

EXPLORING CONSUMER PERCEPTIONS TO DEVELOP EFFECTIVE SALES STRATEGIES FOR NEXT-GENERATION NICOTINE PRODUCTS

EZMA Tobacco Industries

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



14th December, 2025

Internship Report Approval Form

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Remarks (For Not Approved): _____

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Name: Israt Jahan
ULAB ID: 201011067



Signature: _____

Date: 20th November 2025

Letter of Transmittal

Date of Submission: 7th December, 2025

To,

Dr. SK Tasthekur Hossain Kowshik, Assistant Professor

School of Business University of Liberal Arts Bangladesh (ULAB) 688, Beribadh Road
Mohammadpur, Dhaka 1207

Subject: Submission of Internship Report titled "Exploring Consumer Perceptions to Develop Effective Sales Strategies for Next-Generation Nicotine Products"

Dear Sir,

With great respect I submit my Internship Report, titled “*Exploring consumer perceptions to develop effective sales strategies for next-generation nicotine products*”.

The report details my two and a half months internship experience as a “*Junior Sales Development Officer*” at EZMA Tobacco Industries from September 15, 2025, to November 30, 2025. The practical understandings I grew from making real sales and purchase deals, performing client outreach via cold calls and emails, and mastering customer relationship maintenance have been irreplaceable. I have strictly followed the guidelines and instructions provided by the School of Business and by you during the course of this study. This experience has significantly enhanced my understanding of the professional world and confirmed my career focus in business development. I am grateful for your guidance, support, and constructive feedback throughout the entire internship and research process. I hope that the findings and analyses presented in this report meet the standards of the academic requirement. Thank you for your time and deliberation.

Sincerely,

Israt Jahan

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Acknowledgement

I am grateful and honored to take this opportunity to submit this report after 2 and a half months of working as an intern at EZMA Tobacco Industries. I would like to give my heartiest gratitude to Almighty Allah for keeping me in good health and giving me the ability to complete the report.

I would like to express my deepest gratitude to my respected supervisor, Dr.SK Tasthekur Hossain Kowshik sir, for guiding and supporting me throughout my internship journey to prepare this report. Without his keen opinions and valuable perceptions, it would actually become difficult for me to complete this report. I am very thankful for his continuous support during this period.

I would like to give special thanks to Mr. Md Ziaul Hayder, Business Development Executive, executive director at Esquire Resource. His excellent supervision and direction helped me a lot in order to make my internship journey much easier. His guidance and perceptions significantly encouraged me to develop my professional journey and effectively complete the tasks.

I would not be able to complete my internship and research report without the strong support of some other professionals of this company. Specially my deepest appreciation goes to Mr. Kiyash Rahman, CEO, EZMA Tobacco Industries who have given me the opportunity to be an intern here and directed me through this journey.

Lastly, I would like to thank my university, ULAB and their Career Service Office for providing me opportunities by submitting my CV into various reputed companies and have a professional experience of Interview, that has helped me to develop my career.

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PART-A

Chapter 1: Internship Preparation

1.1 Motivation for Internship

My main goal is to obtain a long-term, professional position in a ruthless business as soon as I finish my education. I took steps to find an internship after realizing that accomplishing this objective required more than simply an outstanding record in school.

This choice was based on the awareness that an internship bridges the gap between theoretical knowledge and practical application by offering precious exposure to the real corporate environment. I was able to put the ideas I had acquired in my Bachelor of Business Administration (BBA) program to the test and use them in a real-world situation.

I learned a lot from my work in sales development at EZMA Tobacco Industries. This practical knowledge was essential for recognizing the vital connection between successful customer acquisition, client mentality analysis, and ultimately, business success. Additionally, the position gave me a great deal of exposure to the dynamics of the export-import industry, which enriched my knowledge of business.

Most importantly, this internship was deliberately selected as a straight route to permanent position confirmation. This possibility served as both my primary source of motivation and my ultimate objective, turning the experience from a simple educational opportunity into a highly targeted career stepping stone. I'm prepared for a full-time position thanks to the knowledge I've received and my real connection to a professional future.

1.2 Search Process for Internship

My planned and successful simultaneous approach to finding a professional internship combined strong personal outreach with institutional support.

At first, the ULAB Career Service Office's (CSO) assistance was really helpful. The CSO played a key role in accelerating the application process and effectively sending my resume to a carefully selected list of reputable businesses in the field I wanted to work in. I was invited to and successfully attended two interviews that were set up directly by the CSO, and I was selected for both roles as a direct result of this institutional support.

At the same time, I realized how essential it was to take responsibility for my career hunting. I was actively using LinkedIn to look for chances on my own, viewing the process as an ongoing exercise in market research and self-promotion. I found the fascinating position at EZMA Tobacco Industries through this proactive, independent search.

Evaluating the long-term professional rewards was ultimately what determined whether or not to accept an offer. In the end, I decided to work at EZMA because the job description best suited my career goals. Significantly, EZMA promised a permanent position right away after a two-and-a-half-month probationary period. The decisive element was this clear route to a full-time position. In addition, the company offered a very competitive package that included excellent bonuses and a higher salary of 20,000 BDT per month.

Instead of being frustrating, every step of the job search process was a thrilling adventure of self-discovery and a profound realization of my professional market value. I was able to acquire the best stepping stone for my career by striking a balance between the CSO's organized help and my own forceful outreach.

1.3 Internship Interview Experience

The interview process at EZMA Tobacco Industries was extremely interesting and professional, highlighting the company's dedication to finding qualified candidates. The interviewers were able to totally understand my suitability for the position because the selection process was divided into two main, separate phases.

Step 1: Online Interview

Step 2: Detailed Offline Interview

At First, an online screening was the first step in the procedure. This first round was probably intended to evaluate fundamental abilities and cultural fit, rapidly reducing the number of applicants.

At last, an in-depth offline interview in the EZMA corporate office was the second phase. The place offered a formal atmosphere for in-depth evaluation. The conversations centered on a number of key issues that are essential to sales development success. Understanding of Sales Cycles like Interviewers asked me on my comprehension of every step of the sales process, from generating leads to completing deals. This put my theoretical understanding of BBA ideas to the test in a real-world setting.

