

EFFECTIVENESS OF WEEKLY MEETINGS ON MOTIVATION AND JOB SATISFACTION AT ROZA FRAGRANCE

Internship Organization:
ROZA FRAGRANCE

Prepared by:
Sabiya Israil Mumu
ID: 211011036

Supervised by
Barrister Syed Hasib M Rahman
Senior Lecturer, ULAB School of Business (USB)

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



14th December , 2025

Internship Report Approval Form

Student Name: Sabiya Israil Mumu

ID No: 211011036

Major: Marketing

Year: 2025

Mobile Phone: 01779-118128

Email: sabiya.israil.bba@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship Organization: **ROZA FRAGRANCE**

Internship Report Topic: Effectiveness of Weekly Meetings on Motivation and Job Satisfaction at Roza Fragrance

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

SUPERVISOR APPROVAL

(Tick One)

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

Remarks (For Not Approved):

Signature: _____ Date : _____

Name: Barrister Syed Hasib M Rahman

E-mail: hasib.rahman@ulab.edu.bd

Phone: 01712-832686

PLAGIARISM DECLARATION

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

Name: SABIYA ISRAIL MUMU

ULAB ID # 211011036

Signature: _____

Date: _____

Letter of Transmittal

Date of submission: 14th December, 2025
Barrister Syed Hasib M Rahman
Senior Lecturer,
School of Business
University of Liberal Arts Bangladesh (ULAB)
688, Beribadh Road
Mohammadpur, Dhaka 1207.

Subject: Submission of Internship Proposal on the “ **Effectiveness of Weekly Meetings on Motivation and Job Satisfaction at Roza Fragrance.**”

Dear Sir,

I am pleased to inform you that I have successfully completed my research report titled “ *Effectiveness of Weekly Meetings on Motivation and Job Satisfaction at Roza Fragrance.*” 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 whether these weekly meetings can be considered as a useful communication, feedback and teamwork tool or if it is a routine practice that does not leave any significant impact on the employee morale. 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 sincerely hope that this paper meets your expectations and provides meaningful insights. I kindly request you to accept this report and I would be grateful for your valuable feedback and suggestions.

Thank you.

Sincerely,

Sabiya Israil Mumu
ID: 211011036
Bachelor of Business Administration (BBA)
Concentration: Marketing
ULAB School of Business (USB)
University of Liberal Arts Bangladesh (ULAB)

Acknowledgement

I would like to express my deepest gratitude and respect to all those who have supported me throughout the completion of my research report on “ Effectiveness of Weekly Meetings on Motivation and Job Satisfaction at Roza Fragrance .” First and foremost, I am thankful to Almighty Allah for granting me the patience, strength, and courage to complete this task within the given timeline.

I am sincerely thankful to my supervisor, Barrister Syed Hasib M Rahman, Senior Lecturer, School of Business. His guidance, insightful feedback, and continuous support throughout the entire semester greatly enriched my knowledge and contributed significantly to both my personal and professional growth. I am truly grateful for the opportunities he provided, which allowed me to gain practical, hands-on learning experiences.

I would also like to convey my deepest gratitude to all the participants who kindly dedicated their time to share their views and experiences. The knowledge and exposure gained through my involvement with Roza Fragrance have been invaluable in helping me understand the importance of maintaining a balanced workload during an internship in any organization.

Finally, I am very thankful to my family and friends for their constant love, encouragement, and support. Their unwavering faith in me, especially my mother’s consistent motivation throughout my undergraduate journey at ULAB has been a continuous source of strength and inspiration.

Table of content

PART-A

Chapter One: Internship Preparation.....	1
1.1 Motivation and Expectations.....	1
1.2 Internship Search Process and Why I Chose This Organization.....	1
1.3 Internship Interview Experience.....	2
1.4 About the Organization :.....	2
i. Mission	3
ii. Vision	3
iii. Commitment.....	3
Chapter Two: About the Internshipt.....	4
2.1 Position, Work Environment, and Daily Dutiest.....	4
2.2 Skills Learned and Contributions Made	4
2.3 Correlation between Educational Learning and Internship experience.....	5
Chapter Three: Internship Experience and Reflectionst.....	6
3.1 Things I Liked and Disliked about My Internship at Roza Fragrance.....	6
3.2 How I Might Have Improved and How the Organisation Might Have Used Me Better	6
3.3 Future Development Reflections and Recommendations to the Internship Program	7
Chapter Four: Personal Development Plan.....	8
4.1 Personal Development Plan and Career Plan.....	8
4.2 Development of technical and Interpersonal Skill	8

PART- B

Executive Summary	10
Chapter One: Introduction	11
1.1 Research Title	11
1.2 Research Objective.....	11
1.3 Background of the Study	11
1.4 Research Questions	12
 Chapter Two: Literature Review	14
2.1 Employee Motivation	14
2.2 Job Motivation	14
2.3 Communication at Workplace Effectively	15
2.4 Team Assembly and Workforce Involvement	16
2.5 Organizational Culture and Cooperation	16
2.6 Employee Productivity and Performance Outcomes	17
 Chapter Three: Methodology	18
3.1 Type of Research	18
3.2 Research Design	18
3.3 Sample Size	18
3.4 Sample Selection Technique	19
3.5 Data Collection Method	19
3.6 Data Analysis	19
 Chapter Four: Findings and Discussion.....	22
Chapter Five: Recommendation	25
Chapter Six: Conclusion	27
References	I
Appendix	IV
Internship Proposal Form.....	IV
Appointment	V
Turnitin Report	VI

PART A

Chapter One: Internship Preparation

1.1 Motivation and experience

As a student of the University of Liberal Arts Bangladesh (ULAB), majoring in Marketing under the Bachelor of Business Administration program, I have always been interested in understanding the concept of how markets actually work, and also wanted to learn about how businesses attract potential and existing customers by providing them their needs and wants or like providing effective strategies. My main aim was that I also wanted to learn more about how the market works, how the market changes, how the brand considers the customer needs and wants, how they design the marketing campaigns and one of the most important things is how one has to engage and communicate with their customers. From the perspective of the customers, I would like to know about what actually attracts or motivates people to buy the particular products. Overall, by doing the internship, I want to gain practical experiences and to apply what I have learned through these years. It will not only help me to gain knowledge, but will also boost up my confidence.

