



Internship Report on  
“Digital Marketing Communication in Restaurants of Bangladesh – An in Depth Study on  
RainCloud Digital”

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rainclouds



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## Letter of Transmittal

September 11, 2018

Mr. Riyashad Ahmed  
Assistant Professor  
BRAC Business School  
BRAC University

Subject: Submission of Internship Report

Dear Sir,

It is great pleasure for me that you gave me permission to make a report on Digital Marketing in Bangladesh, which is a very big topic. So that, I narrowed it down and submitting my report on Digital Marketing Communication in Restaurants of Bangladesh.

In order to complete BBA from BRAC Business School each student has to do internship in an organization for three months and has to submit a report on their experiences. As per the University policy, I have completed my internship report. It is to mention that, I have followed all the guideline while making it.

The time duration for the internship program in RainCloud Digital is three months and I have completed one month. In this short period of time, I have acquired different type of skills. Not only skills, but also I have rediscovered many of my capabilities. It is a great place to work and work environment is one of a kind.

My humble request is to accept my internship report. For any further query regarding the report, I will be gladly available to clarify anytime.

Yours Obediently,

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Kazi Ashiqur Rahman Ratul  
ID: 13304130  
BRAC Business School  
BRAC University

## Acknowledgements

At the beginning of the report, I must pay my gratitude to The Almighty Allah for keeping me healthy and conscious while working and making this report.

This report would not be prepared if Mr. Riyashad Ahmed were not my University Supervisor for the internship program. Because of him, I got inspiration to prepare the report. In addition to that, he advised me regarding my internship which lead me to a better work place. Moreover, he helped me in making the report by assisting me whenever I needed them.

Next, I must be grateful to The Founder and Managing Partner of RainCloud Digital, Mr. Chowdhury Abir Ashraf as well as Mr. Nabil Ashraf Chowdhury, my Organizational Supervisor. They directed me, how not to work and what I should not practice. Mainly, they focus on building a person's morality rather than pressuring them to work like a robot. Both of them are great in their own way.

Lastly, I am very much thankful to the colleagues I have in the organization. They are really very open minded, professional and helpful. I received a warm welcome from all of them.

THANK YOU!

## Executive Summary

In this internship report I am going to talk about what the Digital Marketing in the food industry of Bangladesh.

I will start the report with a brief about the Concept of Digital Marketing. Here, Digital marketing is actually a process that provides marketing service in the internet platform.

Firstly, I will talk about the background, where I will give idea about both the industry and the organization where I am working. In addition to that I will describe their services, departments and the people.

Secondly, I will include the behind the scenario of a digital marketing agency. It will be about what an employee goes through and what he/she gets as a return for his/her career.

Thirdly, I will talk about the research objective, methodology and gap regarding this report.

Lastly, I will add some findings which are actually some issues and I will try to give some solutions to them. Later, I will conclude the report.

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# Chapter 1

## Introduction



## About Digital Marketing

Digital Marketing refers to any type of advertising that is channeled through the digital platform. Digital platforms can be email, social media, paid search and so on. For example, while searching on google, sometimes we can see that there are few search results that are labeled as “Ads”, this is digital marketing.

Digital marketing is a better way for advertizing a company in such a way – it we decide to publish an advertising on the newspaper, we would not get the result or the feedback immediately, but in case of a digital advertising, we can see the number of clicks, website traffic immediately.

Now, someone can say that digital marketer does what a traditional marketer does. That is not completely contradictory. As you can see, to become a digital marketer, one must know the market. They must have the sense about the target market and come up with an idea to approach them. This is same in both cases, but in addition to those, a digital marketer needs to know search engine optimization, content management. By this way, that marketer can draw the attention of the organic traffic.

## Origin of the Study

To complete the BBA program from BRAC University, one student must complete the internship program. In this three months long program, students work in an organization and it is mandatory for them to submit a written report on that organization. As a part of my internship, I am doing the same. The organization, on which this report is based on – RainCloud Digital. It is to mention that this report was made under the supervision of my University and Organizational Supervisor.

## Scope of Study

There are a lot of scope to study about this topic. In Bangladesh, digital marketing is not a very old topic, but it is getting popular day by day. Though, this report is only on the digital marketing in the restaurant business, there are other scopes, such as digital marketing in logistic industry, the relation between client and client service executives, the conflicts among the client service executives and content creators.

