

## **Report On**

**“Implementations of Interactive discussions with customers to put incentives and increasing of sales along with brand loyalty”**

**By**

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ID: 17304033

An internship report submitted to the BRAC Business School (BBS) in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA) Program

BRAC Business School

BRAC University

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## **Declaration**

It is hereby declared that this report is entirely my work and I have put my original data along with help from a few sources which I have mentioned here at the end. This report does not carry anything proper from any previous work from anybody.

**Student's Full Name & Signature:**

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**Abdullah Al Mehdi**

ID: 17304033

**Supervisor's Full Name & Signature:**

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**Mr. Zaheed Husein Mohammad Al-Din**

Senior Lecturer

## **Letter of Transmittal**

**Mr. Zaheed Husein Mohammad Al-Din**

**Senior Lecturer**

Lecturer

BRAC Business School

**Subject:** Submission of Internship report

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Dear Sir,

With great pleasure and excitement, I am here to submit my final report on “Implementations of Interactive discussions with customers to put incentives and increasing of sales along with brand loyalty”.I have worked quite hard on this and ensured the data and ideas I put are naturally genuine.

I would like to apologise over the fact that my report might look short in word counting and other factors, as my greatest concern was to make things precise and easy for my mentors.

I hope you found my work thoughtful and fulfilling as per as the academic requirement

Sincerely yours,

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Abdullah Al Mehdi

ID: 17304033

## **Acknowledgement**

I am right now at the verge of my academic life of pretty much twenty years and this is the moment I express my gratitude to everyone whoever I got to work and interacted with throughout the whole time. Thanks to my supervisor Mr. Zaheed Husein Mohammad Al-Din Sir who helped all of us by guiding for this report . The company that I worked for in 'FurnitexBD' has helped me a lot as they pretty much taught me everything from scratch and had immense patience to do this with no remorse whatsoever.

I started my journey in Brac University with the bus101 course in my very first semester. Mr. Zaheed sir was my first business faculty and the first impression I got of BBA was from him and I absolutely loved every chapter and every class we discussed. This pretty much helped me to keep the motivation for further time and I stuck on that. I feel truly blessed as a human that I got so many good people around me who were my mentors.

## ***Executive Summary***

*This entire report is a visual representation and outcome of the growth of e-commerce sites in our country along with its impact ,since the competition is very high right now as there are so many e-commerce giants thriving to do better. I discussed a different approach to increase our sales as a brand. At first I gave a brief overview about everything that I worked on in my company , along with the details of my superiors along with their work approach and how they helped. In addition to that I have discussed the future of the e-commerce industry as well with its own pros and cons. I have added all the company details that I am allowed to disclose whilst I ensure I follow their terms and conditions along the way. Furthermore I have added my small research with its method and the outcome of it with the process I have finished it. In conclusion I have added the sources ,references and citations in a proper manner.*

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## **Chapter 1: Overview of Internship**

### **Student information**

**Name:** Abdullah Al Mehdi

**ID:** 17304033

**Major:** Human resource management

**Program:** Bachelor in Business Administration (B.B.A)

### **Informations about the internship**

**Period:** From first of July to the end of September

**Company Name:** FurnitexBD

**Address:** Hazi Gafur Avenue, Amulia Model Town , Demra , 1360 Dhaka

### **Company supervisors information**

**Name:** Sazidur Rahman Saad

**Designation:** Chief operations management officer

### **Job responsibility**

Since it is a very small company and runs their operations to a very small scale as of now. Firstly I was assigned to the human resource team as it was the very first time of hard lockdown and we were working from home. When the lockdown was lifted and everything was going back to normal , I started working with the business developer team and maintaining all the planning and communication with my superior.

The moment we used to get a new deal or shipment coming in, we as a team used to follow up the inventory along with quality and quantity. Taking samples and keeping the photos up to date on our site was a part of this work too.

## **Internship Outcomes**

### **Student contribution to the company:**

At the very beginning I used to think as an intern we probably do nothing much except printouts and doing excel until I started my journey as an intern. My experience here wasn't anything close to this. First of all they used to assign teams for different tasks with few objectives which was crucial for us to complete and we used to work on that.