1.2 Internship Search Process and Why I Chose This Organization

In today's time, people are hardly getting any job opportunities. It was also very difficult for me to find a job which will help me for my future. I continuously search for an organization that will go with my academic interests, goals, abilities. The first step to gaining this internship was to search for many different companies. The main platform where I got this job vacancy advertisement was on Facebook. I saw this advertisement for Roza Fragrance on the job groups.

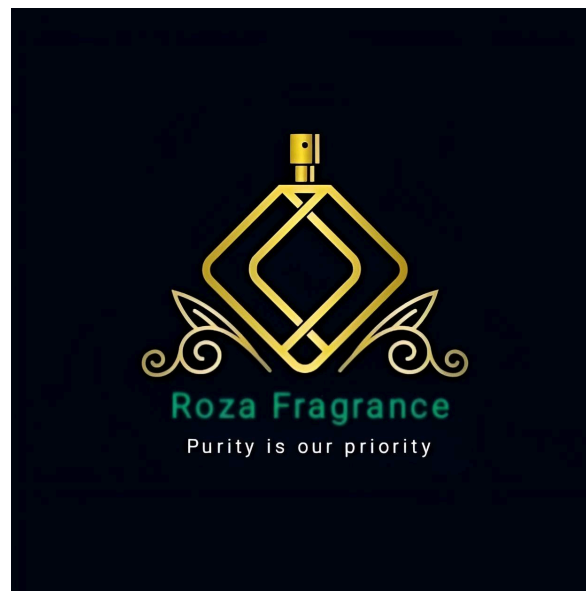
I chose this company for many reasons. After going through the job responsibilities thoroughly, I researched about this page and learned that it is a growing Bangladeshi perfume brand that is famous for its quality, innovation and best customer service. This job goes with my goals of creativeness, and customer focused sectors. They were also taking inexperienced people for this job which attracted me even more. So I decided to send my CV and cover letter to this company. I have answered the necessary questions that were asked on the post and emailed all that information.

1.3 Internship Interview Experience

A week after applying for the internship, I got a call for an interview which was going to be held online. The person politely told me a time, and asked whether it is convenient for me as well, so that she can take the interview. The person who called me was Jennifer Abedin Mouly. She gave me a pdf of the details of the company, and told me to read everything that is written on it , and she will ask me some of the questions from here on the interview. There were probably 8 chapters on it, and each chapter was about different topics , like Bkash issues, Pathao issues, product category , pricing etc.

On the day of the interview, she shared a meet link to join, and I joined that call. By greeting her I started the conversation. She basically started with small talk, and then asked whether I had read the given pdf or not. Then she asked why I wanted this job and then I explained that I really want to learn about how the market works, and how to handle the customers by providing the best service. Then she asked about the “Partial delivery”. It was given on the pdf, and I explained very nicely what that means. It basically means that we are sending a number of products to the customer and he or she can check the product and can keep and return those products he or she wants. She asked me whether I have any previous experience or not. At last she gave me some bills and told me to check whether the bills were correct or not. The interview lasted for like 10 to 15 minutes and after taking the interview she thanked me and told me that she will reach me soon. After five days, she called me , and gave me the good news that I got the job.

1.4 Information About the Organization



Roza Fragrance is a Bangladeshi perfume brand that sells various high quality perfume oils for both male and female. The company sells many premium perfume oils that blend in the elegance, modernness and culture very beautifully. The brand includes the roll on perfumes that one can use on different occasions and will suit their personality perfectly.

Roza Fragrance is a medium sized company which has established a strong presence in both online and offline markets by providing the best products and service to their customers at affordable prices all over Bangladesh. It also has a website where they have provided detailed notes of each perfume, and also mentioned the projection, pricing etc.

It mainly operates in a beauty and cosmetics industry that is not only able to attract female customers but also male customers equally by providing imported premium perfumes at the lowest price possible.

(i) Mission:

To create timeless fragrances that give individuals confidence, grace, style by giving them the highest quality products. Roza Fragrance has won the hearts of the customers. Their main mission is not to make profit but to win customer's hearts by providing the best perfumes which will help to give them a unique identity and presence.

(ii) Vision:

Roza Fragrance has become the most trusted perfume brand in Bangladesh for everyone, as well as the people who don't have that much knowledge of the perfumes come to purchase them by trusting that they will provide the best perfume as always. Their vision is that they will redefine the fragrances with passion, quality and sophistication for their customers, and to explore new ideas and suggestions that are given by the customers in order to keep them happy and satisfied.

(iii) Commitments:

Roza Fragrance is committed to providing the best product and service to their customers and to make them satisfied and happy instead of just making profit. For them, customer satisfaction, originality is focused by ensuring that each product feels like a luxury product. It continuously also makes emotional connections with the customers so they become loyal in this competitive market- providing quality, class, identity , elegance in one perfume bottle.

Chapter Two: About the Internship

2.1 Position, Work Environment, and Job Responsibilities

Position: During my internship at Roza Fragrance, I got the position of Sales Representative. Here my job was mainly focusing on the customers, dealing with them by interacting with them through the official facebook page of Roza Fragrance perfume. There were customers from all over Bangladesh.

Work Environment: As I worked from home, my office setup was of a personal workspace with a laptop, a desk, a good internet connection and access to all of the page's digital tools such as Facebook Page, Business Suite, Discord, Messenger Groups and Excel Spreadsheets. Working from home has given me a lot of benefits which includes flexibility and freedom, while maintaining proper discipline, time management, respecting and behaving nicely with everyone. Although it was an online set up, the employees were very professional, organized, encouraging and helpful.

Job Responsibilities: The daily responsibilities of mine was basically interacting with customers through Facebook messages and comments, answering the product related questions asked by them, telling customers about what type of perfume we sell, pricing, home delivery offers, what are the offers that are currently available, what are the benefits, what type of products will be good for them as per their requirements, taking orders, listening customers complains and issues and providing them the best solution. Apart from these, another job responsibilities was recording the order on the entry sheet database and keeping data of orders and sales. This job has taught me how to maintain an organized database. Overall, this job has also sharpened my brain, as now I can think more quickly and can give effective solutions in order to increase sales.