## Limitations of the Study

The first limitation is time. I have mentioned that I had completed the first month here and based on that experience, I am making this report.

Secondly, information access was a big issue. I have found that the clients are very strict about their confidentiality. So that, extracting information was a difficult task.

However, I tried to make this report as fair as possible and I tried to justify reasoning in this report.

## Chapter 2

# Background

## Industry overview

In the Best of Global Digital Marketing World Tour 2016, the ICT Minister Zunaid Ahmed Palak said that he was very pleased to announce that about 65 million people of Bangladesh use internet and Digital Marketing is an essential part of Digital Bangladesh and we should think of Digital Bangladesh except Digital Marketing. As the online literacy rate is increasing, the digital marketing industry is being matured along with it (Hasan, 2017). According to Alhusain, 2014, as about BDT 70 million has been exchanged through mobile devices, the digital platform got a boom from it and the digital business went multiple in measure.

With this high expansion in the cell phone and online usages, the development is increasing day by day. Because of this the conventional market is also changing. We can see, a few years back, the companies that only published their advertisement in television, newspapers and billboards, are choosing this new concept of marketing. So that, not only the number of agencies are raising, but also the quality of their work is also raising, which has created a huge job field for the young generation. We can see that, many college and university students are working in these organizations as part time workers or as interns. Because of this the GDP has grown at a high volume.

Tech-savvy youth are the main reason behind the boom of the digital space of Bangladesh (CIA, 2017). Because of them, the country is producing 3G/4G data connection and made everything mobile. Now-a-days, every websites has a mobile version for their viewers, which is a good sign for the digital market of Bangladesh

## Company Overview

RainCloud Digital is a digital marketing agency of Bangladesh. Their focus is building the best professional relationship with the clients while establishing a strong and meaningful communication. Their philosophy is not limited to just creating contents, but to sustain the business with an assurance in high quality.

The company was founded on November 1, 2017 with a little number of clients. Later, last month they have more than 70 clients in their list.

## Mission

RainCloud is a team of highly imaginative and deeply inspired people with contagious passion and endless creative energy. They work with brands to create online presence with insights, strategy, storytelling and integrated experiences on web.

## Vision

To become the top digital marketing agency in Bangladesh, while providing the best possible digital service for the clients and offer a better career boost for the employees than others.

## Culture and Core Value

Working like a machine is not a type of culture in RainCloud Digital. They believe in the strength of unity. Moreover, every employee's voice is heard when a good is needed. In this organization, the trend of following the passion is highly encouraged. This way they will the best out of that employee, eventually it will make their clients satisfied.

As large number of people work here, it is normal to see conflicts among the employees. The office has a very positive solution for this. They encourage to sit face to face and get the solution in that session.

Apart from these, there are several other core values of the organization –

- Integrity in deal making
- Maintaining maximum honesty
- Value pricing
- Customer satisfaction
- Not compromising the quality

## Services

1. **Digital Marketing:** The wide augmentation of advanced media will before long supplant more customary structures of promoting out and out. While grown-up age area will lament the destruction of paper-based media, for instance, day by day papers, books, specialized strategies and conventional TV and radio communicates, the new period is getting a handle on the defeat new universe of cutting edge correspondence. The truths are that advanced media for correspondence and promoting are faster, more versatile, practical and streamlined for both the advertisers and buyers. Computerized promoting is the rapidly creating power in the present publicizing playing field. RainCloud Digital is getting a fruitful and all around managed propelled philosophy to position the brands in the perfect place at the perfect time through the rights implies.
2. **Content Creation:** The organization comprehends and very esteem the significance of a correct substance created by remembering the objective clients. The substance designers here take part in delivering substance for various computerized media to result in exact result for most extreme rate of return for the brand.
3. **Online Video Content (OVC):** RainCloud Digital is extremely proficient at the craft of catching the correct recordings and edges as it is a crucial part of conveying the brand to clients. The office guarantees that the best visual substance is delivered for our customers.
4. **CSR Campaign:** The Corporate Social Responsibility (CSR) Movement has obliged various generous firms to utilize CSR as a middle corporate capacity. It is a whole deal framework arranged at achieving positive, profitable and viable outcomes for each one of its accomplices - speculators, customers, suppliers, specialists, government and the earth with everything taken into account. This is one of the administrations where RainCloud Digital is particular at.
5. **Activation and Promotional Designing:** now and again RainCloud Digital select to blend computerized correspondence with mark enactment and occasions to separate most extreme level brand acknowledgment and shelter results.
6. **Marketing Campaign:** RainCloud Digital think about brands and make key battles that voices out to the right gathering of people and ensures most extreme mileage for the brands.