Communication Skills: Since communication is the key component of any sales position, I placed a lot of emphasis on my ability to listen well, express ideas clearly, and offer solutions. Capacity to Handle Rejection: The interview especially evaluated my resilience, ability to stay motivated, and understanding that rejection is an essential, natural part of sales development.

The entire procedure was exciting and incredibly well-organized. My intention to work for EZMA was greatly increased by the hiring team's skill and transparency. The fair and difficult evaluation upheld the organization's professional standards. After completing these steps successfully, I was chosen for the role of Junior Sales Development Officer. I was certain that I had picked the ideal place to start my career after this polished and intriguing interview process.

1.4 About EZMA Tobacco Industries

Leading the specialty nicotine market, EZMA Tobacco Industries stands out for its dedication to cutting-edge extraction technology and ethical product development. The company specializes in the direct extraction of high-purity nicotine from tobacco leaves. This important procedure makes use of cutting-edge, environmentally friendly techniques, demonstrating EZMA's commitment to ethical and sustainable production methods.

A variety of next-generation consumer goods, such as the following, depend on this extracted, pure nicotine as a basic material, Products intended to assist individuals in managing their nicotine dependence are known as nicotine replacement therapies, or NRTs. Gums and pouches are cutting-edge delivery methods that adapt to changing consumer tastes.

Ethical behavior and strict obedience to national and international laws are highly valued in EZMA's operational structure. Additionally, the corporation makes significant investments in creating sophisticated marketing techniques that are in line with contemporary customer expectations regarding quality, safety, and responsible use.

My particular responsibility was to give the sales department significant support. Since it is directly in charge of market penetration and the strategic creation of distribution channels required to provide these specialized products to customers worldwide, this department is essential to EZMA's success. I immediately helped the business take advantage of market prospects and guarantee the widespread availability of these important next-generation nicotine products by assisting sales.

Chapter 2: About the Internship

2.1 Work Environment, Everyday Tasks

The work environment at EZMA Tobacco Industries was fast-paced, target-driven, and highly collaborative, reflecting the competitive nature of the Sales department. I was appointed as an Intern and Junior Sales Development Officer, reporting directly to Uzzal Arefin, General Manager, Sales.

My everyday tasks were centered on the core sales cycle:

- **Lead Generation:** Continuously finding new local and international leads.
- **Outreach:** Initiating contact through a high volume of phone calls, cold mails, and messages.
- **Discovery and Qualification:** Learning about clients' demands and their mindsets to qualify them as potential buyers.
- **Deal Negotiation:** Engaging in conversations to prepare real sales and purchase deals with both local and international clients.
- **Deal Closure:** Working with the team to close deals and finalize the transactions.
- **Customer Relationship Management (CRM):** Post-sale engagement to maintain customer relationship and ensure client satisfaction, thereby fostering loyalty and repeat business.

2.2 Learning and Contribution

Initially I learnt the practical application of sales theory in a complex, regulated industry. I gained hands-on experience in making real sales and purchase deals with international clients such as from UK, USA, Malaysia, Philippines etc. The continuous cycle of finding leads, reaching out to them, and successfully closing deals gave me an extraordinary understanding of the B2B sales development funnel. My contribution was significant in increasing the volume of qualified leads in the channel and securing several purchase deals. I also established a new systematic process for maintaining customer relationships to ensure long-term client retention.

2.3 Roles and Responsibilities Related to Educational Learning

My BBA background provided a strong foundation for my responsibilities:

- **Marketing/Client Psychology:** My knowledge of consumer behavior and industrial psychology helped me rapidly learn about clients' demands and their mindsets, which is essential for qualifying leads and tailoring my outreach.

- **Business Communication:** The numerous presentations and communication courses were instrumental in the daily task of continuously making phone calls, cold mails, and messages and successfully negotiating and closing deals.
- **Quantitative Analysis:** Analyzing sales data and lead conversion rates helped me prioritize my efforts and understand which leads to focus on, ensuring optimal resource allocation.

Chapter 3: Self-Reflection

3.1 Likes and Dislikes of the Internship Likes:

Likes:

- **Exciting Sales Environment:** The most enjoyable part was the daily challenge and thrill of the hunt—from finding leads to the high satisfaction of successfully closing deals.
- **Clear Career Path:** The promise of a permanent appointment after 3 months, based on performance, was a powerful motivator and showed the company's investment in my future.
- **Competitive Incentives:** The offered remuneration of 20,000 BDT per month, along with other benefits, was superior to the other offers I received.

Dislikes:

- **Long Cycle of International Deals:** The sheer length of the sales cycle for some international clients could sometimes be disheartening, requiring immense patience and consistent follow-up across different time zones.
- **Initial Data Privacy:** Similar to the challenge noted in research, obtaining certain internal performance metrics related to sales targets for the research component was difficult initially due to the highly confidential nature of sales data.
- **Pressure from Office:** Sometimes, Higher authorities assigned me more task and for that had to work extra hours a lot of time.

3.2 Ways I could do better, and EZMA Tobacco Industries could utilize me better

To perform better, I could learn more about trading, and chemical details. Without having proper knowledge about chemicals whether its food grade/lab grade/industrial grade I struggled in the beginning, if some sort of training sessions were arranged by Ezma Tobacco Industries before assigning me directly to the work, then I could have done better and 2 weeks of my joining could have been a little less frustrating.

3.3 Insight for my career after doing internship

This internship helped me boost my career choice in Sales and Business Development. I realized my strength, I am great at leading a team, making deals with clients, negotiation, and maintaining customer relationships. The core takeaway is that a successful sales professional must be resilient, highly organized, and an excellent communicator—skills I am now confident in applying to a permanent role.

Chapter 4: Personal Development Plan

4.1 My individual development plans My plan involves a two-divided approach:

1. **Professional Certification:** Pursue a certification in learning Trade.
2. **Product Expertise:** Deepen my understanding of the chemical and regulatory aspects of EZMA's high-purity nicotine products to become a more informed and trustworthy sales representative.

