

**“Digital Transformation in Tobacco Manufacturing: Marketing and
Operational Implications.”**

British American Tobacco, Bangladesh



**Prepared by
Taskin Jahan
ID: 201011003**

**Supervised by
Abdul Baten
Assistant Professor**

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



December, 2023



Internship/Project Report Approval Form

Student Name: **Taskin Jahan**
Major: **Marketing**
Mobile Phone: **01781716318**

ID No. **201011003**
Year: **2023**
Email: **taskin.jahan.bba@ulab.edu.bd**

INTERNSHIP/PROJECT INFORMATION

Internship Organization: **British American Tobacco, Bangladesh**
Internship /Project Report Topic: **Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications.**

Term (Tick one): ☐ Spring 2023 ☒ Fall 2023 Summer 2023

SUPERVISOR APPROVAL

(Tick One)

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

Remarks (For Not Approved): _____

Signature: _____

Date: **12.12.2023**

Name: **Abdul Baten**

E-mail: **abdul.baten@ulab.edu.bd**

Phone: **01759510388**

PLAGIARISM DECLARATION

1. I am aware that plagiarism is the act of exploiting someone else's words, ideas, creations, or works as one's own. I am aware that plagiarism encompasses both verbatim copying and the significant use of someone else's ideas without giving due credit (this includes using quotation marks appropriately). I am aware that using content from the Internet and textual sources is included in the definition of plagiarism.
2. I recognize and acknowledge that plagiarism is unacceptable.
3. I am aware that appropriate citations are required for my research.
4. This assignment is either entirely original work done by my group or by me. I understand that it is improper to replicate an assignment whole or in part from someone else and that sending in identical work to many people is considered plagiarism.
5. I have never let anyone replicate my work with the goal of passing it off as their own, and I never will.

Name: **TASKIN JAHAN**

ULAB ID # **201011003**



Signature

Date: 26.08.2023

Letter of Transmittal

26 October 2023

Mr. Abdul Baten
Assistant Professor
School of Business
University of Liberal Arts Bangladesh

Subject: Internship Report Submission

I am pleased to submit my internship report titled “Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications” For your kind review and approval. I want to express my sincere gratitude for your invaluable guidance and support throughout this report’s development.

It was eye-opening for me to work with a vibrant Secondary Manufacturing Department (SMD) team at British American Tobacco (BAT), Bangladesh, under the direction of the Line Lead. I was able to organize this report so that it was thorough and educational thanks to your professional advice and the company's policies.

Beyond academic learning, working with the Secondary Manufacturing Department (SMD) at BAT, I have had a unique opportunity to delve into the intricate relationship between manufacturing and marketing. My internship report centers around “Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications.” This experience has been incredibly enlightening, going beyond traditional academic learning.

The insights gained during this internship have been invaluable for my personal and professional growth. Exploring how digital transformation impacts both manufacturing and marketing in the tobacco industry has given me a profound understanding of how these aspects are interwoven. I have put my best effort into ensuring the report’s quality and relevance, aiming to cover all key aspects of the topic. Your approval and feedback are highly anticipated and hold great significance for me. Thank you for your continuous support and guidance throughout this journey.

Yours Sincerely,
Taskin Jahan (201011003)
ULAB School of Business
University of Liberal Arts Bangladesh

Acknowledgment

I begin by expressing my deep gratitude to Allah SWT for blessing and guidance, which have allowed me to successfully complete my internship report. I am also profoundly thankful to my family, whose unwavering support, encouragement, and financial assistance have made it possible for me to pursue and obtain this degree.

My sincere appreciation goes to my supervisor, Mr. Abdul Baten, Assistant Professor at ULAB, School of Business, for their invaluable guidance and assistance throughout the process of completing my Internship Report.

I am thankful to Mr. Ahsanul Abir for not being just a supportive boss but also a mentor during my tenure at British American Tobacco (BAT), Bangladesh. I would also like to express my gratitude to my amazing colleagues, whose assistance and support with my tasks and their helpfulness were greatly appreciated.

I want to extend my thanks to my friends, who provided consistent support and encouragement. Lastly, I acknowledge my fiancé for offering much-needed support, and comfort during moments of mental exhaustion.

Their collective support has been instrumental in enabling me to complete my internship report.

Table of Contents

Internship/Project Report Approval Form	1
PLAGIARISM DECLARATION	2
Letter of Transmittal	3
Acknowledgement	4
Table of Contents	5
PART A	7
Chapter 1: Internship Preparation	7
1.1 My motivation to do the internship	7
1.2 How did I apply and manage to secure an internship in this organization? Why have I chosen this organization?	8
1.3 My Internship Interview Experience	8
1.4 Relevant information about the organization	9
Chapter 2: About The Internship	13
2.1 My Position/ Job Description	13
2.2 Description of Office	13
2.3 Work Culture	14
2.4 New skills I learned	14
2.5 My Contributions:	15
2.6 Resonating my educational learning with my internship roles and responsibilities:	16
Chapter 3: Self Reflection	17
3.1 Things I liked and disliked about my Internship	17
3.2 What could I have done better or how could the organization have utilized me better	17
3.3 Things I would like to continue in my new position	18
Chapter 4: Personal Development Plan	19
4.1 My next course of action and career plan	19
4.2 Technical and interpersonal skills I want to develop at present for securing career	19

PART B	20
Executive Summary	20
Chapter One: Introduction	21
“Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications”	21
Introduction	21
Literature Review	21
Background of the Study	22
Research Objective	22
Problem Statement	22
Research Question	23
Chapter Two: Methodology	23
Type of Research	23
Sampling and Data Collection	23
Chapter Three: Findings and Discussion	25
Chapter Four: Recommendations	27
Chapter Five: Conclusion	28
Reference	29
Appendix	30
Internship Proposal Form (approved by the supervisor).	30
Acceptance Letter	31
Line Manager’s Approval	32
Relevant Research Documents	33

PART A

Chapter 1: Internship Preparation

1.1 My motivation to do the internship

During my academic journey at ULAB, I was exposed to a wealth of theoretical knowledge, which provided me with a strong foundation in marketing concepts. However, I soon realized that there exists a substantial gap between acquiring these theories in a classroom setting and applying them in the dynamic environment of a respected multinational corporation such as British American Tobacco (BAT), Bangladesh.

My internship experience has been particularly enlightening. Working with the Secondary Manufacturing Department (SMD), where I have been involved with machinery and quality control procedures, has offered a unique perspective. It's here that I have witnessed firsthand how marketing and manufacturing intricately intertwined, and transformed digitally. This exposure has allowed me to grasp not just the theoretical aspects but also the practical complexities involved in executing and evaluating these processes within a professional context. This experience has been instrumental in broadening my understanding of how these elements are effectively aligned and leveraged in the real world.

My primary objective during my internship as a marketing intern at British American Tobacco within the SMD operations was to bridge the gap between marketing and manufacturing operations. I aimed to explore how marketing strategies can make meaningful contributions to the efficiency of operations and overall branding efforts. My goal was to translate classroom theories and concepts acquired at the University of Liberal Arts Bangladesh (ULAB) into practical insights within the fast-paced marketing industry. Moreover, I aspired to gain hands-on experience in managing the intricacies of quality control and aligning strategies with dynamic consumer demands. This experience allowed me to connect the dots between theoretical knowledge and real-world application in formal and professional settings.

My internship at the Secondary Manufacturing Department (SMD) of British American Tobacco provided an exceptional learning experience. During my three months of internship, I delved into the manufacturing processes of cigarette-making machines, including maker, packer, and linkup. I actively participated in their Daily Direction System (DDS), a crucial element of quality control with direct implications for marketing and branding. Additionally, I engaged in market analysis to better understand consumer demand and its alignment with production. My role primarily centered on LINE-1, occasionally extending to LINE-2 within the SMD's Cell-4, granting me profound insights into manufacturing and operations.