My working period over there had multiple phases. First I worked from home as it was the time of pandemic and situation went real bad and we all had to stay home. During that time we pretty much had to deal with orders mostly by providing samples along with needed information to our customers . The multiple layered out stages of orders was my core task for the primary phase. The price along with quantity and then issue date with the expected delivery time and the process was respectfully a part of it.

The supply chain management plays the most crucial role in this organization like it does to the most companies and workplaces out there. The supply of raw materials and their quality was our team's biggest concern .

Then comes the final and yet the toughest part of the job, which was reporting to my supervisors and other superior on a day to day basis about the work's I have been doing. My work for the company was nothing much considering the tasks other people does. But the sense of completeness I felt when I finished my assigned tasks were so comforting for me .

### **Benefits of the students**

If I have to talk about benefits, then I would firstly say that every moment was somewhat benefit for me as the practical experiences I gained worked like a magic and boosted my confidence to a different level.

I had this massive insecurity throughout the whole time while studying business that what if I am not good enough practically when its time for me to work on an actual job. Moreover, the one and a half year of staying home period gave me a block from everything that I aspired to be. Everything aside , the benefits it gave me is really beyond explanation. Working under stress was really not my thing up until I started there. What I realized with this small experience in corporate culture is that, there is this constant stress which is like a pressure cooker and employees got to deal with it to survive the deadline.

Some of the jargons and phrases which were completely new to me till I started working and I got to learn it all. There is this approach of being clients to some other agencies which was something new to me to know. I got to know about it all how brands kind of do the freelancing promotion and picks random agencies and how we as a company employee work with them off and on

### **Problem/ Difficulties:**

The very firs problem I ever faced was on completing the assigned tasks that was given to me. I used to feel like someone thrashed me into an ocean and I really don't know how to swim. The worked seemed endless and I used to feel I might irritate my supervisors if I question a lot too



much. That came to an end when I got a sense of relief that they will help me on everything no matter what the issue is with endless patience.

However on rush hours when everyone was pretty much doing something. It used to get hard for me to fetch few extra instructions. I always felt that I graduated from a reputed university and had this thing in mind that , no matter what I do, I shouldn't do anything dumb that risks my university reputation.

The buyers creates the most issues that sometime they back off from an already established plan and I had to clear out the sales records or redo them which was a very big hassle. Since the orders and the raw material supply chain had its own deals. The payments used to be partial at times. There were such events where we had to fix the accounts with payable and received after taking permission from the superiors

### **The reflection of my internship**

I improved my time management and multitasking abilities. I was given a set amount of time to complete each assignment. I learnt how to work under duress and execute brilliantly. I did, however, improve my technical abilities.

I learned how to use Facebook Pixel and Analytics, Google Tag Manager, Google Analytics, and Google UTM builder. However, I employed my other technical skills, such as design and Excel analysis.

During my internship, I gained a thorough grasp of Microsoft Excel. Even I completed Coursera's basic to advanced Excel course. Then there's Google Analytics, which is quite beneficial for analyzing client behavior and numerical data.

Patterns of conduct and behavioral interactions are referred to as people skills. It is a catch-all phrase for talents that fall into three categories: personal effectiveness, interaction skills, and intervention skills. It was a virtual internship since then. I was unable to attend a lot of interaction .However, I was able to participate in the brainstorming session for the project.

Personal development activities include activities that improve a person's talents and potential, create human capital, improve employability, and improve quality of life. Realization of ambitions and dreams I became more professional than I had ever been before. I grew in confidence .Deadlines are taken very seriously. In addition, I established a strong work ethic that will benefit me in the future to produce the best possible outcome in a short amount of time

### **Self analysis**

Most individuals prefer experience learning over academic learning, which may be true, but academic learning is still important. Academic learning establishes a foundation.Extracurricular and experiential learnings serve as a basis upon which extracurricular and experiential learnings are built with growth.The majority of my tasks were data analysis and management. I had to make use of Most of the time, I use Microsoft Excel. I had to collect data, opinions, and thoughts from a

variety of sources.