4.2 Develop technical/interpersonal skills to secure career

- **Technical Skills:** I will focus on developing high-level proficiency in lead generating tools to find more authentic leads.
- **Interpersonal Skills:** I will actively seek out opportunities to mentor new interns, which will enhance my leadership, delegation, and coaching abilities, preparing me for a managerial role in Sales Development.

PART-B

Executive Summary

This research report is submitted in partial fulfillment of the BBA degree requirement. The study focuses on the sales development methodologies for next generation nicotine products into Bangladeshi market and in this report, I will try to explain how I did implement client relationship management practices at EZMA Tobacco Industries to ensure business growth at Ezma Tobacco Industries.

This research will also focus Ezma Tobacco Industries aims to explore the strategic marketing opportunities for “modern tobacco products” such as green nicotine and tobacco-free pouches. I will briefly explain all the strategies that I along with other co-workers implemented from the beginning of the project till the end. 30 days plan for each strategy and a report summary preparation after execution of each plan to find out which strategy worked best. Then how we used to finalize the most effective result driven strategy.

The research aims to evaluate the effectiveness of the company's outreach strategies, which include cold mails and phone calls, in converting leads into sustainable client relationships and audiences overview regarding modern tobacco products. The best way to communicate was WhatsApp, we found it out after following one strategy which was “most comfortable medium of communication” for clients and us as well.

We at Ezma, were continuously building prospect list. I was assigned to run an Upwork client account to hire freelancers who could find us bulk number of leads for our specific industry and also communicate as a sales officer for our company to the importers. I decided to hire freelancer for each country's importers such as for Malaysia I hired Malaysian freelancer, for India, hired Indian Freelancer, for Nepal and Sri Lanka, hired Nepali and Sri Lankan freelancer so that we can get over the language barrier to ensure successful sales deals.

The findings that I collected along with other sales team members will provide practical recommendations to enhance market penetration and client retention in a specialized global market.

Chapter 1: Introduction

1.1 The purpose of research

There are mainly two purposes of this research. First one is to explore consumer perceptions to develop effective sales strategies for next generation nicotine products r modern nicotine products and finding out the effectiveness of the current sales development strategies used by EZMA Tobacco Industries.

Ezma Tobacco Industries also want to find out is audiences overview regarding modern tobacco products such as green nicotine and tobacco-free pouches, with a particular focus on how the Junior Sales Development Officer role contributes to building and maintaining customer relationships for long-term business growth. Therefore, the purpose of the research is clear.

It is one of the most important requirements of a company to know which marketing method best works for their specific products to create a strong position in any market. If a company can understand consumers perception, then half of the task is done, because company will know consumers tastes, abilities, needs and demands. Preferred price range is also very important to know, as there's always a strong competitor in the market and also threats of upcoming competitors.

To stand strong in the market it is a must for a company to clearly show their Points of Difference (POD) & Points of Parity (POP) in marketing. Every company tries to launch a product with their own USP. Ezma Tobacco Industry is doing their business into a very sensitive market with lots of laws and regulations, tax issues and tariffs. Therefore, it is a must to explore consumers perception before investing into tobacco industry.

In this era of technology, traditional products are also transforming into digital products. Market trends are changing rapidly, highlighting unique features that goes with the modern technology. In tobacco industry, we have seen modern tobacco products where inventors and consumers are little more health conscious and also thinks about environment, thus technology is helping to turn extreme harmful products into less harming for environment and health.

Ezma Tobacco wants to research about those technologies that are helping to turn traditional tobacco products into modern tobacco products and how consumer will see this transformation, can they adapt the change and how much damage in environment and health could be controlled by producing modern tobacco products that aligns with the concept of green nicotine.

1.2 Background of the study

EZMA Tobacco Industries extracts high-purity nicotine for next-generation products. The company needs robust marketing strategies that align with ethical standards and consumer expectations. Before starting the study, we identified primary concept to focus on like we will be exploring effective marketing strategies for promoting “modern tobacco products” in both domestic & international markets with a focus on consumer behavior digital branding with unlimited challenges of policy violence by aligning with regulatory restrictions.

The study aims to identify “preference of target audiences” by exploring market trends and branding approaches used by competitors and global tobacco innovators. We also noted the impact of ESG & sustainability narratives on buyer’s perception assessing rules and regulations restriction for tobacco-based products. We want to focus deeply to find out what are the recommended practical, ethical and result driven “marketing strategies” for modern tobacco products specifically designed for the operational & branding goals of Ezma Tobacco Industries.

My role for the study is grounded in the practical sales work I performed, which involved finding leads, reaching out to them, talking to them, and closing deals. Doing research for exploring consumer perception to develop effective sales strategies for next-generation products.

To find out accurate information I used “Eximpedia” a website where real export-import related trading data were available. Then after finding out importers company name, I had to find out their website, company address, phone number, email address. And for the research part I read articles available in google scholar, google and my academic knowledge.

Major part of the study was collected from office document named “Ezma Advanced Chemical Industries File”. The file includes 12 contents. Such as-

- Modern Tobacco Industry Introduction
- Overview of the Tobacco Industry
- Our Contribution to Modern Tobacco
- Our Innovation
- What is Modern Tobacco?

- The Classical Tobacco Market
- Transition from Classical to Modern Tobacco
- Comparative Outlook: Classical vs. Modern
- Transition Overview
- Practical / Business uses of Phytochemicals and API
- Competitor Analysis – ZYN, VELO, VAPORESSO.
- Modern Tobacco Categories by Company

1.3 Problem statement

There were multiple challenges, maximizing Ezma Tobacco Industries' entire sales development and client acquisition procedure that is, proceeding from initial cold communication to successfully closing deals and building long- lasting, high-value client relationships within a highly specialized and restricted industry was the primary obstacle that I addressed during internship period.

1. The Primary Challenges were Ineffective Outreach and Low Conversion. The current sales development process suffered from extremely low conversion rates at every stage of the funnel despite ongoing efforts in lead creation. The initial cold outreach, which included cold calls, texts, and emails, had almost no response from potential leads.
 - Email and Text Engagement: A large percentage of prospective customers did not respond to first or follow-up digital communications, making these channels basically ineffective for pipeline development.
 - Cold Call Effectiveness: Though direct calls had a significantly greater engagement rate, they usually led to explicit rejections to import the product or, more often than not, no response at all from potential customers. This lack of participation revealed a serious disconnect between the target market's particular requirements or sensitivities and the outreach method. Not only was it challenging to establish contact, but it was also challenging to get a positive response to improve the lead.