This internship facilitated valuable connections with esteemed third-party companies such as A.H KHAN and CO. (a transportation and logistics vendor), MAST, ROBBIN (a Cigarette packet manufacturing vendor), and retail platforms like UNIMART, CHALDAL.COM, and PANDAMART. The transformative experience has equipped me with essential skills and a broader comprehension of the corporate landscape, serving as a pivotal stepping stone in my pursuit of a successful career.

1.2 How did I apply and manage to secure an internship in this organization? Why have I chosen this organization?

Through their esteemed Xcelerate flagship internship program, British American Tobacco (BAT) Bangladesh granted me an opportunity to get an incredible internship experience. I eagerly applied after seeing the recruitment form on the British American Tobacco Global Careers Facebook page, which marked the start of my career. I applied to BAT, but I also applied to other reputable companies including Bkash, Nestle, Unilever, Reckitt, Star Partex Group, PRAN RFL Group, and Shanta Asset Management. Star Partex Group and Shanta Asset Management offered invitations to interviews, but regrettably, no offers were made.

Soon after finishing my summer term final examinations and at the beginning of the fall term, I started my internship with British American Tobacco. I started this journey by visiting their British American Tobacco Facebook page. There I saw a link to a Google form they were using to fill out applications for their Xcelerate internship program. I got a call from HR of British American Tobacco to arrange a Focused Group Discussion (FGD) session while I was allowed to have one last interview with BAT Bangladesh's Marketing Skills and Sourcing Officer. On October 1st, officially, my internship began. I sincerely appreciate the chance to join British American Tobacco (BAT)'s vibrant Secondary Manufacturing (SMD Team which falls under operation and production.

1.3 My Internship Interview Experience

While British American Tobacco (BAT) Bangladesh was not the first company where I interviewed for an internship, BAT was the start of my career. I consciously decided to join BAT Bangladesh despite obtaining offers from several other organizations since I was motivated by my ambition for a dynamic and significant start to my career as well as my personal interest.

Reflecting on this choice, I can say that there was a mixture of exhilaration and anxiety throughout this name. When I joined BAT Bangladesh, It was the beginning of my professional career as well as the chance to learn and grow in a worldwide renowned business. It was a crucial move that laid the groundwork for my future education and professional development.

The Xcelerate internship recruitment process was divided into two rounds, each with its own sets of obstacles and learning opportunities. HR conducted a session, engaging numerous candidates in a group setting during the first round, which was a focused group discussion. BAT silent observers were also present there. During this step, we were given a case study and instructed to completely understand it before presenting a presentation highlighting the case's logical aspects. This round was mostly focused on group work, offering the challenge of carbureting with others in an unfamiliar online setting, coping with a novel case study, and summarizing crucial elements into a short presentation. The time provided for this work was quite constrained. Notably, the case study focused, mostly on marketing with some business-related factors thrown in for good measure.

I had an interview with the Marketing Skills and Sourcing Officer after advancing to the following stage. Although the conversation was pleasant, the questions were very tricky. Those questions that are not always asked in an interview, but she tricked me so weirdly that I got stuck answering her questions. But thanks to Almighty Allah that I was able to answer all of her questions very nicely, politely, and smartly. During the interview, I was also asked an interesting question about if I was willing to work outside of Dhaka. My remark demonstrated my willingness to seize such an opportunity without hesitation. This decision was driven by my desire to begin my career with a multinational organization, especially one as prestigious and significant as British American Tobacco (BAT) Bangladesh. Throughout these rounds, my passion and dedication to working with a famous organization of this kind were reinforced.

1.4 Relevant information about the organization

British American Tobacco is a prominent multinational corporation, with a rich history dating back to its establishment in 1902. The company is headquartered in London, England, and has earned its status as the world's largest tobacco company in terms of net sales, as of 2021, This is a global consumer goods enterprise that attributes its success to a robust portfolio of brands, a well-executed strategy, and a highly skilled workforce. The core mission of British American Tobacco is to “Build A Better Tomorrow” by mitigating the health impacts associated with its industry. To achieve this, they strive to provide consumers with a broader selection of enjoyable and lower-risk products. BAT has operations in around 180 countries, and its cigarette brands.

In Bangladesh, BAT Bangladesh has stood as a vital corporate entity for over 112 years. Notably, it holds the distinction of being the largest contributor to the government's tax revenue, and its substantial involvement in rural agriculture has had far-reaching and positive socio-economic effects.

BAT Group has steadily increased its market share in the cigarette industry in recent years, mostly due to the success of our five well-known international brands: Rothmans, Pall Mall, Lucky Strike, Dunhill, and Kent. These names are reputable and of a high caliber in the global cigarette business. At the moment, our portfolio consists of four different sectors that comprise several of the leading brands in the Bangladeshi cigarette industry.

Benson & Hedges : Since its introduction in 1997 with the B&H Special Filter, Benson & Hedges has maintained its position as Bangladesh's top premium tobacco brand. Since its founding, it has consistently increased the range of products it offers while retaining its dominant position in the premium tobacco market. In 2012, Benson & Hedges revealed the revolutionary B&H Switch capsule offer, demonstrating their dedication to leading the premium category through innovation. In 2018, they unveiled the innovative B&H Platinum tube filter offer, which marked a key milestone in the premium segment.

John Player: Capstan, John Player Series, and John Player Gold Leaf

John Player Gold Leaf, the first international tobacco brand introduced in Bangladesh in 1980, is positioned in the Aspirational Premium class and has steadily maintained its lead in this market. The John Player Series, which includes the two progressive variations John Player Switch and John Player Special, was launched in 2020 as a way to honor John Player, the man behind Gold Leaf cigarettes.

Star: The Value for Money (VFM) category is where Star and Star Next belong. Star, which debuted in 1964, has a solid performance history and has remained the undisputed leader in this market.

Royals: BAT Bangladesh launched Royals as a new brand in July 2019 and offers three different versions of the product in the market: Royals Gold, Royals NEXT, and Royals LS. Within a year of its introduction, Royals became the category leader by quickly making a name for itself as a forward-thinking, genuinely value-for-money brand.

Lucky Strike: One of the most well-known and original ASU30 brands on the market, Lucky Strike is a well-known worldwide brand that is a part of the BAT Group. It has a strong global presence. Its origins can be traced to the California Gold Rush of the 1850s, and ever since R.A. Patterson registered the trademark in 1871, it has been linked to significant historical and popular cultural events. With two unique capsule options, Supersonic and Cool Crunch, Lucky Strike, a symbol of passion for ardent adults in over 80 countries, including Germany, Indonesia, Spain, Japan, and Argentina, debuted in the Bangladesh market in 2021.

Hollywood, Pilot, and Derby: These are the three brands we carry in the Low Segment. With its two variations, Derby—the largest brand of the three—offers consumers a sense of flavor distinction. It was introduced in 2013. Launched in 2009, Pilot provides a genuine smoking

experience and is presently the fastest-growing brand in the market. In 2011, Hollywood, our third brand, joined the market.

Mission: *Deliver our commitments to society and champion informed consumer choice.*

They must be prepared to take advantage of new possibilities and tackle new problems as society's goals and requirements evolve. Being a large global company entails certain duties, such as disclosing the hazards associated with their goods, helping out rural areas around the globe, and reducing their environmental effect. They must keep making sure that their adult customers are completely informed about the decisions they are making when they buy BAT's goods. While they acknowledge that we have to provide a variety of products for every risk level, they also stand by the freedom of individuals to make educated decisions.