2.2 Skills Learned and Contributions Made

I also learnt how to handle data with excel and used it frequently to key in product related information and monitor the sales performance on a daily basis. This has taught me to plan the information correctly and to analyze the sales trends. Additionally, I was able to enhance my time management, maintaining a balance between various conversations with customers and at the same time dedicating sufficient and individual time to each of them. I also learned how to deal with uncomfortable circumstances like the one when a customer is uncertain whether to buy or has some problems with delivery and solves the problem by answering questions and offering quality advice.

The other significant learning aspect was the ability to know how digital marketing works with online selling. I have noticed how Roza Fragrance uses attractive visuals, engaging content, and affordable offerings to win customers. Through these strategies, I learnt about designing marketing campaigns that will raise the rate of engagement and conversion online. The primary role that I played was ensuring that customers were satisfied with the services given by the company, responding quickly, giving correct information and closing sales. My role in guiding the marketing and sales teams to improve their online strategy was by keeping the records of sales in order and by providing the customers with insights on how their marketing campaigns work.

2.3 Correlation between Educational Learning and Internship experience

Being a student of BBA, my major being Marketing, this internship meant that I would be able to put the theoretical knowledge I gained in my university to the practical aspect in business scenarios. Consumer Behavior, Digital Marketing, Brand Management, Principle of Marketing are some of the courses that were very much required. As an illustration, I also knew the consumer behavior, which assisted me to know various customer attitudes and buying reasons, and thus I found it easier to persuade. On the same note, digital marketing courses taught me to realize that social media sites such as Facebook are extremely helpful in increasing brand awareness and sales.

My Sales Management and Marketing Research were also applicable to me. Data entry, customer record keeping, and performance monitoring were internship tasks that show the analytical component of marketing research. In addition, I used communication and problem solving skills acquired in business courses to deal with actual customer encounters so as to provide good and professional experiences.

On the whole, it was a transitional experience between theory and reality in this internship. Additionally, it gave me an in-depth look at how customer service, sales, and marketing work into a company. My employment at Roza Fragrance has not only boosted my technical abilities but also increased my knowledge of how online communication contributes to the success of any business in the modern world. The experience further promoted my passion to become a career in the field of marketing and provided me with pertinent information about the professional world.

Chapter Three: Internship Experience and Reflections

3.1 Things I Liked and Disliked about My Internship at Roza Fragrance

I got a chance to work with the sales team, during my internship in Roza Fragrance to work in the vibrant atmosphere of a developing fragrance company. The work culture and the support I got through my supervisors were one of the best things that I enjoyed. The members were friendly and whenever I got into trouble, the team members would give me direction particularly in product demonstrations or when responding to customer queries. My other favorite thing was to learn the various types of fragrances, the tastes of customers, and the manner in which the sales strategies were created to appeal to specific targeted customers.

The other element that I liked was the real world experience I had with regards to sales operations; how to handle customer relationships and how to establish marketing promotions related to sales. The job enabled me to improve my communication and convincing qualities which are necessary in the sales profession.

Nevertheless, there was one aspect that I did not like and that was the inability to coordinate between departments at times. In cases, delays in the product replenishment or lack of communication between marketing and sales teams influenced the general sales process. Also, the working hours might be very demanding, particularly during the promotion campaigns, hence could not balance work and life properly.

3.2 How I Might Have Improved and How the Organisation Might Have Used Me Better

In retrospect, I think I could have done a better job at being proactive in proposing new ideas and strategies of sales. Sometimes, I concentrated more on the achievement of set duties instead of finding innovative means of enhancing customer interaction. In the future, I'll be more proactive in finding potential customers, developing up with marketing concepts, and attending sales strategy discussions.

On the part of the organisation, Roza Fragrance could have made more of me by having me do more analytical and strategic work, which can be aiding it in getting sales reports, researching customer information, or creating digital marketing strategies. This would not only have been a better learning

experience but also assisted the organisation to get a new outlook into the mind of an intern. There is also a rule that the company won't give any eid bonus to those employees who have not been there for more than one year. If they work on this, it may help the employees to work more during the Eid pressures. It would also be good to assign a mentor to the interns as this would make sure that there is proper guidance and learning in the internship period.

3.3 Future Development Reflections and Recommendations to the Internship Program

This internship has made me have a lot of interest in sales and marketing particularly in the fragrance industry. My next task would be to improve my interpersonal communication, negotiation, and data analysis skills. All of these qualities have a significant part in having and keeping the long term customer relationships and market trends.

In the case of Roza Fragrance, I would suggest some changes that can be carried out to improve their internship program. To begin with, it would be beneficial to offer the interns an organized orientation and list of tasks to make them understand their role earlier. Second, it would be possible to introduce the periodical feedback between supervisors and interns to allow interns to realize their performance and their areas of enhancement. Last but not least, it will be better to give eid bonuses to everyone, even the new employees.

In general, my internship experience in Roza Fragrance has been an important one, as it boosted my confidence, enhanced my knowledge in business, and taught me how to go about real situations in business.

Chapter Four: Personal Development Plan

4.1 Personal Development Plan and Career Plan

During the internship as a Sales Executive at Roza Fragrance, I have acquired many valuable experiences in knowing customer needs, product presentation as well as effective communication with customers in sales. Going forward, my future steps will be to continue on this platform by continuing to expand my knowledge in sales strategy, brand promotion and retail management. To enhance my analytical and decision making skills, I will set monthly sales goals, acquire new sales skills and help in the marketing activities of the company in the short run.

My career objective in the long term is to advance in the sales and marketing branch as a manager, to either Sales Manager or Brand Development Executive. I would like to be part of the strategy decision making process, head of a dynamic employees team and an important role in the growth of Roza Fragrance market, both locally and internationally. To do this, I would seek professional training on marketing management and customer relationship development and constantly learn under the guidance of the experienced mentors in the organization.

4.2 Development of technical and Interpersonal Skills

To have a successful career in the sales and marketing industry, I understand the need to have technical as well as interpersonal skills.

Technical Skills:

Currently, I would like to reinforce my ability in digital marketing, analysis of data and customer relationship management (CRM) software. These competencies will assist me in studying the trends in the consumer market, handling customer information effectively, and formulating specific marketing proposals. Besides, I will be able to give better advice to customers and complete more sales using my better knowledge of my products and market dynamics.

Interpersonal Skills:

Interpersonal skills like group work, communication, way of talking to other people, and emotional intelligence are equally important. As a sales executive, it is sometimes very difficult to consistently

engage and communicate with customers, to understand their preferences and likings in order to build long-term relationships with them. So, the objective of mine is to enhance my leadership and problem-solving abilities, as these skills are very essential for my future career.”