2. Secondary Challenges were Managing Market and Regulatory Restrictions. The company's growth potential was seriously limited by systemic, industry-specific issues that amplified the struggle for increased conversion. The lead's unwillingness to participate was directly impacted by these outside factors:
 - Strict Import/Export Regulations: The strict export and import restrictions controlling tobacco goods in different foreign markets were the main external barrier. It was challenging for new customers to commit to import agreements because of these regulations, which served as a strong barrier to entry.
 - Financial Transaction Challenges: Transaction issues related to Letters of Credit (LC) and Telegraphic Transfer (TT), two popular financial instruments in international trade, made the process of closing deals even more difficult. Potential long-term commitments were hindered by the uncertainty, risk, and delays these problems brought.
 - Challenging Market Environment: The sector is constantly under pressure from health concern organizations' awareness initiatives, which lead to a negative public image and more strict regulations. It is quite difficult to establish and sustain commercial partnerships because of this external perception.
3. Research and Data Collection Challenges, analyzing data challenges hampered the early phases of market study and strategy formulation. The vast amount of data, especially with regard to international trade laws and niche market statistics, made it difficult to identify precise and accurate information required to support a highly specific, niche sales strategy, even though information was easily accessible from internal Office Documents and external sources like Google and Google Scholars.

1.5 Research question

This research will mainly focus on these two aspects. Such as:

1. What are the most effective sales development strategies (including cold mails and phone calls) and client relationship management techniques for ensuring sustainable business growth at EZMA Tobacco Industries & the audiences overview regarding “modern tobacco products” such as green nicotine and tobacco-free pouches?

1.5 Research objective

- To identify the key success factors in closing deals with local and international clients.
- To evaluate the impact of proactive customer relationship maintenance on client loyalty and repeat business.
- To identify target audiences for modern nicotine products & to identify how people react and accept this new idea of green nicotine.

Chapter 2: Methodology

2.1 Type of research:

I have used Quantitative Research methodology. This technique was crucial for properly evaluating the effectiveness as well as effectiveness of the current sales development procedures and determining the best customer acquisition tactics in the specialist tobacco sector.

Data Sources and Methodology:

Tracking sales funnel metrics particularly, tracking the results of the specified multi-channel outreach strategy formed the basis of the quantitative analysis. Data was mostly generated by keeping an eye on bank transactions and communication records. There was a unique, chronological communication flow in the sales development process that was being examined:

- First Contact: Send emails to prospective customers, both domestic and foreign, regarding sales or the acquisition of chemicals or raw materials.
- Conversion to Channel: Moving the discussion to WhatsApp in order to communicate more quickly, directly, and easily.
- Deal Closure: Completing the transaction, whether it's with a local or foreign supplier to buy essential chemicals or an overseas buyer to sell products.

Preferred Measurable Results: The quantitative study concentrated on factors like:

- The quantity of responses to initial cold emails is known as the response rate.
- The percentage of leads that successfully switched from email to WhatsApp is known as the channel conversion rate.
- The percentage of leads in the WhatsApp channel that eventually led to a concluded contract is known as the deal conversion rate.
- Geographic Success Measures by monitoring the source and value of profitable transactions (e.g., acquiring clients from the Philippines and the USA).

This methodology made it possible to compare various communication stages and strategies quantitatively. A quantitative analysis of WhatsApp's high success rate in driving leads toward closure in comparison to other approaches (such as email, cold calls, etc.) revealed that it was the most successful Customer Relationship Management (CRM) strategy. This evidence-based strategy provided the information required to suggest focused improvement for increasing conversion rates in the future.

2.2 Research design:

Exploratory Quantitative Study of Consumer Perception: The study used a sequential exploratory method and, in the end, a quantitative case study that explored the sales performance of Ezma Tobacco Industries. In order to connect successful internal sales strategy with outward consumer impression, the design comprised two separate but related phases.

1. Secondary Study based on “Strategy Context”

The research title's objective of understanding "consumer perception" was directly supported by the first phase, which operated as an in-depth study to establish the contextual basis for successful strategy formulation.

- Sources of Data: This required collecting data from three main sources:
- Internal Official Documents: To analyze the company's established sales funnel data, previous deal success rates, and customer communication history.
- General Marketing Content: Examining periodic blogs and articles about sales strategy and general marketing to find creative outreach methods applied in different sectors.
- Industry-Specific Trend Analysis: In order to understand current worldwide consumer trends, product-related views, and the changing regulatory environment that influences a client's decision to import, specialized knowledge on green nicotine and modern nicotine goods is sought after.

2. Strategy Validation via Quantitative Performance Measurement:

In order to determine which outreach strategies were most effective at generating conversions inside the controlled niche, this phase involved a methodical review of the sales development outcomes.

- Methodology: The effectiveness and flow of the implemented sales plan were measured using quantitative research, which is a form of cross-channel alternative testing.
- Measurements Tracked: Each communication step's numerical success was tracked throughout the process.
- Initial outreach via email.
- Transferring to WhatsApp, the primary operational channel, was successful.
- Final Deal Closure with international and domestic partners (USA, Philippines, etc.).

3. Key Finding:

WhatsApp communication was the most successful CRM strategy, according to the measured conclusion derived from the research design. In order to overcome the initial poor engagement rates discovered in the old approaches, this discovery offered the quantitative data point required to verify the strategic modification: WhatsApp's direct, rapid, and easy nature.

2.3 Method of sampling:

Non-Probability Purposive sample is the sample technique used in this study. This method was selected since the market for next-generation nicotine products is extremely specialized and regulated, giving particular, well-informed insights preference above ability to be generalized.

In order to ensure that the sample group could provide well-informed opinions about the target product, the study used a small sample size of ten viewers who were chosen based on their relevance and ability to deliver accurate information.