**Recommendation:**

My advice to incoming interns in any area is to spend a few weeks getting to know the workplace atmosphere. There are several departments, as well as rooms for key individuals. Make a name for yourself in the places so that they know you. It is critical to become acquainted with everyone on a very short period of time, but any networking you make through is something you can call as a progress.

Get a hold of few software before you even start working. If you don't even know how it operates, then at least get the hint of it and that would help a lot. Because the majority of the time will be spent on multiple software and websites

Communicate with your teammates and learn as much as you can while keeping in mind your objective that when a team member is busy, you should not ask them any questions.

Persuade your coworkers and superiors.

## **Chapter 2: Organization Part**

### **Overview, mission and vision of the company with introduction**

Bangladesh is observing the most rapid growth on e-commerce sites after the RMG sector. However there are massive fraudulent behavior we can see which might have put a negative impact for a long time period. But we really cant overlook the fact that people are now much

more into online purchasing than ever before and its not lessening.

Furnitex is one of Bangladesh's most well-known furniture brands. Furnitex not only sells furniture, but also a way of life. They've been designing, consulting, and advising for a long time. From start to finish, I produced and delivered concepts for the clients. Knowledge and pride They provide free advise on everything from a single little pillow to a full living room. Make sure the area is appropriate for the consumers.

To recreate a lifestyle with responsibility by ensuring the most rigid interaction among human whilst considering their needs and to leave your life in a much better and aesthetic place is their mission.

To be the best at their business is the vision this organization follows through

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### **Management Practices**

#### **Organization's leadership style:**

This company follows the interactive management procedure where they believe that the communication is the key. Their communicative and participative leadership is somewhat comforting for all the employees.

Human resource planning process of the organization

#### **Recruitment and selection:**

The company follows various sets of style and process for recruiting . To find the most suitable employee, they go through an extensive set of selection process.

During the selection process or even when they let the job circular publish , the company ensures that the candidates get a gist that the opportunity here is immense

There are few steps on their recruitment process I got to figure out and these are given below

First they check whether there is any vacant position available or not , or if they need few more recruitments as their business is expanding now. Then the next step straightly goes to HR.

They initiate a job description which is extensively detailed and then publish that with other requirements and informations. Sometimes they prefer internal recruitments as well just to cut off the hassle of time extension it needs to get a new employee.

Sometimes they go for announcements in a very broad way when they are hiring in bulk. Those jobs mostly relate to the workers who work with raw materials and logistics.

### **Compensation system:**

The company has its own policy regarding compensations which includes sales bonus, performance raise and few other credentials

### **Marketing Practices**

For the marking the company has common internet based approach where they boost their ads along with other internet based functions

The geographic segmentation follows the corporate culture and people straightly from this aspect is their lead target. However they sell home appliances too.

It takes more than simply making beautiful furniture to run a successful furniture business. Because most purchasers consider furniture to be a long-term investment, your items must be in front of the appropriate people at the right time and leave a favorable, lasting impression. That isn't something that happens by chance. A furniture marketing plan is your road map for getting potential buyers to remember your brand when they're ready to buy.

They attempt to figure out who is buying their furniture and meet them where they are.

The way you market to your clients is determined by who they are. Even though you're happy to sell to everybody, the truth is that certain individuals will prefer your items than others. If you can figure out who those folks are, you'll sell more furniture.

Ask your key consumers if you're not sure how to characterize them. Conduct in-person and online surveys to learn more about your target shopper's age, gender, employment, average income, interests, and preferences. This information will assist you in determining which television and radio stations they listen to, as well as which newspapers and magazines they read.

