer loyalty and a higher rate of regular purchases were hit. The data also indicated that percentage-based discounts, especially the rate discounts were the most responsive to customers since they were transparent and had extensive coverage of products. Although promotions included regular purchasing and traffic, excessive use of discounts could decrease profitability in the long term and train customers to expect discounts. The study proposes that the in-store promotion and discounts highly affect the sales performance and have a positive impact. On the whole, the study finds that promotion is efficient yet it has to be planned and diversified to maintain the sales growth and brand value in the long run.