Vision: *World's best at satisfying consumer moments in tobacco and beyond.*

They think they will lead our industry by becoming the finest in the world at meeting customer moments. Customers are the center of all they do, and meeting their changing requirements, wants, and concerns is essential to their success.

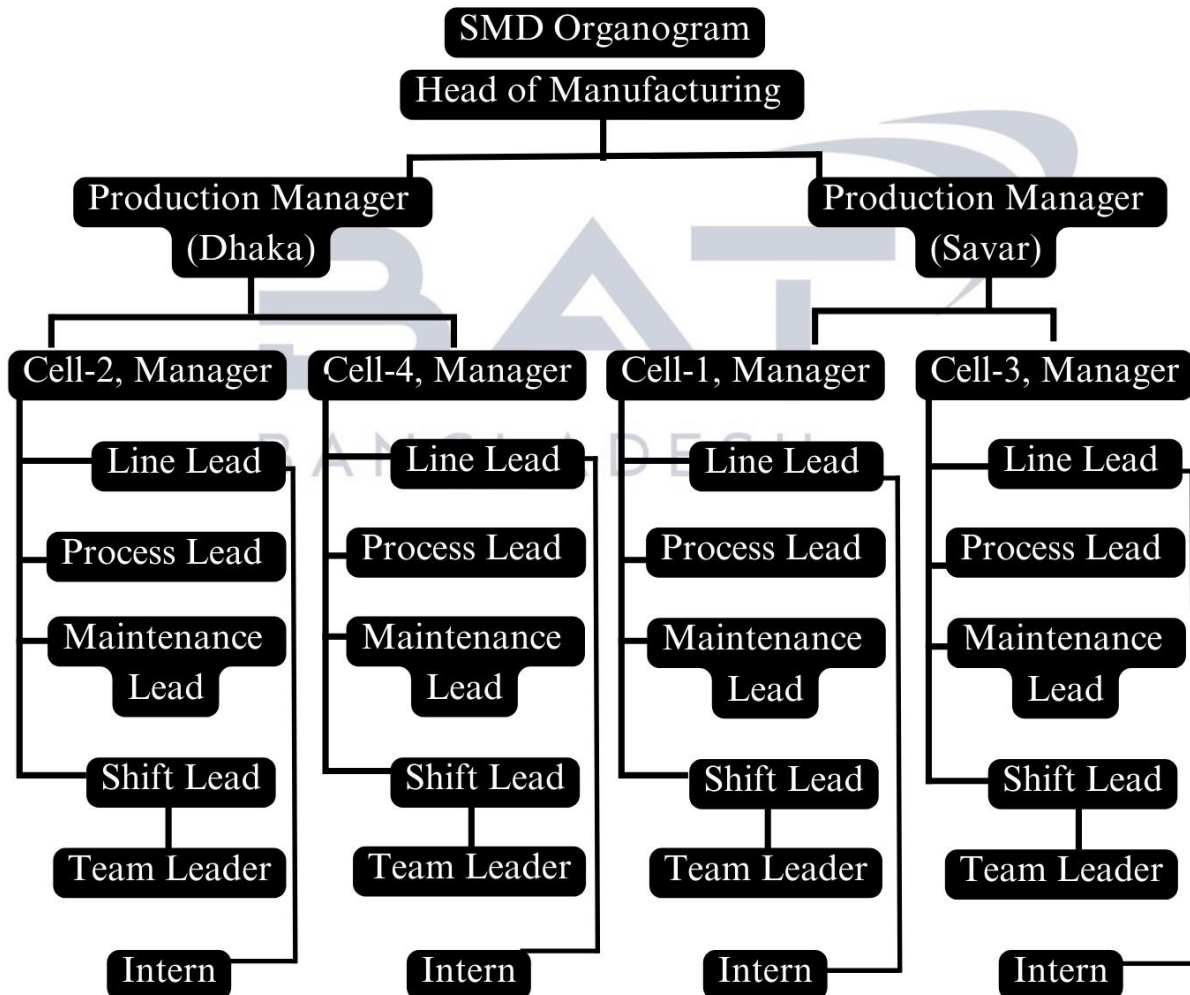
Guiding Principles: *Open-minded, Enterprising Spirit, Strength from Diversity, Freedom through Responsibility.*

1. One of the main factors contributing to the company's success thus far and in the future is its corporate culture. Their products are innovative and of great quality, and they win because they look ahead and anticipate the needs of the market. They pay attention to differing viewpoints and take shifting societal norms seriously. They are receptive to novel approaches.
2. They appreciate initiative from each and every one of their global workforce, which provides them with a wide range of ideas and perspectives to improve their company practices. They possess the self-assurance to aggressively seek expansion and novel prospects, acknowledging the measured risk associated with such pursuits. They take risks and work hard to overcome obstacles. The foundation of our success is this.
3. Their management team is made up of individuals from about 140 different countries, which gives them a unique perspective on regional markets and improves our capacity to compete globally. They appreciate and value one another's differences and take pleasure in their collaborative effort. They use diversity to their advantage by leveraging our people, cultures, opinions, brands, markets, and ideas. They appreciate what makes each of us distinct.
4. They allow their people to function freely in their local setting, giving them access to the advantages of their size as well as the capacity for local success. They constantly work to uphold moral principles and fulfill our obligations to the community and other

stakeholders. They make decisions based on our flexibility to act in the best interests of customers.

Organogram:

Since I have done an internship in the Secondary Manufacturing Department, I am giving below the organogram of my specific department i.e. Secondary Manufacturing Department (SMD) without giving the organogram of the complete organization.



Chapter 2: About The Internship

2.1 My Position/ Job Description

I joined British American Tobacco (BAT) as an Operations and Marketing Intern. In my 3 months experience of working with a dynamic team, the following were my job responsibilities.

1. Helped line structure for phase -2 audit : I did my best diligently to finish all the requirements in order to be ready for the Phase 2 audit at the factory in Dhaka.
2. Helped in (Autonomous Maintenance) AM audit readiness: In addition, I was one of the key contributors to the preparation for the Autonomous Maintenance (AM) audit by actively taking part in Module 12's AM step audit, which covered the packer and maker processes.
3. Learned and applied IWS: I have gained a thorough comprehension of and have successfully applied the Integrated Working System (IWS) concepts; this knowledge is expected to be extremely beneficial in other departmental functions.
4. Helped in Line DDS: My contributions also included the Line Daily Direction System (DDS), where we carried out thorough analyses to find any instances of poor product quality and then took the appropriate steps to address these problems. To guarantee accuracy in our quality standards, we carefully examined the quality control procedures.
5. Worked on CM Dashboard: I worked on the Change Management Dashboard, found every gap, and assisted the pertinent stakeholders in finding and identifying gaps.
6. Made OPL for EOs: In addition, I took the initiative to create One Point Lessons (OPL) that were designed with equipment owners (EO) in mind. These OPL documents function as an approachable, bilingual set of guidelines that use both Bengali and English, together with visual aids that may be accessed using Word or PowerPoint. This project was an attempt to make difficult processes easier to understand for Equipment Owners and to make accommodations for people with different levels of language proficiency. My responsibilities included producing these OPL documents and making sure they were understandable to a wide range of users.