The important topics covered in the structured survey given to the sample audience are-

- Consumer Preferences
- Price Sensitivity
- Public Health Influence
- Regulatory Awareness
- Ethical Marketing Acceptance
- Consumer Psychology
- Health Perception
- Price Expectation
- Public Health Concern
- Regulatory Barriers
- Sustainable Strategies.

This targeted strategy ensures that the small sample size is deliberately utilized to provide deep understanding across the numerous elements impacting consumer perception and purchase decisions in this particular market.

2.4 Method of collecting data:

Questionnaire (Primary Data) and Official company reports (Secondary Data).

Primary data and secondary data were promptly generated by me and my team member in the sales team's outreach after the initial lead acquisition. In this operational setting, structured sales communication via email and WhatsApp was used to administer the questionnaire, which served as the data gathering tool. We gathered primary data on the following by monitoring the outreach's responses:

- Lead engagement and response rates.
- Reasons for interest or rejection of imports (obtained through dialogue).

- The communication channel's efficacy (quantitatively confirming WhatsApp as the best CRM method).

And for consumers perception regarding modern nicotine products data was collected using “Google Form”. A set of questions were arranged to know consumers perception.

2.5 Method of data analysis:

We the sales team at Ezma initially planned to find leads using “eximpedia” to collect real importers information who directly imports products from Bangladesh and has import license.

After finding out their information we started the main task of reaching out to them.

- Sending mails to those whose email was found
- Sending text messages to those whose WhatsApp number was found
- Calling to those whose contact number was found

I will also create Bar charts and pie charts from survey answers and company reports for analysis and interpretation.

Chapter-3: Analysis and Finding

Analysis and findings of semi-structured interview questions

Ezma Tobacco Industries divided their new project into 4 segments-

1. Pure Nicotine
2. Nicotine Pouches
3. Unmanufactured Tobacco
4. Chewing Tobacco Products

3.2 Discussion:

I have prepared a set of questions for audiences to learn more about another part of the research which is to explore audiences overview regarding “modern tobacco products” such as green nicotine and tobacco-free pouches.

Here I am giving short descriptions about each survey questions that was generated by Google Form that was designed with 12 questions about audience’s overview regarding “modern tobacco products” such as green nicotine and tobacco-free pouches.

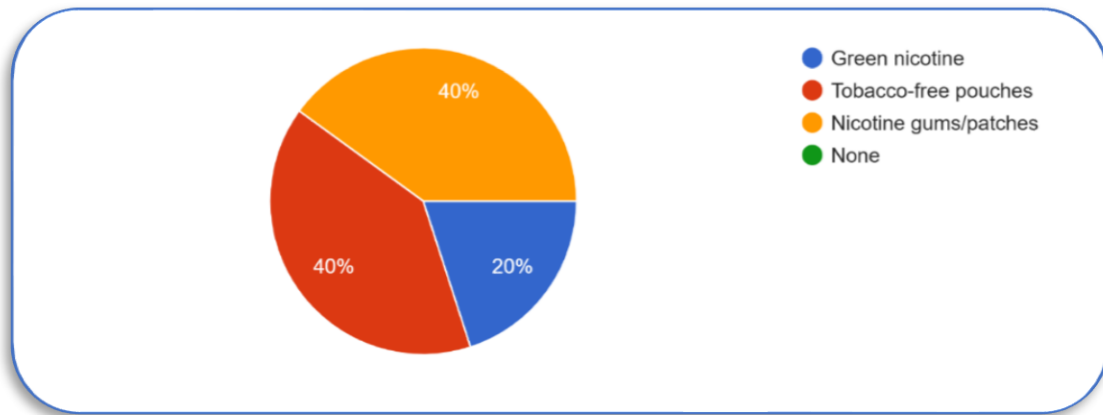


Figure-1: Consumer preferences

Based on a survey of customer perception, this pie chart shows how much interest there is in three distinct next-generation nicotine products. According to the results, 40% of respondents strongly preferred nicotine gums/patches and tobacco-free pouches. Together, these two groups make up 80% of all interest. Twenty percent of the interest is in green nicotine. Additionally, the visible caption for the "None" category—which denotes no interest in any of the three options—shows 0%, meaning that every responder indicated interest in at least one of the offered products.

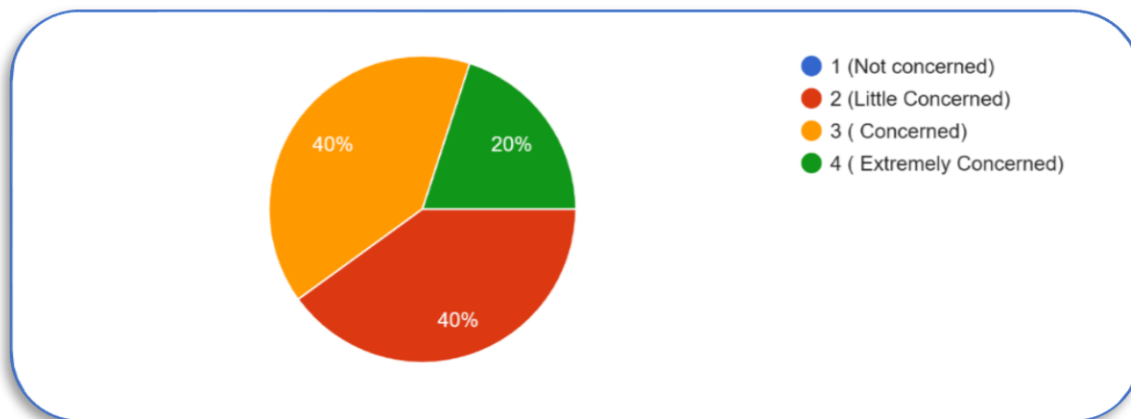


Figure-2: Health Concern Level

On a scale of 1 to 4, this graph shows how concerned the respondents are about health-related concerns.

According to the research, 40% of respondents are Little Concerned (level 2, red) and 40% are Concerned (level 3, orange). At 80%, these two groups comprise the majority. Extremely Concerned (level 4, green) comprises the remaining 20% of responders. surprisingly, Not Concerned (level 1, blue) receives 0% of the responses, meaning that every respondent expressed some level of concern.