This is a primary marketing move I got to notice from this company. Traditional Furniture Advertising Outlets is a move they make

Traditional paid advertising tactics such as television, radio, and print advertising are still efficient ways to promote furniture, despite the popularity of internet research. They use these channels to get their brand in front of potential customers and to reach out to those who haven't yet gone totally digital. Considers ideal consumers. then these criteria to find regional or national sources or tools where you may pay to advertise. Create ads that appeal to target demographic and establish a link between what they desire and what you have to give.

### **Operational process of the company**

The company's main business is importing furniture from other countries. They have been importing furniture for almost 17 years. They decided to open Furnitex in 2017. They now sell straight to customers. [www.furnitexbd.com](http://www.furnitexbd.com) is their website for end users.

The following is a snapshot of Furnitex Limited's operational method.

First of all they analyze the demand and here the import processing begins.

The very next stage is the shipment arriving to Bangladesh. The shipment and materials are kept in warehouses safely and further they dispatch it local companies if they are buying materials which is a part of business too. Then comes the promotion part where we go for all the promotional campaigns online. This process is pretty much on loop for this business.

### **Financial performance and accounting practices**

Furnitex is having a massive growth in terms of finance with a gigantic turnover ration. However the financial statement and the accounting practices are very confidential and the company never allows anyone to discuss

## **Summary and conclusion**

Furnitex Bangladesh is one of the few organizations that is concerned about the country's well being and attempting to assist the country with its operations without harming the environment. The firm has made significant success and continues to do so. Every organization, and the corporation in particular, has faults. Despite the odds, they are working to increase the efficiency and efficacy of their services and to provide the best possible service to their clients and the industry. Their expertise and assets, in my opinion, are the cornerstones of their long-term success. Based on their progress factor, it can be concluded that they will be more sustainable in their industry if they can

## **2.8 Recommendation**

Furnitex Bangladesh is currently a successful firm, but there are still chances for the company to grow.

Start your own raw material production: It is not simple to begin producing raw materials for the manufacturing process, and it may also be a very costly investment, but if the firm can begin generating raw materials for the manufacturing process, it will be its greatest strength. If they are successful, there will be three main advantages.

1. Eliminate reliance on other parties: One of the most significant disadvantages for the garment maker is that they must rely on their suppliers. Finding the right provider may be difficult and expensive at times.

## Chapter 3: Project Part

“Implementations of Interactive discussions with customers to put incentives and increasing of sales along with brand loyalty”

### Introduction

I have conducted a small research based on the customer interaction and their satisfaction while I communicate enough through social media to ensure their confusions and queries are filled and they get valuable feedbacks. I am adding one literature review part here to explain the entire process I have followed to conduct this research. There are few incentives and drawbacks of e-commerce sites and I have discussed about that as well on my part.

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The reader will find the "research question" after reading the literature review, which we want to answer through our study. The next part would "research objectives," which is broken into two sections. There are two types of objectives: broad and specific. Furthermore, the "importance of the study" has been mentioned, implying that the reader would comprehend the objective of the survey.

The methodology section describes how the study was performed as well as the instruments that were utilized to conduct the research. The reader next discovers the "theoretical framework," where he or she will find the hypothesis that is used to locate the investigation.

### Literature review

Bangladesh is seeing a massive growth on e-commerce sites ever since the time of pandemic. As we all know that the pandemic and post-pandemic era, has pretty much made us comfortable with working from home. Now that we know that staying home has its own deals and that includes things that we need to buy for our home. Mostly handy things which are hard to get, even gets hardest when we need to buy that from shop to shop. How about I tell you that you get to buy everything from home with one click and that too with a reasonable price. This really sounds exciting and what not.

Since the early 2000s, when Bangladesh lacked broad internet access and a dependable online transaction infrastructure, the e-Commerce sector has grown dramatically. The Bangladesh Bank, the country's national bank, began allowing internet transactions in 2009. The Bangladesh Bank allowed international credit cards to be used to buy and sell goods and services online in 2013. The number of internet users has nearly tripled from 6.5 percent of the population in 2013 to 18.2 percent in 2017 and continues to rise, according to the International Telecommunication Union

(ITU). Only 2% of the population has access to a fixed-broadband connection. This data is changing and increasing rapidly from time to time and this is where we see the growth and the change.