2.2 Description of Office

British American Tobacco is located at New DOHS Road, Mohakhali. It is located behind the Sena Kalyan Sanstha Tower i.e. SKS Tower. It is spread over a large compound and is spread over a large area. This office has different buildings and offices according to the department. And every office is in the breakout zone. The workplace would have contemporary, well-designed workstations, including executive private offices, staff open-plan work areas, conference rooms, meeting rooms, and collaboration places. There would be a receptionist on duty to answer questions and provide a warm and polished welcome area. Meeting spaces with audio-visual capabilities for talks and presentations would be available in the office. open work areas

equipped with personal laptops, workstations, and communication devices for staff members, and areas shared by staff members for rest periods, such as a cafeteria or kitchen. To promote the well-being of its employees, the company may provide amenities like prayer rooms. Access controls, surveillance, and secure data storage are examples of security methods that guarantee the security of personnel and data. The corporate ideals and BAT branding should be evident throughout the office. The most recent technological advancements in data management, communication, and teamwork would be available in the office. Energy-efficient lighting, waste reduction initiatives, and sustainable design components are among the many environmental projects that can be found in many modern offices, including those of huge firms like BAT. The office may also include aspects that represent Bangladesh's cultural variety and values, given that BAT operates in a global setting.

2.3 Work Culture

BAT Bangladesh's work culture is distinguished by a high level of transparency and individual accountability. Workers are given the freedom to handle their responsibilities without excessive pressure. Although working in a strict manner is not required, meeting deadlines for specific tasks is still important.

I remember having an insightful discussion with Ahsanul Abir, my line manager, who took the time to go through all of my responsibilities and functions. It became evident during this discussion that people are free to arrange their workweek in any way they see fit, including taking breaks for meals. On the other hand, it is vital to guarantee the prompt execution of the designated responsibilities. People in this work setting have a great sense of ownership and accountability for their activities, along with a significant degree of autonomy.

Moreover, the company's work culture fosters equality and unity among coworkers. The custom of referring to coworkers as "brother" or "sister" is accepted, creating a friendly and cooperative environment. This inclusive approach is evident at all organizational levels, from senior officials to lower-level workers, where a friendly and supportive atmosphere predominates, encouraging teamwork and togetherness.

2.4 New skills I learned:

During my time at the BAT Dhaka factory, I have gained a variety of useful skills and knowledge. Acquiring a variety of skills and competencies throughout my time at the BAT Dhaka factory has enhanced my professional abilities and helped our firm maintain its success.

1. Microsoft Office proficiency: I now possess a thorough understanding of all Microsoft Office software, which has greatly improved my capacity to manage a variety of office-related duties, including the preparation of documents, data analysis, and presentations.

2. Knowledge of AURA Software: I've mastered the use of AURA, a specific program for quality input. My ability to contribute successfully to quality control methods has allowed us to ensure that our products meet the highest standards of quality.
3. Proficiency with AVENIR Software (DDS): Using AVENIR, a crucial part of the Daily Direction System (DDS), is now part of my skill set. With the ability to participate in regular quality management procedures, I can streamline operations and strengthen our dedication to producing high-quality products.
4. Knowledge of Machine Technologies: I have learned about many cutting-edge machine technologies used in our operations, such as GD, Focke, Decoufle, Magomat, S90, X2, CH, and more, thanks to my experiences at the BAT Dhaka factory. Having been exposed to this, my knowledge of our production skills has grown.
5. Quality Control Proficiency: By taking part in the Daily Direction System, I have improved my capacity to uphold strict quality control standards. This technology gives me the ability to assess and maintain the quality of tobacco products, which helps us fulfill our mission to provide our customers with outstanding items.
6. Strategic Tobacco Product Marketing: I've gained expertise in the art of subtle promotion in the field of tobacco product marketing, which has contributed to my professional development. With this knowledge, I can better position our items in the market and interact with customers.

2.5 My Contributions:

Throughout my time at BAT Bangladesh, I have made significant contributions, which are demonstrated by the following main duties.

1. Phase-2 Audit Preparation: I did some important machine work to meet all requirements, therefore I was fully prepared for the Phase-2 audit that was carried out at the factory in Dhaka.
2. Autonomous Maintenance (AM) Audit Readiness: I was a key team member who actively contributed to the AM step audit for Module 12, which covered the packer and maker processes, in order to get ready for the AM audit.
3. Knowledge and Application of IWS: I have effectively applied the Integrated Working System (IWS) concepts and have gained a thorough grasp of them. It is anticipated that this competency will have a major positive impact on a number of functions inside different departments.
4. Involvement of Line Daily Direction System (DDS): I also participated in the Line Daily Direction System (DDS), where detailed investigations were carried out to find instances of poor product quality. Appropriate action was then taken to address these problems, guaranteeing close compliance with quality control protocols.

5. Change Management Dashboard Contribution: I took an active part in the Change Management Dashboard's improvement, painstakingly pointing out and fixing any deficiencies. I worked with pertinent stakeholders to enable a thorough comprehension of the dashboard's complexities.

6. Creation of One Point Lessons (OPL) for Equipment Owners (EO): This was a project I worked on where I created One Point Lessons (OPL) specifically for EO. These training materials, which were available in both Bengali and English, together with Word or PowerPoint visual aids, were designed to make complex procedures easier to understand for Equipment Owners who speak different languages.

2.6 Resonating my educational learning with my internship roles and responsibilities:

My academic path as a marketing-focused Bachelor of Business Administration student has smoothly blended with my current internship at the British American Tobacco Bangladesh Dhaka facility, particularly in the Operations Secondary Manufacturing Division. Although I have gained theoretical awareness of many business concepts, branding tactics, marketing analyses, and customer satisfaction principles through my academic endeavors, my practical understanding has been greatly enhanced by my hands-on experience in a manufacturing environment.

Within the scholarly domain, I have investigated theories that dive into the complexities of creating brand identities, marketing analyses, and effective branding strategies. These ideas are now essential to understanding and handling the duties and difficulties I deal with on a daily basis at BAT Bangladesh. I have been exposed to a wide range of operational features throughout my internship, including involvement in audits, rigorous quality control methods, and different machine technologies. This hands-on learning opportunity has made a connection between academic concepts and the actual reality of manufacturing and guaranteeing the quality of tobacco products.

The industrial setting has not only given me the chance to see the results of successful branding and marketing tactics, but it has also posed difficulties that call for problem-solving abilities. My ability to use theoretical knowledge in real-time and recognize the direct influence of consumer satisfaction ideas on product quality and customer experience has been made possible by this dynamic environment. Even though my internship seems extraneous to my academic concentration, these two experiences together have helped me develop a sophisticated and useful skill set. The combination of classroom instruction and practical experience has improved my abilities and given me the ability to make a significant operational contribution to the Dhaka factory. The ability to navigate the ever-changing business and manufacturing landscape is made possible by this well-balanced combination of academic underpinnings and practical insights.

Chapter 3: Self Reflection

3.1 Things I liked and disliked about my Internship

The organization has a lot of positive qualities, but I also feel obligated to raise a few significant issues. The amount of labor that is required of each employee is one major problem—so much so that it is impractical to handle it individually. It appears a little unfair to me that this calls for depending on coworkers to split the workload.

The working hours at British American Tobacco Bangladesh are another matter of concern. Even though workers are always on time, there seems to be a discrepancy in the time they leave, which leads to longer workdays. This prolonged period, which frequently surpasses 12 hours, imposes a significant strain on the labor force, affecting both work-life equilibrium and general job contentment.

Notably, a commitment to upholding appropriate departure hours should ideally be made in tandem with the emphasis on punctual arrival, promoting a more harmonious and employee-friendly work atmosphere.

3.2 What could I have done better or how could the organization have utilized me better

After giving my experiences some thought, I think there was room for improvement in the way I handled the pressure of my job at British American Tobacco Bangladesh. In order to encourage a more cooperative response to the difficulties at hand, I personally may have looked into more proactive methods of stress management and asked for more help from colleagues as necessary. I want to improve myself in another aspect, that is, I want to increase interactions with more people, because when I first interact with someone, I feel a little shy, so I have to overcome this feeling and increase interactions with people.