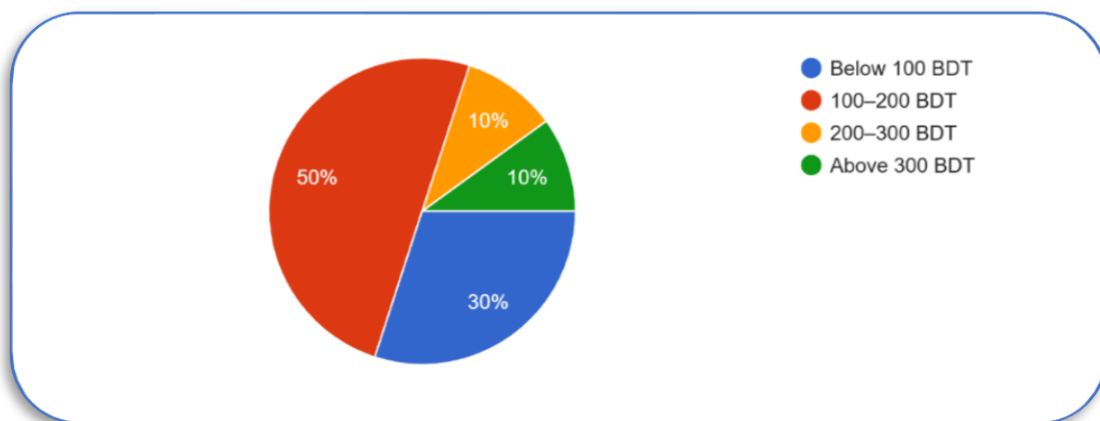


Figure-3: Price sensitivity

There is a significant amount of next-generation nicotine products in the lower price ranges. 50% of respondents, the largest group, expect to pay between 100 and 200 BDT. Thirty percent of the second main segment expect a price below 100 BDT. Eighty percent of those surveyed expect that the product will cost little more than 200 BDT. Just 10% of respondents are drawn to the higher price categories, 200–300 BDT and over 300 BDT.

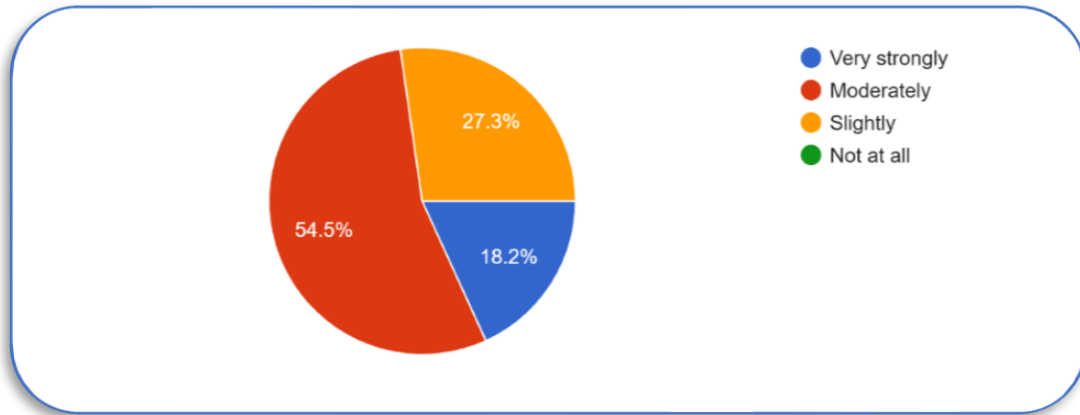


Figure-4: Public health influence

Using a four-point rating system, the chart shows how strongly people agree with an individual statement. "Moderately" is the most common viewpoint, with 54.5% of respondents. With 27.3%, "Slightly" is the second largest group. Merely 18.2% of participants expressed "Very strongly" agreement. Nearly all respondents indicated some degree of agreement with the statement, as seen by the category "Not at all" showing in the legend yet showing 0% on the chart.

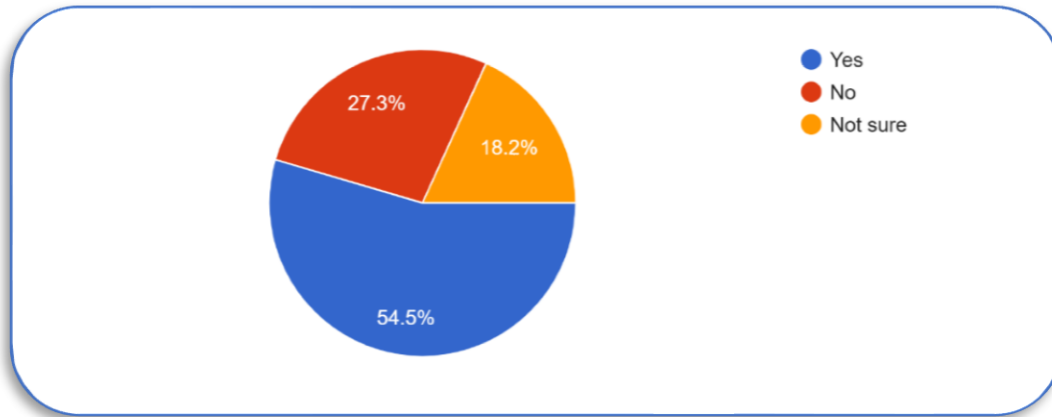


Figure-5: Regulatory awareness

This chart displays the distribution of responses to a question categorized as "Yes," "No," and "Not sure." The majority of respondents answered "Yes", accounting for 54.5% of the total. The second largest group answered "No" at 27.3%. The smallest portion of respondents, 18.2%, were "Not sure." This indicates a clear majority affirmation for the underlying question.