My development plan is aimed at finding a balance between technical skills and interpersonal excellence, which will allow me to become a self-confident, competent and results-oriented professional in the fragrance and retail sector.

PART B

Executive Summary

This paper explores how weekly meetings can be effective in employee motivation and job satisfaction in Roza Fragrance, a new retail brand in Bangladesh. Through semi-structured qualitative interviews based on 16 sales executives, the study examined the effects of weekly meetings on the morale, productivity, communication, and general experience of the employees working in the workplace. The objective of the study was to know whether such meetings have any positive effects on the well-being of the employees or rather cause dissatisfaction and demotivation.

The results indicate that the weekly meetings are seen by most sales executives as a demotivating factor due to the fact that most of the time they discuss mistakes but not appreciation. Employees claimed that they were stressed, unappreciated, and pressured especially when meeting with each other became a one-way communication with criticism. Also, paid salaries late and frequently revisiting unresolved issues also decreased job satisfaction. Nevertheless, certain employees have admitted that the meetings served them well to keep them informed on targets and operational updates so that it can be seen that the structure can work as long as it is enhanced.

The paper concludes that the weekly meetings in Roza Fragrance are supposed to contribute to performance and coordination but the way they are organized is not helping to motivate employees or the way they are satisfied. A change in focusing on balanced feedback, recognition, open communication, and esteemed dialogue may go a long way towards enhancing their effectiveness. The suggestions will involve fostering a more appreciative culture of meetings, enhancing a two-way communication approach, providing incentives in time, and eliminating redundant discussions through the use of specific action plans. Such improvements would allow Roza Fragrance to turn weekly meetings into a place of stress to a significant motivation, employee development, and organizational growth tool.

Chapter One: Introduction

1.1 Research Title

Effectiveness of Weekly Meetings on Motivation and Job Satisfaction at Roza Fragrance.

1.2 Research Objectives

The purpose of the study is to examine how weekly meetings influence employee motivation and job satisfaction at Roza Fragrance, which is an emerging perfume and lifestyle brand in Bangladesh. The proposed research will be directed at acquiring answers to the question whether these meetings can be considered as a useful communication, feedback and teamwork tool or if it is a routine practice that does not leave any significant impact on the employee morale.

The objective of the research will be as follows:

- To study the impact of weekly meetings on employee motivation in Roza Fragrance.
- To test whether there is any relationship between job satisfaction, as a result of weekly meetings or feedback, and employee motivation.

This study will serve this purpose as the study aims to identify how structured communication, weekly meetings, have an effect on how employees feel happier and engaged, and their performance at the work place. Lastly, the research will help Roza Fragrance develop better internal communication strategies that will enable the relationships and organizational culture of the team.

1.3 Background of the Study

In the present competitive business world, employees need to be motivated and have a sense of job satisfaction to succeed in the organization. Satisfied and motivated employees can be more productive, creative, and stay loyal and hence turnover can be minimized and overall performance improved. Frequent meetings are a common tool used by many organizations as a means to enhance communication, deal with issues and clarify objectives.

Open communication and feedback are usually encouraged by weekly meetings. They assist the employees to feel heard and supported when done correctly. But the same meetings, which are not well organized or monotonous, might cause frustration, loss of interest and lack of motivation. The extent of their influence is mostly contingent on intent, design and applicability.

At Roza Fragrance, a developing Bangladeshi luxury perfume and lifestyle corporation, weekly meetings are employed in discussing the sales performances, product developments and customer responses. Although the purpose of these meetings is to maintain coordination and teamwork, it remains unclear whether employees consider such meetings to be beneficial or a cumbersome routine that does not bring much value.

This paper explores the impact of weekly meetings on the motivation and job satisfaction of employees in Roza Fragrance. It also discusses the issue of whether such meetings encourage communication, trust, and engagement or lead to boredom and de-motivation. The results will provide the information on how to improve the organization of meetings and will be useful to Small and Medium Enterprise such as Roza Fragrance where efficient teamwork and communication are the keys to maintaining a motivated and high-performing workforce.

1.4 Research Question

Though weekly meetings are supposed to improve communication and motivation among employees, the performance of such meetings is often varied based on a number of factors such as the quality of meetings, the type of leadership and interest of the employees. At Roza Fragrance, weekly meetings are conducted to offer conformity to the teams and departments. It remains to be unknown however how well these meetings really act as a source of motivation and job satisfaction or whether they are merely a mere formality that is not accompanied by any tangible outcomes.

Therefore, the following research questions are to be answered by the given study:

This study seeks to answer:

- How weekly meetings impact employee motivation and job satisfaction in Roza Fragrance?

The central problem that the study addresses is whether responding to the weekly meetings at Roza Fragrance is appropriate to achieve the intended goal of the establishment of contact with employees and further raise their satisfaction levels, or whether these meetings should be adjusted in terms of structure and management to attain the intended results. By this challenge, the research will provide valuable data to the company that would like to enhance the level of employee engagement by implementing specific communication habits.

Chapter Two: Literature Review

2.1 Employee Motivation:

Motivation of employees is one of the most sensitive issues that determine the success and productivity of an organization. Motivation defines the level of willingness and enthusiasm that employees have towards performing the duties that have been assigned to them. The Two-Factor Theory suggested by Herzberg states that motivation is as a result of intrinsic drivers like recognition, achievement and growth opportunities. So, based on this theory, it can be said that motivation can be boosted in the setting of weekly meetings where the employees are given the chance to contribute ideas and to give feedback and feel appreciated by their seniors. Communication via frequent meetings enables the employees to know their roles, goals of the organization and have a sense of enthusiasm in the work they do. It has also been proven that employees involved in organized and meaningful meetings have a greater sense of belonging and accountability. On the other hand, unproductive or poorly structured meetings may discourage the employees as they may be time wasting or cause frustration.

Moreover, weekly meetings at Roza Fragrance can make workers remain in touch with the current situations and keep informed about what is going on in the organization. This continuity helps to avoid the sense of isolation and to keep the team members with their work in their minds. Moreover, the more employees are regularly recognized and made to understand how their efforts help the brand attain its long term vision, the more inclined they would be to develop intrinsic motivation. Consequently, weekly meetings act as drivers towards building a working environment where motivation is encouraged, guided, and committed to ensure the high levels of motivation are maintained.