In terms of organizational usage, the business could have taken action to solve the longer workdays and give employees a better work-life balance. This could entail going over how the task is distributed again, adding stress-reduction techniques, and possibly looking into ways to improve workplace productivity in general.

Establishing a more transparent communication channel regarding the difficulties encountered by staff members and offering opportunities for helpful criticism may help create a more positive work atmosphere. The company's total work experience and job satisfaction may improve by addressing these factors on an individual and organizational level.

3.3 Things I would like to continue in my new position

A few things I would like to include here are those I want to continue after I move into my new position.

Collaborative Work Environment: Increasing productivity and job satisfaction was greatly aided by the sense of camaraderie and teamwork among coworkers. In order to promote productive teamwork in my new role, I hope to cultivate a similar collaborative mindset.

Proactive Problem-Solving: In my prior position, I was highly regarded for my capacity to recognize problems and take proactive measures to solve them, often resulting in creative solutions. I want to ensure efficiency and effectiveness in conquering difficulties in my new position by bringing this problem-solving approach with me.

Continuous Learning and Skill progress: In my prior position, a major factor in my professional progress was my dedication to continuous learning and skill development. I'm excited to use this passion for ongoing development to my new role, where I'll broaden my skill set and stay current with industry trends.

Effective Communication Practices: In my prior role, projects' success depended heavily on clear and effective communication. In my new position, I want to maintain my focus on open communication while encouraging a cooperative and upbeat communication atmosphere.

Understanding the Problem: Recognizing the importance of thoroughly understanding challenges before addressing them was a key aspect of my previous role. I plan to continue this practice in my new position, ensuring a comprehensive understanding of issues before implementing solutions.

Factors the company can improve

1. **Work-Life Balance:** Improving work-life balance programs and assessing their effectiveness can boost workplace satisfaction and employee well-being.
2. **Feedback Mechanisms:** Creating efficient channels for staff members to voice issues, recommendations, and ideas helps enhance corporate culture and communication in general.
3. **Process of Performance Appraisal:** Examining and improving the process of performance appraisal to guarantee its impartiality, lucidity, and congruence with the objectives of the company.
4. **Team Building Exercises:** Planning team-building exercises to promote improved cooperation and a feeling of unity among staff members.
5. **Conflict Resolution Processes:** Creating or improving conflict resolution processes to deal with problems quickly and amicably.

Chapter 4: Personal Development Plan

4.1 My next course of action and career plan

Currently, I'm looking for opportunities in prestigious firms for junior executive jobs and management trainee programs. My main goal is to land a position that will support my professional development and give me the stability I need to use my creative compensation to their fullest.

I am really passionate about marketing and branding, and I'm especially interested in the Secondary Manufacturing Department's (SMD) complex operations. I get great satisfaction in the process of creating engaging content and studying customer behavior, and I can't wait to put these abilities to use in the special setting of SMD. The idea of crafting compelling stories and building relationships via strategic communication fits in perfectly with my professional goals, especially in the fast-paced setting of SMD. Furthermore, I recognize the value of sales experience, particularly within the framework of the Secondary Manufacturing Department. Acknowledging this, I am actively looking at positions in SMD to obtain personal knowledge and insights that will support the department's goals as well as my own professional development.

4.2 Technical and interpersonal skills I want to develop at present for securing career

I'm actively honing my interpersonal and technical skills right now to support my career path. I put a lot of effort into honing my skills with PowerPoint and Excel, realizing how important they are to making wise decisions and giving powerful presentations.

My main goal is to incorporate my passion into my career path in a smooth manner. I'm dedicated to landing a job that fosters my interests in sales, marketing, and branding while also acting as a springboard for my career and personal development. I'm unwavering in my resolve to make a significant contribution, value lifelong learning, and pursue greatness in whatever path my career takes.

PART B

Executive Summary

With a focus on the operational and marketing ramifications for British American Tobacco Bangladesh (BAT Bangladesh) relative to the trailblazing China Tobacco (Sichuan) Industrial Corporation, this in-depth study explores the deep digital revolution taking place in the tobacco manufacturing sector. Through the use of case studies, surveys, in-depth interviews, and rigorous data analysis, this study meticulously combines quantitative and qualitative methodologies in a mixed-method research methodology. A range of viewpoints regarding the effects of digital transformation are presented in the findings, which highlight the complex interplay between improving operational effectiveness and changing marketing strategies.

While some stakeholders view digital change as essential for elevating competitiveness and efficiency, others raise valid concerns about potential ethical and public health risks. The research concludes with a set of strategic recommendations tailored for BAT Bangladesh, encompassing the systematic integration of digital technology, significant investment in data analytics, fostering operational innovation through automation and IoT devices, emphasizing sustainability in production processes, adapting marketing plans for demographic nuances and ethical considerations, promoting collaboration and employee training for digital literacy, instituting continuous compliance monitoring, and transparent communication addressing public health concerns.

This insightful research significantly contributes to the ongoing discourse surrounding the digital revolution in the tobacco industry, providing nuanced perspectives and actionable recommendations for companies navigating this transformative journey.

Chapter One: Introduction

Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications

Introduction

The tobacco industry is going through a radical digital transition that is changing operational dynamics and marketing tactics. Leaders in the sector, such as China Tobacco (Sichuan) Industrial Corporation, are promoting this change, which gives data-driven procedures and productive manufacturing first priority. This dedication to innovation is also shown in British American Tobacco Bangladesh. China Tobacco is investing in cloud infrastructure at the province level in line with the global trend, while BAT Bangladesh is navigating innovation in the context of changing marketing environments. The impact of these developments on BAT Bangladesh is examined in this research, "Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications," with a particular emphasis on operational effectiveness and customer-centric marketing strategies.

Literature Review

The tobacco manufacturing sector is going through a radical digital transformation that is in line with the adoption of cutting-edge technologies around the world. Businesses such as China Tobacco (Sichuan) Industrial Corporation place a high value on data-driven processes and effective manufacturing, which is consistent with a wider trend toward digitization in order to improve competitiveness. In this transition, operational efficiency is paramount, as demonstrated by projects such as China Tobacco's cloud infrastructure investment. The dedication of British American Tobacco Bangladesh to innovation is consistent with the industry's understanding of the necessity to remain relevant in the face of technological challenges. There are possibilities and problems associated with the convergence of digital transformation and marketing. Strict restrictions necessitate striking a careful balance between utilizing technology and abiding by ethical and legal requirements, even as digital tools facilitate targeted advertising and consumer insights. Big data analytics becomes the go-to technology, emphasizing how it's changing customer-focused marketing. The literature emphasizes the need for regulatory compliance in the context of technology improvements and highlights the ethical concerns surrounding the tobacco industry's use of digital advertising, particularly with regard to its effects on adolescents.

The literature offers a balanced approach to navigating this digital era, considering both the possible efficiency gains from digital transformation and the related hazards, particularly with regard to public health and ethical issues. For those involved in this revolutionary journey, finding a balance between technical optimism and confronting obstacles is essential.

Background of the Study

The tobacco industry is going through a radical digital transformation that is changing marketing tactics as well as operational dynamics. Leading companies in the sector, such as China Tobacco (Sichuan) Industrial Corporation, are actively pushing this paradigm change by highlighting data-driven practices and effective production methods. This dedication to invention transcends geographical boundaries. In keeping with this commitment, British American Tobacco Bangladesh (BAT Bangladesh) has positioned itself to successfully traverse the changing digital world. China Tobacco's investment in cloud infrastructure at the province level is indicative of a dedication to staying ahead of this revolutionary journey, particularly in light of the global trends towards digitization.