More firms in Bangladesh are engaging in digital marketing as the number of mobile internet customers grows and the digital infrastructure improves. Traditional media is still popular among older populations, while digital media is more popular among younger people. Funding for digital marketing remains small at 5 to 10% across organizations, but as conversion rates rise, this figure will alter dramatically. Small and medium businesses have found that digital media is a powerful instrument for enhancing their brand recognition. Digital marketing is rapidly being used by restaurants, retail businesses, gadget stores, and lifestyle pages(Daily star,2018)

Social networks are widely used in Bangladesh. Facebook is the most popular social media platform with over 29 million users in Bangladesh. Facebook is used to engage consumers and is also an important e-commerce platform.

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There are over 8,000 e-commerce Facebook pages in Bangladesh, many of which are small businesses that only use Facebook to advertise and sell their products ranging from clothing to beauty products to food.

With faster internet connections, Google cache servers and better streaming, YouTube is also gaining popularity in Bangladesh(ecab,2019)

To facilitate electronic commerce and encourage the growth of information technology, Bangladesh passed the Information and Communication Technology (ICT) Act 2006.

The entry into force of the law had important consequences for users and companies of e-commerce and mobile commerce in Bangladesh.

The industry's growth is hampered by the low use of credit and debit cards (cash remains the main form of payment) and the unavailability or restrictions on major online transaction sites such as PayPal.

In 2018, Alibaba Group acquired Daraz Group, one of the leading e-commerce companies in Bangladesh.

Daraz announced in June 2020 that it would invest \$59 million in Bangladesh by 2021 to improve the company's e-commerce logistics infrastructure, including its warehouse and sorting center.

The government of Bangladesh repealed the 49 percent maximum ownership limit for foreign e-commerce companies in June 2020, allowing 100 percent of foreign companies to operate in Bangladesh.

COVID19 social distancing measures have dramatically increased the demand for e-commerce



services and led many brick and mortar businesses to join online sales

## **Research motive**

Since my entire internship was based on how I deal with clients and customers, Therefore I followed this multiple staged approach on this method on how to ensure transparency and betterment on my work

### **Tangible:**

The tangible dimension is defined as the attention to services, physical facilities, equipment and the appearance of personnel in the services. It includes physical evidence of services such as tools or equipment, appearance of personnel and physical services facilities. The tangible aspects of the service facility are the tangible aspects of services. Therefore, customers will be more satisfied if the tangible elements are more important.

Reliability means delivering the services promised to customers with precision. Reliability:

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The term "reliability" refers to a company's ability to fulfill its obligations to customers and to deliver the services correctly the first time. It also refers to the consistency of performance in terms. It also includes billing accuracy, information maintenance, and on-time delivery of services. Employees of an organization must always serve their customers first and on time. As a result, consumers can trust and rely on the company Customers are more satisfied with improved reliability.

### **Responsiveness:**

The responsiveness of the SERVQUAL model is described as the eagerness to engage consumers and to provide prompt service. It includes reliable services such as for answering phone calls, posting transaction receipts, scheduling appointments and delivering fast services as quickly as possible. The drive to help consumers and deliver fast services is called responsiveness. So if the company excels in

in the responsiveness dimension, customer satisfaction will be high. It is the fourth dimension of the SERVQUAL model that really defines the knowledge and appearance of employees and their ability to convey trust to customers. He understands the honesty, security and reliability of customers. Assurance is defined as the perception and good manners of employees and their ability to instill confidence in their customers. It also shows how easily employees really interact with customers.

### **Empathy:**

Empathy is the final dimension that defines the personal care and attention an organization provides to its customers. This includes respect, consideration and friendliness when interacting with customers. It also takes into account the neat and clean appearance of employees. So if the empathy is greater in the hypothesis, then customers are satisfied.