2.2 Job Satisfaction:

Job satisfaction is that degree of satisfaction and pleasure employees experience with their job duties, their working environment and work procedures. It is directly related to the motivation and the general well-being of the employees. Locke's Range of Affect theory actually states that job satisfaction is determined by the discrepancy between what an individual wants (their values) in a job and what they actually receive or perceive from their job experiences. So, when an employee is satisfied with their job , it means if this factor is in his or her favor. In this process, weekly meetings contribute greatly through establishment of a communication channel between the management and employees. By allowing the

employees to share their views and their problems and also get constructive criticism in a meeting, the employees are likely to feel appreciated and revered. This appreciation makes them have more attachment towards their job and the company. On the other hand, poorly conducted or authoritative meetings may lead to less satisfaction due to the establishment of stress or powerlessness.

In addition to communication, weekly meetings may support fairness and inclusivity at the workplace by allowing everyone in the company the equal chances to raise concerns or propose new ways in which something can be improved. This feeling of justice is one of the strong contributors to job satisfaction. These meetings are also used at Roza Fragrance to solve minor problems before they go out of control to maintain a favourable working environment. When each employee feels that his well-being and views are important to the management, organizational loyalty will increase and long-term satisfaction will be improved.

2.3 Communication at Workplace Effectively:

Communication is the key to success of any organization, and it has a direct impact on motivation, trust, and job satisfaction. Communication in a working situation will make sure that all people are working towards the goals of the company, all people know what they have to do and they feel that they are in some kind of a team work. One of the most frequently used communication tools by the management to share information, review its progress, and discuss the issues is weekly meetings. Robbins and Judge (2019) state that transparency, minimized misunderstanding, and enhanced interpersonal relations are facilitated by open and two-way communication. Communication by managers working at Roza Fragrance during meetings is likely to make employees more efficient and confident in their performance. Moreover, positive communication reduces the number of workplace conflicts, makes people more responsible, and improves the quality of the decision-making process.

Besides sharing, weekly meetings create a communication atmosphere in which employees would not hesitate to ask questions and seek clarification. This helps to avoid mistakes and misunderstandings that are likely to affect performance. In addition, the values and expectations of the organization can be reinforced through communication during meetings and making employees remain focused on shared objectives. With the help of the dialogue and understanding, the weekly meetings eventually bind the internal relations and foster the culture of making everyone heard and informed.

2.4 Team Assembly and Workforce Involvement:

Team meetings are an important factor in creating employee engagement that is the emotional and psychological attachment employees have to their organization. Employees who are engaged work more productively as well as being more loyal and creative. There should be weekly meetings during which the employees are given the chance to actively engage in discussions and provide updates and work on the issues together. This participative strategy makes the employees feel that they are part of the decision-making process in the company and they develop a sense of ownership and responsibility. Studies by Kahn (1990) note that, the level of engagement increases when employees have significant encounters with one another and are allowed to contribute to the discussions in the workplace. In the case of Roza Fragrance, where teamwork and creativity are important aspects, team meetings on a regular basis can enhance cooperation and coordination across the various departments. They also act as a resource to acknowledge contributions, talk about the challenges, and brainstorm and generate innovative solutions.

Besides, regular team gathering also strengthens the positive working relationship, which is one of the major motivations to engagement. The regular contact between the employees increases the trust, familiarity and the feeling of community. Such communications also enable the team members to know each other better in terms of their strengths which results in better coordination. In Roza Fragrance, this involvement may motivate the staff to act independently and present new ideas, which leads to the development of the brand and innovation.

2.5 Organizational Culture and Cooperation:

Organizational culture establishes the common values, beliefs, and norms that determine the way employees communicate and perform in a company . According to Schein's Organizational Culture Theory (1985), sharing values and culture with the employees have an impact on how they behave. At Roza Fragrance, the effectiveness of the weekly meetings can be highly improved by a culture of cooperation and respect. The employees should feel free to express their thoughts and ideas thus making the meetings productive and meaningful. Teamwork and creativity are also the key focus of the success of Roza Fragrance, and supporting culture may help it to make the meetings an area of innovation. Research on organizational behavior highlights that work cultures that are collaborative lessen pressure at the work place, enhance communication and bring about a sense of belonging. The meetings come on a regular basis, which helps in reinforcing the culture of teamwork and commitment to a common goal.

Moreover, an effective organizational culture also offers uniformity in the nature of the meeting where all the departments are expected to operate within the same professionalism and transparency. This uniformity enhances the creation of team coordination and facilitates workflow. In Roza Fragrance, a participatory culture that is fostered by frequent meetings can assist employees in feeling that they are part of the company and that they are willing to invest in the current projects and future objectives.

2.6 Employee Productivity and Performance Outcomes:

Employee performance is the effectiveness of one in performing the tasks, in achieving the targets and in contributing towards the organisational goals. The results of the employee productivity and performance are usually considered as the final measure of the successful organizational practices, as well as meetings. According to Locke and Latham's (1990) Goal Setting Theory, employee performance improves when one gets clear, and challenging goals along with continuous feedback. There are also various factors that affect productivity and they include motivation, communication, satisfaction and leadership that can be enhanced by well scheduled meetings. Meeting on a weekly basis allows managers to track the progress, set attainable goals and resolve issues related to performance.

Within the framework of Roza Fragrance, efficient weekly meetings may assist the employees to remain concentrated on the goal, communicate the progress on sales or item development, and determine the possibility of enhancement. In addition, when employees believe that their input is valued and their voices heard, they get more dedicated to goal attainment within the company.

Also, weekly meetings will establish a routine that will ensure that employees are disciplined and order their workflow. Consistently reviewing targets and expectations will also enable employees to monitor their progress throughout the period and make the required corrections. This dynamic balance between personal work and corporate goals improves the general performance. In the case of Roza Fragrance, successful meetings would lead to increased productivity, operation, and customer satisfaction.

Chapter Three: Methodology

3.1 Research Design

The research design is an exploratory research aiming at studying the effect of weekly meetings on employee motivation and job satisfaction at Roza Fragrance. Exploratory research offers the freedom required to explore true feelings, opinions and experiences of the employees. As the weekly meetings can be leading to mixed reactions -the decrease of motivation, frustration and dissatisfaction, the open-ended approach would assist in eliciting more insight that cannot be detected according to the rigid or quantitative designs. This design gives employees an opportunity to send free messages on whether the meetings are beneficial to their work or they disrupt their work or are involved in emotional exhaustion.