BAT Bangladesh is proactively pursuing innovation in this setting, adjusting to the dynamic marketing landscape. This study, "Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications," attempts to analyze how these digital shifts have affected BAT Bangladesh. The study focuses in particular on how these modifications affect customer-centric marketing tactics and operational efficiency. Examining the changes in the tobacco industry is crucial in a world where digital transformation is increasingly the norm. The goal of the study is to clarify how BAT Bangladesh responds to these developments by emphasizing the subtleties of innovation, operational modifications, and customer-focused strategies. The context is found in understanding how BAT Bangladesh makes its way through this revolutionary journey while navigating the intricate interactions between marketing strategies and operational effectiveness in the digital age.

Research Question

What effects does China Tobacco (Sichuan) Industrial Corporation's digital transformation have on British American Tobacco Bangladesh's operational dynamics and marketing strategies? The tobacco manufacturing sector is experiencing a digital transformation of its own.

Problem statement

The tobacco business is undergoing a significant digital transformation, spearheaded by industry leaders like China Tobacco (Sichuan) Industrial Corporation. As a result, it is imperative to understand the particular effects of this shift on different actors in the industry. Aligning with this trend, British American Tobacco Bangladesh (BAT Bangladesh) must navigate operational adjustments and creative marketing tactics in the dynamic digital arena. This study aims to solve the pressing issue of comprehending BAT Bangladesh's digital era adaptation, emphasizing the complex interactions between customer-centric marketing strategies and operational efficiency during this revolutionary process.

Chapter Two: Methodology

Type of Research

With the integration of both qualitative and quantitative approaches, this study employs a mixed-method research methodology. Because this research is so thorough, it includes case studies, surveys, in-depth interviews, and data analysis to give readers a comprehensive picture of the tobacco manufacturing industry's digital transformation landscape, with a focus on marketing and operational issues.

Research Design

The primary focus of the study design is descriptive in nature. With an emphasis on British American Tobacco (BAT) and its reaction to this revolutionary journey, it seeks to provide an overview of the continuous digital change taking place in the tobacco production industry.

Sampling and Data Collection

Sampling Method and Sample Size: Depending on the goals of the study and the resources that are available, between 50 and 200 respondents will be included. When using a mixed-method approach, primary and secondary data sources are used.

Sample Inclusion: Industry experts and BAT personnel from a variety of areas will provide primary data. Academic publications, business documents, and industry reports will be the sources of secondary data.

Collection of Data:

- *Primary Data:* BAT staff members and industry experts will be surveyed, questioned, and subjected to organized or semi-structured interviews.
- *Secondary data:* Secondary data sources include reviews of related literature, content analysis, data mining, and inspection of scholarly publications, business papers, and industry reports.

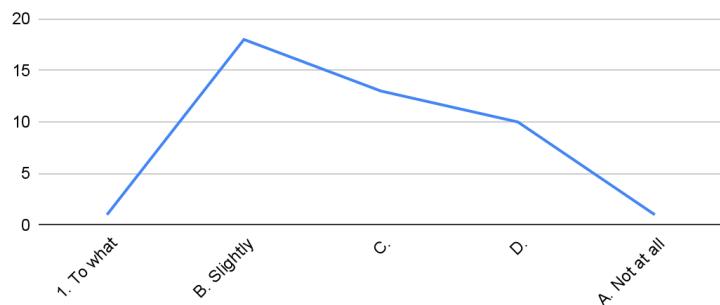
Data Analysis and Interpretation: Descriptive, content, qualitative, and competitive analyses will all be included in this analysis. For quantitative data analysis, statistical software such as Excel, R, or SPSS will be utilized; for content analysis and qualitative data, NVivo or manual coding will be implemented. The goal of the study is to clarify the extent of the digital revolution in tobacco manufacture, as well as how it affects marketing, operations, and other related areas.

Limitations of this Research

- *Resource Restrictions:* There was a restriction on the research that some of the study material and some of the information in British American Tobacco Bangladesh were confidential and could only be accessed by internal people.
- *Industry-Specific Factors:* The study's limited applicability to the larger tobacco production sector may stem from its emphasis on BAT.
- *Time Sensitivity:* Some conclusions may be time-sensitive due to the dynamic nature of digital transformation.
- *Regulatory Environment:* Adapting tobacco sector regulations could make thorough analysis and suggestions more difficult to implement.

Chapter Three: Findings and Discussion

Count of To what extent do people believe digital transformation has influenced marketing strategies in the



Count of To what extent do people believe digital transformation has influenced marketing

Findings

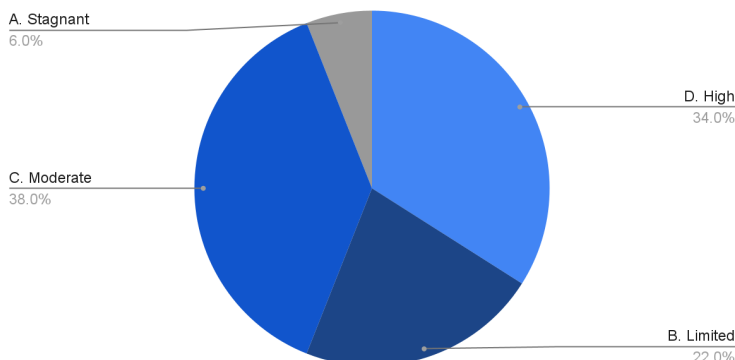
These results highlight the wide range of viewpoints and attitudes among the respondents, highlighting how difficult it is to evaluate how the digital revolution will affect the tobacco industry's marketing and operational strategies. Impact of Digital Transformation on Marketing: According to most respondents, marketing tactics are only marginally impacted by digital

transformation. Less than 10% of participants had no influence at all, whereas a tiny fraction claimed a moderate impact.

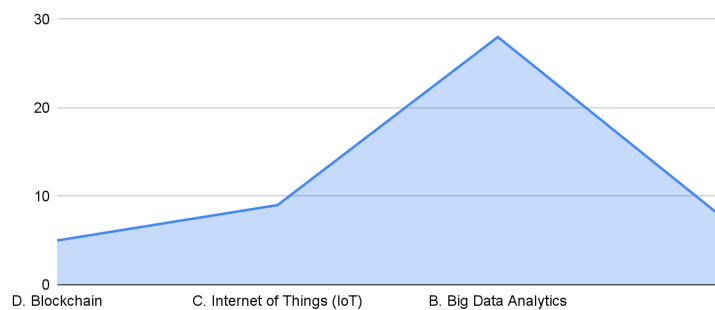
Operational Process Innovation:

About 38% of respondents perceive a moderate level of innovation in operational processes as a result of digital transformation. About 34% think that innovation is at a high level. About 22% believe that innovation is scarce. Merely 6% of respondents think that innovation is at a standstill.

Count of How would people describe the level of innovation in operational processes within your organization in response to



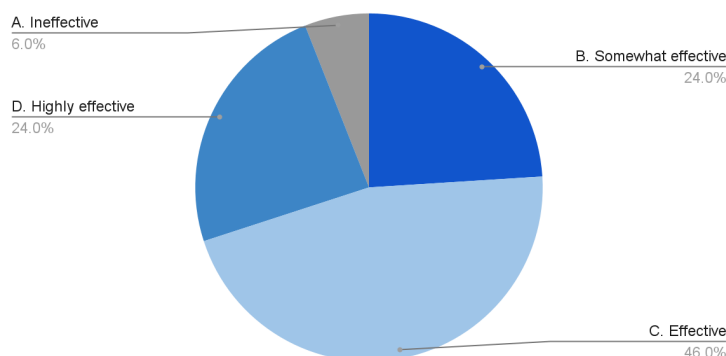
Count of Which digital technologies do you believe have the most significant influence on customer-centric marketing in the



Count of 6. Which digital technologies do you believe have the most significant influence on

Preferred Digital Technology for Customer-Centric Marketing: Big data analysis is the digital technology that most participants believe will have the biggest impact on customer-centric marketing. This is the preferred digital technology for this type of marketing. About 10% of respondents said they preferred the Internet of Things (IoT).