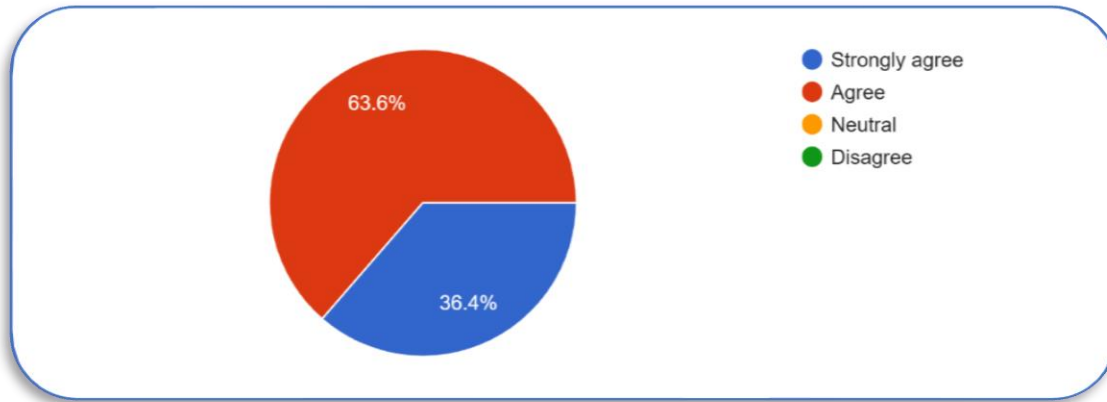


Figure-6: Ethical marketing acceptance

The percentage of agreement with a specific statement is shown in this chart. Positive opinions were stated by the vast majority of respondents: "Agree" is the most common category at 63.6%, followed by "Strongly agree" at 36.4%. All respondents (100%) either "Agree" or "Strongly agree."

Interestingly, 0% of respondents selected the "Neutral" and "Disagree" categories, which are not visible on the chart. This suggests that the underlying proposition is widely agreed upon.

In this part we asked audiences some open-ended questions through Google Form, their feedback as quite interesting, below I am presenting a summary of their perspective regarding the research topic.

Theme-7: Consumer psychology:

Audiences were questioned why they preferred current nicotine products over traditional tobacco in order to gain insight into the consumer psychology driving this transition. Perceived risk reduction and improved user experience were the main themes in all of the responses. One of the driving forces is the belief that modern substitutes are superior and less harmful. The items come in fashionable formats, offer a high-tech experience, have a variety of flavors, and emit less odor. These characteristics show that, in contrast to traditional tobacco products, users are motivated by both health consciousness by seeking less harm and a desire for a better, more discrete, and personalized consumption experience. Sharing direct comment of an audience-

“I choose modern products because they offer customization and a high-tech experience that traditional cigarettes simply cannot match. The sleek, discreet design and lack of strong smell make them far superior for a modern lifestyle.”

Theme-8: Health perception:

A range of approaches to coping and attitudes were discovered when customers were asked explicitly how they balance their interest in nicotine products with knowledge of related safety concerns. Some customers consciously control their risk by using products less frequently. Some are making a more decisive move, suggesting that they are thinking about giving off nicotine completely. On the other hand, some consumers still often use items in spite of the known risks. The last group makes an effort to reduce risk by purposefully selecting and utilizing goods that are advertised as lower risk alternatives. The total data, however, points to an important conclusion: consumers of nicotine products typically pay little attention to health warnings when making consumption decisions, despite the variety of ways to adjust. Sharing direct comment of an audience-

“I balance health risk by focusing on the scientific data showing a significant reduction in harmful chemicals compared to combustion. It's a calculated move to satisfy my nicotine needs while minimizing smoke exposure.”

Theme-9: Price expectations:

Then when we wanted to know what factors influence consumers consider a product “affordable” or “expensive”, many said price, quality, quantity and value compared to similar products. Quality and value for money are the most important factors, and they have to align with the price. Respondents regularly compare the product's quantity, quality, and benefits to those of similar options. This involves taking budget and emotional impression into account.

Affordability for particular Next-Generation Nicotine Products corresponds with long-term operating costs; the product is considered affordable if recurring expenditures (such as pod costs) are lower than the daily cost of cigarettes. Furthermore, a higher initial cost is justified by superior vapor production and high-quality equipment. The brand's reputation, the country and cost of living, and the fit with one's disposable cash are other factors. Sharing direct comment of an audience-

“I consider a product “affordable” based on its quality, quantity, and value compared to similar options. If the price matches the benefits and fits within my budget, it's affordable—otherwise, it feels expensive.”

Theme-10: Public health concerns:

Responses were different when consumers were asked about how public health campaigns or warnings affected their adoption of contemporary nicotine products.

A part stated that they are not at all influenced by the warnings, indicating a lack of interest in or resistance to the anti-nicotine messaging. On the other hand, another group said that the warnings

have a significant impact on them, causing them to hesitate or use them less. In addition, a third group of consumers indicated a shift toward making educated choices, indicating that although advertising may decrease outright acceptance, they encourage consumers to consider risk and benefit more carefully. In general, the advertisements divide customers between dislike and deliberate, thoughtful decision-making. Sharing direct comment of an audience-

“Such campaigns make people more cautious, but many still try products out of curiosity. So, it doesn’t always stop usage, just changes perceptions”.

Theme-11: Regulatory barriers:

The survey's last section evaluated consumers' knowledge of the difficulties faced by businesses selling modern tobacco products in Bangladesh and abroad. Respondents showed an excellent understanding of the operational challenges facing the sector. Strict age limitations and important tax-related difficulties have been noted as major concerns. Along with ongoing legal uncertainties in the industry, consumers also identified difficulties related to policy violations when businesses promote on social media sites. Additionally, they highlighted external challenges such as cultural opposition and the critical necessity of following to evolving national laws and regulations. This demonstrates how well-informed consumers are about the complicated social and legal context of modern nicotine marketing. Sharing direct comment of an audience-

“The biggest challenge is the inconsistency of international flavor bans, which severely limits a product's appeal and marketing freedom. Companies also struggle to legally communicate their scientifically proven harm reduction benefits.”

Theme-12: Sustainable strategies:

Lastly, we wanted to discover sustainable strategies thus we decided to know consumers perception for this segment. We asked them what kind of marketing approach would make them feel that a company acting ethically & responsibly.

They mostly mentioned warning signs, like being honest about the side effects, corporate social responsibility, environmental responsibility, they also feel that an ethical company would emphasize the recyclability of their e-waste components & transparently fund independent, long term health studies. They must also use strict age - restriction to prove they are only targeting adult consumers. Sharing direct comments of audiences-

“If a company is open about health impacts, avoids misleading claims, and invests in community health or sustainability, I’d consider it ethical.”