Thus, with this design the study will be able to develop actual perceptions and identify the factors that cannot be detected under the structured approach, giving a more in-depth insight into the way weekly meetings work in the workplace environment.

3.2 Research Methodology

In the goal of comprehending the impact of weekly meetings on employee motivation and job satisfaction in Roza Fragrance, the research methodology of the research paper is a qualitative research methodology. A qualitative method is appropriate as it helps to retain the personal experience, feeling and perceptions of the employees that cannot be easily quantified. It emphasizes on depth and not quantity, providing the researcher with an opportunity to know how the employees perceive the value of weekly meetings in their day-to-day life working.

3.3 Sample Size

The sample size will be small though narrow as the study shall be of a qualitative nature. The sample size to be used will be 16 employees working in Roza Fragrance. It is a decent figure that will be sufficient to achieve a range of opinions and simultaneously have a depth in the information. Its point is not a figure, but depth and depth of perception of personal experiences.

3.4 Sample Selection Technique

Sampling will be done through purposive sampling method considering that the participants should have had first hand experience with the weekly meetings and can provide useful information. The employees who are in such meetings on a regular basis and take part in the daily operations will be selected deliberately. It will employ the method to ensure that the participants are relevant to the objective of the study and they can give informed opinions on motivation and job satisfaction.

3.5 Data Collection Method

The data collection method that will be used to gather data in the study is the semi structured interviews because it will enable the researcher to acquire rich and meaningful data. With such interviews, the participants are free to give their experiences yet the discussions in the focus groups are available in respect to some of the broad areas such as motivation, satisfaction, communication and effectiveness in meetings. This technique is open-ended and can extend further into the convictions and thoughts of the employees and ensures that the employees are receiving the opportunity to voice their actual voices and narratives. Face and online interviews will be conducted as far as the availability of the participants is possible.

3.6 Data Analysis

In the process of analyzing the obtained data in the form of an interview, thematic analysis will be used. It is in this step where transcripts will be read and similar ideas will be identified and clustered into themes and the interpretation done on the themes as to how well the weekly meetings were reflecting. The method will help to unveil the trends related to motivation, communication, engagement, and workplace satisfaction. The review will give a simple picture regarding how the weekly meetings define the experience of the employees at Roza Fragrance.

The table below is a summary of the main themes, sub-themes, and information collected from the interviews:

Themes	Sub themes	Examples or Interview data
Unreasonable Meeting Schedule	• Causes tiredness and lack of enthusiasm • Constant distractions break the work process.	Maximum employees said that it creates unnecessary pressure. Sometimes there are some people who have to do their work as well as have to attend the meeting at the same time, which somehow disrupts the workflow.
Unappreciation	• Achievements go unnoticed • Feedback emphasizes primarily on errors. • Employees are not appreciated by the management.	Many employees said that these meetings only focus on the mistakes and not appreciate anything, which makes the employees feel undervalued and doubting themselves whether their effort works or not.
Unfavorable Meeting Environment	• Critical or accusing tone in discussions. • Fear of speaking openly • Nervousness • Creates doubt	Many employees said about the blaming tone, particularly the new employees, as they are subjected to being reprimanded and this creates anxiety. Such things generate a question somewhere in between whether they are providing the right answer to the customers or not.
Meetings add to Work Stress	• Unnecessary pressures • Add liabilities that are not solutions	Maximum employees said weekly meetings added pressure on the workload following the meetings like doubting themselves. Unable to explore new things and methods, and do their job robotically.

Disengagement due to poor communication and one-way discussions	• Less chance for employees to express their views. • Employees feel unimportant	More employees do not have an opportunity to defend themselves. They believe that their interests are not taken into consideration. The discussions are controlled by the senior employees.
Meetings Lack Clear Purpose	• Discussing the same problems on a weekly basis. • Lack of goals	The employees reported that they discuss the same issue and every week a target will be given of who will have maximum orders.
Late Salary	• Late salaries • Creates frustration • Meeting commitment is influenced by delay in employees.	All of the employees said they get a late salary each month, which creates frustration and dissatisfy them

Chapter Four: Findings and Discussion

The findings of this study are based on interviews which were taken by me from the sales executives of Roza Fragrance, and they have given their best to share their real feelings and opinions.

1. Many sales executives of Roza Fragrance had a consistent comment that weekly meetings are too many and cause an unnecessary burden on their working routine. Some of the employees gave reasons that they frequently need to balance their usual activities with meetings at the same time and this interferes with the workflow and their concentration. This is not only decreasing their productivity but also makes them feel fatigued. Nearly maximum employees said that instead of enhancing their performance, the meetings that are held frequently make them feel overloaded and stressed and in the long run, the overall job satisfaction becomes less satisfying.
2. There was a question on the interview: Is there a time that you experienced discouragement or non-appreciation during the meeting?. While giving answers, many employees complained that during the weekly meetings, a lot of emphasis is put on identifying the errors instead of appreciating the efforts or performance that they have made. There is a group where mainly everyone points out the mistakes so that the CEO can see those mistakes. However, no one appreciates if they see any good work from someone. Such constant underappreciation makes them feel underrated and doubt the fact that their hard work matters. Employees end up losing faith in themselves and self-confidence instead of getting motivation or encouragement.
3. Most sales executives talked extensively about how during the interviews there had been a negative environment in meetings. Some of the executives, particularly those who are new to the company or those who have been employed within a span of one or two years, referred to the talks as critical or blaming. Rather than a learning environment, meetings instead turned out to be an occasion where errors were highlighted a little bit rudely which instead of making the employees motivated induced anxiety in them.
They also said this kind of environment creates the fear of speaking out since they think that speaking out or asking a question can lead to being criticized. A significant number of interviewees explained that this feeling of being judged at all times leads to lowered self-confidence at the workplace. Others even said that because of the strains and the negative

tone of these meetings, they at times begin questioning themselves on whether they are providing the right information to the customers or that they are managing situations in the right way.