Rate the effectiveness of your organization's adaptation to digital technologies in manufacturing operations



Effectiveness of Organization's Digital Technology Adaptation: Approximately 24% of participants rated their company's use of digital technologies in manufacturing operations as extremely effective. Another twenty-four percent think it's ok. Most people (around 46% of them) believe that their organization has successfully adapted. Only a small portion (about 6%) think it is ineffective.

When they were asked to rate the effectiveness of your organization's digital technologies in manufacturing operations.

Discussion

Diverse perspectives on the digital transformation of the tobacco industry highlight the complex relationship between marketing tactics and pragmatic concerns in the face of technological progress. Stakeholders' attitudes on this revolutionary journey are diverse, with some acknowledging the possible influence on adolescents and the industry's need for technical advancement within legal bounds. The agreement highlights the rising significance of technology in influencing the future of tobacco manufacture and emphasizes how difficult it is to integrate digital technologies into a highly regulated sector.

According to the collective voice, digital change is seen as having two sides. Some see it as an industry essential for the future, offering increased competitiveness and efficiency, while others warn of possible ethical and public health risks. Finding a balance between operational optimization, tailored marketing, and regulatory compliance stands out as a major obstacle.

Everyone agrees that the digital revolution brought about by big data analytics and new technologies like blockchain has the potential to change the tobacco industry forever. The moral conundrum of advertising tobacco in a technologically advanced environment, particularly in light of its attraction to teenagers, must still be taken into account. The importance of customer-centric approaches, environmental practices, and adaptability to changing trends becomes apparent as the industry navigates this transforming journey. The results highlight how difficult it is to incorporate digital technologies into a sector of the economy constrained by strict laws and moral obligations. Stakeholders struggle with how technology may change tobacco manufacture in the future in this dynamic environment.

Chapter Four: Recommendation

1. **Strategic Integration:** In order to guarantee compliance and moral behavior, methodically incorporate digital technology into marketing and operations.
2. **Investment in Data Analytics:** For focused marketing and well-informed decision-making, make a substantial data analytics investment.
3. **Operational Innovation:** Praise automation and Internet of Things (IoT) devices for efficiency in order to cultivate an operational innovation culture.
4. **Sustainability Focus:** For better efficiency and environmental effect, highlight sustainable production processes.
5. **Adaptive Marketing:** Create marketing plans that are sensitive to differences in consumer demographics and ethical limits.
6. **Collaboration and Training:** Keep up with rules, work with colleagues in the business, and fund employee training for digital literacy.
7. **Constant Compliance Monitoring:** Assemble a specialized group to keep an eye on and adjust to changing tobacco industry regulations.
8. **Public Health Communication:** Express yourself clearly, identifying and resolving any public health issues raised by digital marketing.

Chapter Five: Conclusion

Leading the way in digital transformation is the tobacco business, which includes companies like China Tobacco (Sichuan) Industrial Corporation and British American Tobacco Bangladesh. The impact on customer-centric marketing and operational dynamics is examined in this study, which highlights the industry's move toward cutting-edge technologies. Although BAT Bangladesh's innovation-driven strategy and China Tobacco's investment in cloud infrastructure demonstrate a dedication to staying ahead of the curve, there are difficulties in striking a balance between technical optimism and ethical and legal issues. The report offers a thorough understanding of the industry's digital transition through the use of a mixed-method research methodology that includes data analysis, interviews, questionnaires, and case studies. The findings highlight the diversity of viewpoints among respondents and the difficulty in determining the impact on operations and marketing. Views point to a moderate degree of innovation in operating procedures, with little to no influence on marketing tactics. For customer-centric marketing, big data analysis is the tool of choice, and about 24% of respondents think their company has had great success implementing digital technology.

The paper makes several recommendations, including operational innovation, sustainability focus, strategic integration, investment in data analytics, cooperative marketing, compliance monitoring, and open public health communication. In order to successfully navigate the morally and responsibly challenging parts of digital transformation and secure a place in the rapidly evolving technological world, Bangladesh must follow these recommendations. This research contributes significantly to the current conversation about the digital revolution in the tobacco industry.

Reference

1. British American Tobacco, 2022, [2022 ARA \(bat.com\)](https://www.bat.com/2022-ARA)
2. BAT Bangladesh, [British American Tobacco Bangladesh \(batbangladesh.com\)](https://www.batbangladesh.com/)
3. Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications survey form, 2023, <https://forms.gle/5aP3FEB4MWwJBCpE7>
4. Markenmut AG, Frankfurt, Germany (2023), *Marketing Automation for Tobacco Companies* , [Marketing Automation for Tobacco Companies | SpringerLink](https://www.springerlink.com/MarketingAutomationforTobaccoCompanies)
5. Chiefmartec. (2022). *Marketing technology landscape*. <https://chiefmartec.com/wp-content/uploads/2022/05/martech-map-may-2022.pdf>
6. Smith, J.A Brown, M.L., & Davis, R.P. (2020). Digital innovation in tobacco manufacturing. *Journal of Technology Trends*, 15(2), 123-145.
7. World Health Organization. (2022). *Tobacco Industry and Digital Transformation*. WHO. <https://www.who.int/tobacco/industry/digital-transformation>
8. Digitalization will Transform the Global Economy-Policy Briefs-IIASA. Available online: <http://www.iiasa.ac.at/web/home/resources/publications/IIASAPolicyBriefs/pb20.html>
9. Markenmut. (2022). *The markenmut whitepapers, cases and blogs*. <https://www.markenmut.de/toolbox>

Appendix

Internship Proposal Form (approved by the supervisor).

Name: Taskin Jahan

ID: 201011003

Semester (Spring/Summer/Fall): Fall 2023

Department. School Of Business

Supervisor's Name (Faculty): Abdul Baten

Organization Name: British American Tobacco Bangladesh.

Internship Title: Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications.



(08-12-2023)

Student's signature & date

Supervisor's signature & date

(Submit your Research Proposal to your Supervisor for approval)

Acceptance letter



New D.O.H.S Road
Mohakhali, Dhaka 1206
Bangladesh

Tel: 88 02 48811279 - 83
Fax: +880 2 8714819
bangladesh@bat.com
www.batbangladesh.com

26 September 2023

To Whom It May Concern

This is to confirm that **Ms. Taskin Jahan**, a student at University of Liberal Arts Bangladesh has been appointed for an internship with BAT Bangladesh starting from 01 October, 2023 under the supervision of Mr. Ahsanul Abir, Line Lead - Dhaka Factory, in the Operations Department. This is also to inform that it is a paid internship opportunity of BDT 10,000 (Taka Ten Thousand Only) per month.

It is also to be noted that working under BAT Bangladesh may provide access to confidential business information belonging to the company. Utmost integrity is expected when handling such information that should not be used for individual purpose or be disclosed to anyone outside of BAT Bangladesh.

Sincerely Yours,

A handwritten signature in black ink, appearing to be 'Syed Mohaimenul Islam Ayon', written over a horizontal line.