“An ethical company would emphasize the recyclability of their e-waste components and transparently fund independent, long-term health studies. They must also use strict age-gating to prove they are only targeting adult smokers.”

So, the survey was done by using quantitative research methodology with open ended questions and the result found was considerable & acceptable.

Recommendation

Necessary Regulatory Compliance Training: Ezma Tobacco Industries must require a brief training session for all of its sales and marketing employees. There are too many regulations connected to import, export, and advertising that control the tobacco sector. Because I have experienced numerous account bans and warnings for breaking social media policies while trying to directly market things, this training is crucial.

The following should be the main topics of discussion:

- **Social Media Compliance:** Teaching the group acceptable indirect marketing strategies to keep the brand visible without getting fined.
- **International Trade Laws:** To avoid deal friction and delays, provide current information on intricate regulations and financial instrument needs (such as LC & TT).

Strategic Team Growth: The Sales and Marketing team has to grow in order to increase productivity and ensure quicker outcomes. The ability to engage in vigorous lead generation and follow-up is severely limited when relying just on a small team of two people. To function successfully and efficiently, more talent should be hired. A larger workforce would enable concentration, guaranteeing that crucial responsibilities like compliance monitoring, efficient client contact through platforms like WhatsApp, and systematic lead generation are handled all at once, directly supporting improved conversion rates.

Committed Global Network Building: Finally, creating a strong international network must be Ezma's top priority in order to achieve the goal of regional expansion. The business should actively work to build direct connections with foreign distributors and customers as a direct manufacturer providing the best quality and best pricing. The next important move to expand and strengthen the company's standing as a trusted direct exporter on an international scale is this committed attempt to establish a global trade network.

Conclusion

Two and a Half months internship at Ezma Tobacco Industries provided a practical, immersive experience in "Sales & Marketing" and was marked by a mix of hard work and excitement. The entire process from creating an initial prospect list to qualifying leads and eventually acquiring a client was a challenging learning curve that increased my desire to see measurable outcomes.

Directly interacting with foreign customers and persuading them to buy our items was an especially fulfilling challenge. This was a completely new and frequently challenging experience that required perseverance to negotiate complicated rules and client resistance. However, the exhausting practice of continuous lead generation and outreach was much overshadowed by the satisfaction and joy that came from closing a contract.

The collaborative environment with motivated coworkers made the two and a half months of work in this brand-new setting unforgettable. In addition to sharpening my professional abilities, this exposure gave me invaluable industry experience.

The amazing chance to keep supporting the company's expansion is the final stage of this challenging and fruitful internship. In recognition of my achievements, Ezma Tobacco Industries offered me a position as "Business Development Officer (International)" beginning on December 1st, 2025. I am incredibly thrilled to be here and dedicated to pioneering the company's international growth.

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Appendix



INTERNSHIP PROPOSAL FORM

Name:	Israt Jahan
ID:	201011067
Department:	Bachelor of Business Administration
Supervisor's Name (Faculty):	Dr. SK Tasthekur Hossain Kowshik
Organization Name:	EZMA Tobacco Industries
Internship Title:	Junior Sales Development Officer

Student's signature & date

17th October, 2025

Supervisor's signature & date

Appointment Letter



Intern Appointment Letter

15th September, 2025

Ezma Tobacco Industries

To,

Israt Jahan

Mohammadpur, Dhaka-1207

Subject: Appointment as an Junior Sales Development Officer

Dear Israt,

We are pleased to offer you the position of an Intern at EZMA Tobacco Industries with effect from 15th September 2025.

Your appointment will be governed by the following terms and conditions:

Position & Reporting

You will be appointed as an Intern and will report directly to UzzalArefin, General Manager, Sales of the company.

Probation Period

You will be on probation for a period of 3 months, after which your performance will be reviewed for confirmation.

Remuneration

You will receive a salary of 20000 BDT per month, along with applicable allowances and benefits as per company policy.

Work Location

Your primary place of work will be at the EMCS Tower, Rayerbag, but you may be assigned to other locations as per business requirements.

Confidentiality

You shall maintain the highest level of confidentiality with respect to company information, both during and after your employment.

Notice Period

Either party may terminate this employment by giving 2 weeks written notice or salary in lieu of notice.

Please sign and return a copy of this letter as confirmation of your acceptance of the appointment.

We warmly welcome you to EZMA Tobacco Industries and look forward to your valuable contributions.

Your Sincerely
For EZMA Tobacco Industries

Sharif Khan
Human Resource & Admin

Signature: 

Date: 15/09/2025

Acknowledgement by Employee

I, Israt Jahan, accept the above appointment and agree to abide by the terms and conditions mentioned herein.

Signature: 

Date: _____



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RAYERBAG, DHALA-1362

Survey Questions

1. Which type of modern tobacco product do you prefer most?
2. On a scale of 1–5, how concerned are you about the health risks of nicotine/tobacco products?
3. What is your preferred price range for modern tobacco products?
4. How much do public health campaigns influence your decision to use modern tobacco products?
5. Are you aware of existing regulations on nicotine/tobacco products in Bangladesh?
6. Would you be more likely to purchase from a company that promotes sustainable and ethical marketing practices?
7. What motivates you to choose modern tobacco products over traditional ones?
8. How do you balance your interest in nicotine products with concerns about health risks?
9. What factors determine whether you consider a product “affordable” or “expensive”?
10. In your opinion, how do public health warnings or campaigns affect consumer acceptance of modern tobacco products?
11. What challenges do you think companies face in marketing modern tobacco products in Bangladesh or internationally?
12. What kind of marketing approach would make you feel that a company is acting ethically and responsibly?

Israt Jahan (201011067)

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EXPLORING CONSUMER PERCEPTIONS TO DEVELOP EFFECTIVE
SALES STRATEGIES FOR NEXT-GENERATION NICOTINE PRODUCTS

EZMA Tobacco Industries

Prepared By
Israt Jahan
ID- 201011067

Supervised By
Dr. SK Tanhekar Hossain Kowsik
Assistant Professor, School of Business

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



7th December, 2025

1