New employees also felt difficulties by the methods and procedures introduced into the meetings. In case the employees are not able to adapt to those new things, they face the risk of being reprimanded rather than mentored. This does not only cause stress but also decreases their general morale and job security. In the end, the unfavourable meeting environment establishes an uncertain atmosphere and decreases the job satisfaction in the team.

4. While giving interviews, maximum employees said that the weekly meetings have really burdened the employees with the workload as several sales executives expressed in the interviews that time is an added burden due to the long meetings and finding it hard to balance their routine work. Some employees said that they doubt themselves consequently, which makes their work
5. slow and second-guessed. The meetings create new burdens without any practical solutions, instead of motivating them, making them not seek new ideas or innovative solutions. Consequently, they work in a robotics manner with less concern on how to better their performance or productivity but how to avoid mistakes. These not only lower their confidence but also reduce their abilities of learning.
6. Many employees reported that they do not have a lot of time to express their views, particularly the new or less experienced employees who feel overwhelmed by the senior employees when they are discussing something. In numerous interviews, many sales executives stated that they do not have an opportunity to defend themselves or bring up concerns since the discussions are often dominated by long-time employees, or it may look rude to point out anything to senior ones. Consequently, they feel that their interests are insignificant and their voices are not as important in the weekly meetings hence it leads to dissatisfaction and feeling underrated.
7. Most of the sales executives admitted that the weekly meetings are monotonous with the same problems every time and nothing new is introduced to solve the same problems. They elaborated that the issues raised are mostly on the repetitive issues like failure to treat customers properly or provide them with detailed information about the products, attract the customers with the offers or

USP they are providing, which according to the employees are the major cause of the decreasing sales. Rather than these issues being discussed with clear objectives or agenda, the meetings usually conclude with the same statement that the following week they will see who gets the highest number of orders. Consequently, employees develop the feeling that the meetings are not well purposeful and do not have the anticipated outcomes, which leaves them unmotivated and not knowing what certain improvements are expected of them.

8. When employees are not given rewards in time, it greatly discourages them especially when being financially unsure turns out to be a habit. According to the interview responses, the employees said that in the document, it has been mentioned that the salary will be credited within 5th of the month but it is credited within the mid 15th of the month. Most of them were open about how it undermines their overall output, causes them to lack motivation and experience a feeling of constant frustrations after they are paid their salary late each month. As financial incentive is one of the most powerful methods influencing the performance of employees, this kind of delay has a direct impact on their emotional state and makes them feel underestimated. Sometimes it also impacts the quality of work they are providing, as it creates frustration. Consequently this results in a lack of job satisfaction and they are not even determined to be present in weekly meetings as they believe that their efforts are just not being rewarded in time.

Chapter Five: Recommendations

Based on the findings from the analysis of interviews and feedback from the sales executives at Roza Fragrance, the following short-term, practical recommendations are proposed to improve the overall issues that are highlighted:

- **Minimize the Meeting Frequency:**

Minimize the weekly meetings or change the meeting time to help prevent too many disruptions among the day-to-day operations. Meetings are supposed to be brief and must be targeted and must be timed in such a way that it does not affect the main work of the employees.

- **Implement Effective Rewarding Activities:**

Move the emphasis of meetings away to making only negative remarks about errors made and towards appreciation of success and effort. Even minor achievements should be noted and can greatly contribute to the morale and motivation of the employees.

- **Establish a Favorable Meeting climate:**

Promote a participatory attitude at meetings. Managers are encouraged to embrace positive feedback strategies and make employees, particularly the new employees feel free to express ideas or issues without being criticised.

- **Introduce Weekly rewards:**

As they keep data of every employee's number of orders every week , and also see who makes the most orders, they should also provide a financial or non-financial weekly reward like employee of the week, in order to motivate them to make more orders.

- **Increasing Employee Involvement while discussions:**

Give every employee a chance to participate in discussions. The junior or less experienced staff can be heard and respected by rotating the facilitation or using structured feedback sessions or including the elements of question and answer.

- Explain Objectives and Courses of Action:

Meetings must possess clear objectives, agendas and results. The management must concentrate on problem-solving, goal setting and offer practical solutions to the challenge that may arise regularly instead of repeating the same topics weekly.

- Discuss Timely Salaries:

Monthly salaries should be met punctually. Motivation goes hand in hand with financial reward and a reward paid in time is a show of respect to the employees in an organisation.

- Providing proper training:

In cases of a new method or procedure to be introduced in meetings, it should be properly trained and supported.. This will help to eliminate anxiety, confidence will be boosted and the employees will be empowered to use new knowledge in practice.

As this study is a small-scale research project, its findings are not fully conclusive. The limited time, sample size, and access to detailed data may have restricted the depth of the analysis. Although I collected information to the best of my ability, there are still many factors that could not be explored within this scope. The results are therefore not fully generalizable and may vary under different conditions. However, the study provides useful initial insights and indicates areas that future, more extensive research can examine further.

Chapter Six: Conclusion

To study how the weekly meetings influence the employees and their satisfaction with the job in Roza Fragrance, the research results demonstrated that there are serious difficulties with implementing these meetings. Although the weekly meetings are geared towards communication and teamwork, the results suggest that the frequency of the meetings is too high, they are not well recognized, they are conducted in a negative manner, there are no clear objectives, and they are not rewarded in time, which have all discouraged the workers and decreased their job satisfaction.

Workers complained of stress, and anxiety because of high meeting requirements, harsh comments, and pointless discussions that give no results. Lack of appreciation, lack of opportunity to contribute and the delayed financial rewards also leads to dissatisfaction. These aspects do not only affect motivation and engagement of the employees but also productivity and innovation in the organization.

In conclusion, weekly meetings can enhance internal communication and can help employees in their development, however, their current form at Roza Fragrance weakens the goals of that process. Therefore, increasing the meeting value by bringing out encouragement and appreciation, creating a positive and inclusive workplace, rewarding accomplishments, clarifying the objectives to the employees, and rewarding employees in a timely manner will allow Roza Fragrance to increase its staff motivation, satisfaction levels, and eventually lead the organization to success.