## Departments and People

Around 30 people work in RainCloud Digital. This is included the interns, part time and full time employees.

RainCloud Digital is consisted of five departments.

1. Business Development: the business development is responsible for finding out the potential clients. After finding them out they pitch them with ideas.
2. Client Service: After the pitch of Business Development team, the client is transferred to the Client Service team. Clients express their issues with the client service executive. Then the client service what is to do to overcome the situation.
3. Graphics: The Graphics team is responsible for making the graphical contents for the clients. It also includes logo designing, OVC making, cinematography and photography.
4. Query Management: The responsibility of this department is they give replies the query that come to the clients' inbox and maintaining the review. In addition to that they are also responsible for doing research.
5. Human Resources: The responsibility starts from recruitment to decruitment. In this time period they provide conflict management, employee satisfaction, training and personal administrative assistance for the employees.
6. Accounts: This department is to maintain the cash flow of the organization.

## Chapter 3

# Behind the Scenario of Digital Marketing of RainCloud Digital



## Contribution from My Side

As an intern I made great commitments to the association amid the three months of temporary position period. After the first one week I was selected as a client service executive of 7 brands. Yes, I was tagged with a senior executive, but he made sure that I should learn the process of client servicing. My assignments and commitment to the association are depicted underneath

### 1. Client Service

After the tasteful execution of two months in the reaction group the expert chose to allot me to fill in as collaborator of brand officials. The obligation to assume this part was enormous and it was an awesome open door for me to learn nearly everything of marketing in computerized media. As the organization was not huge I got greater chance to get engaged with start to finish exercises of marketing. These are the couple of essential commitments that I made for this position-

- Assisting the planners' group to make every day contents for brands.
- Making Monthly reports
- Making Key Performance Indicators (KPIs) for various clients
- Proposing month to month activity with a shared calendar

### 2. Idea Generation

As I am a client service executive, I had to come up with good communication material, such as I had to think of a catchy caption or I have to think of an out of the box graphical content and give the graphics team a brief about. After that they will make a content for the client.

### 3. Photography

As a part of client service, it was my job responsibility to go for a photoshoot at least twice a week. After seeing my resume, it was obvious for me, because I mentioned that I have been a photographer in an organization.

## Accomplishments

The principle motivation behind temporary job was to encounter genuine work settings and utilize them as incredible chances to apply my insight picked up all through the timeframe. It helped me to learn new abilities and in addition to ace the current ones, particularly those identified with time administration, relational aptitudes, hierarchical aptitudes, relational abilities and so forth.

Working here helped me to abandon a supported state to a one in which I have significantly more noteworthy control. It enabled me to substantiate myself and to start constructing my expert system. These are the most vital exercises I have learnt or accomplished all through the most recent one month of my intern position period.

## Career Exploration

1. Learnt about computerized showcasing profession field from within and chose if this is the correct vocation field for me.
2. Worked near to experts in my picked profession region.
3. Observed the work place and checked whether that coordinated my desires.

## Initiative and Skill Development

1. Gathered new specialized aptitudes, for example, Photoshop, Video altering, Bangla typography and added as far as anyone is concerned base while picking up trust in my abilities.
2. Got chance to rehearse correspondence and cooperation aptitudes.
3. Achieved industry learning direct from the association and its experts.
4. It gave me fundamental confirmation that I have activity, am dependable, and have an awareness of other's expectations
5. Applied a large number of the thoughts learned in college and gave a scaffold amongst college and the expert world
6. Achieved a feeling of achievement by making an incentive for the association.