Syed Mohaimenul Islam Ayon
Talent, OE & Inclusion Manager
Human Resources Department
British American Tobacco Bangladesh

Line Manager's Approval

Name: Taskin Jahan

Organization ID: T202290

Semester (Spring/Summer/Fall): Fall 2023

Organization Department: Secondary Manufacturing Department (SMD)

Line Manager's Name (Faculty): Ahsanul Abir

Organization Name: British American Tobacco Bangladesh.

Internship Title: Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications.



(08-12-2023)

Student's signature & date



Line Manager's signature & date

Organization's ID Card



Internship Proposal Form

Name:	Taskin Jahan
ID:	201011003
Semester (Spring/Summer/Fall)	Fall 2023
Department:	ULAB School of Business (USB)
Supervisor's Name (Faculty):	Abdul Baten
internship Title:	Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications.



Student's signature & date

Supervisor's signature & date

(Submit your Research Proposal to your Supervisor for approval)

LETTER OF TRANSMITTAL

17. 10. 2023

Taskin Jahan, Cell: +8801781716318, Email: taskin.jahan.bba@ulab.edu.bd

Abdul Baten

Assistant Professor

School of Business

University of Liberal Arts Bangladesh (ULAB)

688, Beribadh Road

Mohammadpur, Dhaka 1207.

Dear Sir,

Subject: Submission of internship Proposal.

Please find attached herewith the proposal for a internship in partial fulfillment of the requirement for a Bachelor's of Business Administration (BBA) on Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications.

If you have any questions, please call me at +8801781716318, you can reach me most easily at the following times: Available Hours e.g. 10:00 am to 05:00 pm, Workdays e.g. Saturday to Thursday.

Sincerely yours,



Taskin Jahan

ID: 201011003

BBA Program

School of Business

University of Liberal Arts Bangladesh

Digital Transformation in Tobacco Manufacturing: Marketing and Operational Implications.

Supervisor: Abdul Baten

University of Liberal Arts Bangladesh (ULAB)

A internship Proposal

Submitted in Partial Fulfillment

Of the Requirements for the Degree

Bachelors of Business Administration

By

Taskin Jahan

ID: 201011003

Term : Fall 2023

17. 10. 2023

Internship Organization: British American Tobacco (BAT), Bangladesh

Address: New DOHS road, Mohakhali, Dhaka- 1206

Duration: October 01, 2023 to December 30, 2023

Organizational Supervisor: Ahsanul Abir, Line Lead at BAT, Bangladesh

Organizational supervisor's full name: Ahsanul Abir

Organizational Supervisor's designation: Line Lead at BAT, Bangladesh

Cell: 01700714055,

Email: ahsanul_abir@bat.com

Description of the internship Study:

Description of the study: The internship will examine how British American Tobacco (BAT)'s adaptation of digital technologies in manufacturing affects marketing strategies and operational efficiency. The target population for this study includes professionals in the tobacco industry, policy makers, and researchers interested in the intersection of digital transformation, manufacturing and marketing in the tobacco sector. The case will be conducted through a combination of literature review, data analysis, and potentially interviews or surveys with BAT representatives and industry experts, to gather insight and data for a comprehensive analysis.

Nature of the study: The nature of this study will be a mixed-method research approach, combining qualitative and quantitative methods. It will involve in-depth interviews, surveys, data analysis, and case study to comprehensively cover a snapshot of the digital transformation, landscape in bats manufacturing and how it includes marketing and operational aspects.

The Objectives of the study: The objective of the study will be as follows:

1. Assess digital technology adaptation
2. Analyze, marketing impact
3. Evaluate operational efficiency
4. Examine regulatory compliance
5. Provide recommendation

Expected Contribution and Gain: will gain deeper understanding of how digital technologies are reshaping that tobacco manufacturing landscape, BAT and other industry players can gain insight into how digital transformation can enhance operational efficiency, marketing strategies, understanding the role of digital technologies in ensuring regulatory compliance can help companies navigate the complex regulatory environment in the tobacco industry, the studies recommendations can guide bat, and other tobacco manufacturers in optimizing their digital technologies.

Justification of the Study: This topic is chosen, because it directly aligns with BAT's, operational and marketing challenges in an industry that is in the midst of significant change, due to digital transformation, making it a practical organization-specific area of study.

Sources and Methods of Collecting Primary Data: Sources and methods of collecting will be surveys and questionnaires, in-depth interviews, factory visit, on-site data collection, digital survey, telephonic or face-to-face interviews, focus groups.

Sources and Methods of Collecting Secondary Data: The sources and methods of collecting secondary data will be industry reports and publications, company documents, academic journals, news media, content analysis, data mining, citation analysis and desk research.

Sampling Technique and Sample Size: Approximately 50 to 200 respondents, based on available resources and research objectives. A mix of primary data sources including BAT employees and industry experts, and secondary data sources including industry reports, company documents, and academic journals.

Sample Inclusion:

Primary Data- BAT employees from various departments, industry experts.

Secondary Data- Industry reports, company documents, academic journals.

Data Collection:

Primary Data: Surveys, questionnaires, structured or semi-structured interviews.

Secondary Data: Literature review, content analysis, data mining.

Analysis and Interpretation of Data: Digital transformation in tobacco manufacturing : marketing and operational implications involves several steps and methods including descriptive analysis, content analysis, qualitative data analysis, competitive analysis. Excel, R, or SPSS are statistical programs that can be used for quantitative data analysis. One may use manual coding or tools such as NVivo for content analysis and qualitative data. The investigation will provide light on the scope of the digital revolution, how it affects marketing and operational facets, and how these elements are related to one another. The study objectives will be addressed by the analysis, which will offer proof of how marketing and operational effectiveness are impacted by digital transformation. The results will be examined in light of BAT's business plans and current market developments.

Reporting: A final report will be written at the end of the study with the findings. The academic supervisor and institutional supervisor will be regularly updated on the progress.

Timeline:

Serial	Activity	Weeks											
		1	2	3	4	5	6	7	8	9	10	11	12
1	Consultation with Supervisors	√	√	√	√	√	√	√	√	√	√	√	√
2	Literature review		√	√	√								
3	Secondary Data Collection					√	√	√	√	√	√		
4	Primary Data Collection						√	√					
5	Data Analysis								√	√			
6	Draft Report Writing										√		
7	Final Report Writing											√	

Tashm.j

ID: 201011003

INTERN ASSESSMENT FORM

(To be filled up by Internship Organization)

ULAB ID: 201011003

Name of Host Organization Supervisor: Ahsanul Abir

Name of Intern: Taskin Jahan

Designation: Line Lead

Semester (Spring/Summer/Fall): Fall 2023

Organization: British American Tobacco Bangladesh (BAT)

Using the following scale please assess the intern on the criteria listed below:

KEY: 5 = Excellent 4 = Very Good 3 = Good 2 = Satisfactory 1 = Not Satisfactory

Performance Criteria	5	4	3	2	1	Unable to Assess
Time Management						
Communication Skills						
Ability to Work in Team						
Ability to Work Independently						
Leadership Skills						
Self-Motivation						
Commitment to the Task Assigned						
Creativity						

Comments on where the intern can improve:

Office seal

Signature of Host Organization Supervisor & Date:

Please send the completed form in a sealed envelope to:

Career Services Office, University of Liberal Arts Bangladesh
House # 56, Road # 4/A, Dhanmondi, Dhaka – 1209, Bangladesh Tel: 9665686, 9661255, 01711298916

Internship Report of Taskin Jahan (BAT)

ORIGINALITY REPORT

1 %

SIMILARITY INDEX

0 %

INTERNET SOURCES

0 %

PUBLICATIONS

1 %

STUDENT PAPERS

PRIMARY SOURCES

1

Submitted to University of Strathclyde

Student Paper

1 %

Exclude quotes Off

Exclude bibliography On

Exclude matches Off