References

Arcilla Jr., R. V. (2025). *An Exploratory Single Case Study on the Correlates of Work Motivation, Employee Engagement and Job Satisfaction. International Journal of Research and Innovation in Applied Science (IJRIAS)*, 10(3), 101–107. <https://doi.org/10.51584/IJRIAS.2025.10030007>

Chen, S.-C., & Shao, J. (2022). *Reading the Wind: Impacts of Leader Negative Emotional Expression on Employee Silence. Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.762920>

Dash, P. S., & Islam, S. A. (2024). *Money and Job Security: A Qualitative Study on Motivational Factors for Job Satisfaction in Generation Z of Bangladesh. European Journal of Business and Management Research*, 9(3). <https://www.ejbmr.org/index.php/ejbmr/article/view/2400>

Herzberg, F., Mausner, B., & Snyderman, B. B. (1959). *The motivation to work* (2nd ed.). John Wiley & Sons.

Jin, H., & Peng, Y. (2024). *The impact of team psychological safety on employee innovative performance: A study with communication behavior as a mediator variable. PLoS ONE*, 19(10), e0306629. <https://doi.org/10.1371/journal.pone.0306629>

Kahn, W. A. (1990). Psychological conditions of personal engagement and disengagement at work. *Academy of Management Journal*, 33(4), 692–724.

Kalu, F. A., & Bwalya, J. C. (2017). What makes qualitative research good research? An exploratory analysis of critical elements. *International Journal of Social Science Research*, 5(2), 43–56.
<https://doi.org/10.5296/ijssr.v5i2.10711>

Leach, D. J., Rogelberg, S. G., Warr, P. B., & Burnfield, J. L. (2009). Meetings at work: Using meetings to promote positive employee outcomes. *Small Group Research*, 40(2), 130–158.

Li, H., Zhang, J., Bhutto, M. Y., Ertz, M., & Zhou, J. (2024). *Exploring the effects of negative supervisory feedback on creativity among research and development personnel: challenge or threat?* *Frontiers in Psychology*, 15. <https://doi.org/10.3389/fpsyg.2024.1361616>

Locke, E. A. (1976). The nature and causes of job satisfaction. In M. D. Dunnette (Ed.), *Handbook of Industrial and Organizational Psychology* (pp. 1297–1349). Chicago, IL: Rand McNally.

Locke, E. A., & Latham, G. P. (1990). *A theory of goal setting and task performance*. Prentice Hall.

Maharvi, M. W., & Ahmad, S. (2022). Investigate the role of non-financial rewards on employee performance: Mediating role of motivation. *Journal of Development and Social Sciences*, 3(3), 510–523.
[https://doi.org/10.47205/jdss.2022\(3-III\)49](https://doi.org/10.47205/jdss.2022(3-III)49)
<https://ojs.jdss.org.pk/journal/article/view/338>

Mwita, K. M., & Mwilongo, N. H. (2023). *Thematic Analysis of Qualitative Research Data: A Seven-Step Guide*. *Eminent Journal of Business and Management*. <https://doi.org/10.70582/4ajw7k14>

Salim, S. S., & Ismail, A. (2015). *Adequacy of pay structure and its impact on personal outcomes*. *Acta Universitatis Danubius Œconomica*, 11(6).

Schein, E. H. (1985). *Organizational culture and leadership*. Jossey-Bass.

Schein, E. H. (1990). Organizational culture. *American Psychologist*, 45(2), 109–119.

Zutavern, S., & Seifried, J. (2021). *Exploring well-being at work — An interview study on how IT professionals perceive their workplace*. *Frontiers in Psychology*, 12.

Appendix

INTERNSHIP PROPOSAL FORM

Name:	Sabiya Israil Mumu
ID:	211011036
Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Barrister Syed Hasib M Rahman
Organization Name:	Roza Fragrance
Internship Title:	Effectiveness of Weekly Meetings on Motivation and Job Satisfaction at Roza Fragrance

Student's signature & date

Supervisor's signature & date



Roza Fragrance

Job Offer Letter

Date:

September 20, 2025

Sabiya Israil Mumu

Zaman Regency 3/B , Larmini
Street, Wari , Dhaka 1203.

Subject: Job Offer Letter

Dear Sabiya Israil Mumu,

Congratulations! After carefully considering your interview and background, we are delighted to offer you an Internship program at Roza Fragrance for a period of four months, effective from 1st October 2025. You will be provided a Salary of Taka 10,000/per month. We believe your skills, commitment, and passion will be a great addition to our team as we continue to grow and serve our customers with style and quality.

Work Schedule: 6 days a week: 10:30 AM to 4:00 PM
Weekend: 1 Day per week

We look forward to welcoming you to our team and are confident that your skills will make a meaningful contribution to our continued success. If you have any questions regarding your responsibilities, compensation, or any other matter, please feel free to contact me or Fardin at your convenience.

Roza Fragrance

Best Regards,

Libna

Somaya Akter Libna



01632319773



rakibalinice@gmail.com



19 Armanian Street,
Mitford, Dhaka,
Bangladesh, 1100

PART B Draft .pdf

ORIGINALITY REPORT

2 %	1 %	0 %	1 %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.coursehero.com Internet Source	1 %
2	Submitted to La Trobe University Student Paper	<1 %
3	repository.ub.ac.id Internet Source	<1 %
4	Submitted to London School of Management Education Student Paper	<1 %
5	repository.maseno.ac.ke Internet Source	<1 %

Exclude quotes	☒ On	Exclude matches	☒ < 6 words
Exclude bibliography	☒ On		

Sadia AfrinSales Executive

Tanzila TasnimSales Executive

Tasnia HSales Executive

Marzia NSales Executive

Noushi NSales Executive

Nusrat NSales Executive

Md SabbirSales Executive

Md SamiSales Executive

Rifat KhanSales Executive

Ashif KhanSales Executive

MariumSales Executive

Rezwana RahmanSales Executive

Sumaiya AkterSales Executive

Rasheda RiyaSales Executive

Info

Submission Details

Student ID

sabiya.israil.bba@ulab.edu.bd

Class Name

Internship Report Checking Fall 2...

Class ID

51031918

Submission ID

2834549975

Submission Date

04-Dec-2025 12:39AM (UTC+0600)

Submission Count

1

File Name

PART_B_Draft_.pdf

File Extension

pdf

File Size

253.16K

Character Count

28658

Word Count

5235

Page Count

20

Filters and Settings

Filters

Exclude Quotes

☒

Exclude Bibliography

☒

Exclude sources that are less than:

☒ 6 words

☐ %

☐ Don't exclude by size

Optional Settings

Multi-Color Highlighting

☒

Apply Changes