### Systems administration and Establishing Mentors and References

1. Met new individuals and working on systems administration abilities while making a system of expert contacts, coaches, and references
2. Opened the way to be exhorted for the following stages to go up against my profession way

### Resume Enhancements

1. Achieved significant experience and achievements to add to my resume and upgrade my application for work.
2. Got an all-day work offer as Executive of Brands and Communication toward the finish of the entry level position in view of my execution

### Communication with Supervisors and Coworkers

A standout amongst the most imperative parts of temporary job is giving the understudies a chance to connect with business experts. For my situation this was extremely pivotal as I was not exceptionally sure with my verbal correspondence and road savvy. In RainCloud Digital I got a few open doors that I feel fortunate having. Diverse parts of my collaborations are quickly depicted beneath

**Coordinate Interaction with Senior Executive:** I was exceptionally fortunate to get Mr. Rakibul Islam as my guide and one of the chiefs in the workplace. He was the most experienced worker in the workplace with specialized abilities in various zones. I have watched every one of his exercises sitting adjacent to him and contrasted those exercises and my diverse courses. I have figured out how each one of those scholastic information can be utilized for all intents and purposes, all things considered, promoting. I needed to make coordinate verbal cooperation with him and take after his directions for my everyday exercises.

**Coordinate Interaction with Head of Operation:** As I specified prior that I got some additional advantage working in a little however agreeable working environment and this is one of those advantages. In RainCloud Digital, I got the chance to straightforwardly collaborate with the head of task and keep him refreshed about my day by day works. This helped me collaborate professionally and not to be frightened. I likewise got consolation for enterprise watching him taking care of the business in this industry. I figured out how the best level administration needs to monitor everything, rouse workers, and meet diverse due dates.

**Cooperation with Coworkers:** Building a decent association with collaborators is essential in any work environment. You don't simply go to office and complete your attempts to get the installment. Or maybe, it resembles having another piece of life there. Being a self-observer individual it was not simple for me to coexist with my collaborators. Nonetheless, my identity and gracious conduct were loved by them and I was acknowledged to their group sincerely. Amid my entry level position period I had cooperated with them verbally, on the web, over telephone for both office and individual purposes. I have seen how a holding among the group can help each other and eventually encourages the association to be more gainful.

## Chapter 4

### Research Objectives, Methodology and Gap

## Research Objectives

- Understanding the industry
- Finding out the limitations of this industry
- Acquire knowledge about the competitors
- Gathering knowledge about the clients

## Research Methodology

As per the company policy, I was not able use any secondary information. This report is fully based on primary data. After gathering the raw primary data, I have used it in this report.

For primary data collection, I used -

- Face to face conversation with the colleagues and the managing partners
- Direct experience from the job field

## Research Gap

- The company is very strict about their clients' confidentiality
- As it is still growing industry, other organization do not share their information
- Clients' willingness to provide information is very low
- Time limitation

## Chapter 5

### Findings, Suggestions and Conclusion

## Findings

- **Communication Gap:** It is a vital issue in this industry. The Client Service Executives are required to keep in touch with their clients. Otherwise, it is very normal that other organization will take away the client from their rivals.
- **Time Management:** To fulfill the customers' need, the client service team has to design something attractive beforehand. If not, the client may think that this organization is not that effective and they may start looking for other organization.
- **Lack of Necessary Technical Skills:** Though most of the people work here is young generation, I have found out some of them are lack in necessary skills. Such as, someone is very good at Illustrator, but he lacks in Photoshop. Even, I have seen people with no skills in Word, Power Point and Excel.
- **Lack of Good Content:** As youtube has become a platform for learning, often people consider their amateur work as professional skill. It ultimate leads to loss of clients. For example, I have seen a lot of contents that got rejected by the client services, not by the clients.

## Suggestions

- Client service executives should be more efficient in communication. If anything wrong happen, they should talk to their clients and same goes for the clients.
- Clients should inform their issues to the client service, whenever the issue arises. Often time, they stay muted and ultimately it harms both of their businesses.
- Though a shared calendar is used, the client service executive should keep in mind the dates.
- Clients should be educated about the difference between good and bad contents.
- Content creators should be more creative and the study of it must focus on making them creative, not making them worthy of earning.



## Conclusion

RainCloud Digital is a great place to work. The office environment really influences the employees to learn and work with satisfaction. It creates fulfillment in the employees' mind, which leads to job satisfaction. In addition to that the colleagues I got there are the best one can get. Not only they are creative but also they inspire the excellence in one person.

In this short period of time I have learnt a lot from this organization. I learnt how the corporate work is done and how to communicate with the clients. In addition to that, I was taught to take big responsibilities. Most importantly, working here is teaching me how to be a leader, not a boss.

Finally, I think my internship at RainCloud Digital is a great success. As the main objective of internship is to gather knowledge about the corporate life and make some practical experience, I think I got it properly.

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