Insurance:

This is the fourth dimension of the SERVQUAL model that characterizes the expertise and the appearance of the staff, as well as the ability to instill confidence in consumers. Customer honesty, trust and reliability are all factors. Knowledge and good manners of employees, as well as their ability to express confidence and trust in their consumers are characterized as self-assurance. It also shows how easily employees interact with

### **Research objectives**

My main objective was to focus on the increasing amount of sales or the customers brand loyalty if it gets increased by the interactive approach through communication

### **Significance of the study**

The relevance of my study deals with the interactive approaches I took and its authenticity. This study will help me or other people find out some mistakes that we commonly do day to day basis while dealing with our customers who can be very valuable to us on the long run.

### **Methodology**

I have followed quite a primary yet very effective method for this research. I set up this direct questionnaire and sent it to whoever was concerned during the time. Then I came up with an

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average result what actually validate the strategy that I have been implementing throughout the whole internship period of mine. However for secondary data collection, I have followed quite so many aspects mostly from internet. I collected set of other researches done by some astounding people which helped me to elevate this entire journey

### **Findings**

The questionnaire I set for my research purpose is given below here

Are you a fan of online purchase?

Yes

No

Maybe

How much you can spend on internet through online purchasing?

less than 5k

More than this

very little

Do you ever comes across furniture ads on your internet?

Yes

No

Maybe

Do you feel the urge to buy few furniture and give your space a better aesthetic? Yes

No

Maybe

What do you usually do when you negotiate online?

see the price and scroll down

inbox to know the real price

ask if there is any discount or any other related products

How would you feel if you are suggested products that matches your budget? Willing to give that purchase a shot

short list the item for next purchase

visit for more products to see if there is more

ignore

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A satisfactory behavior from online places gives you a wholesome experience that you remember or that's usual for you?

Yes I will remember

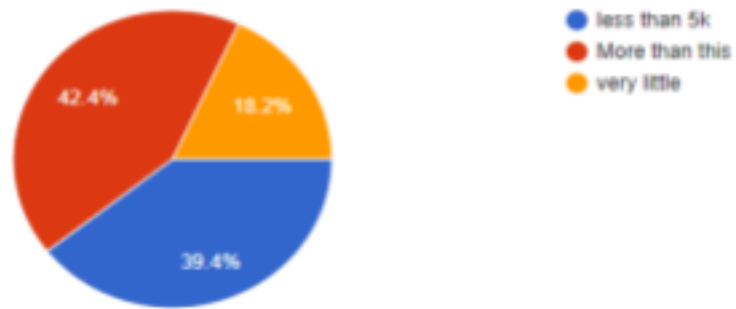
usual for me

I don't care

Here I tried to keep the questions as simple and concise as possible. I tried to gather primary data without putting people under any stress. Sometimes it gets hard for people when the survey is multiple paged

How much you can spend on internet through online purchasing?

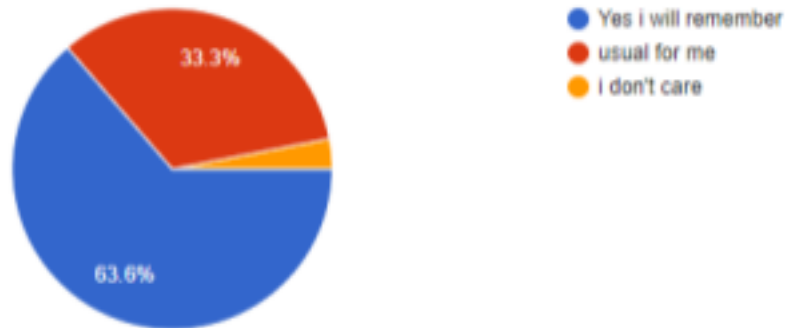
33 responses



So I would be discussing the feedbacks that I got from here to support my point. Here it shows that a majority spends more than regular amount of money on online shopping. As it turns out that sometimes the amount exceeds the money they spent in real. So the point goes to e commerce. Now anybody might wonder that how does spending money here online relates to the furniture shopping. If anybody is willing to spend a huge amount here, I guess their willingness and their buying range would increase from time to time .

A satisfactory behavior from online places gives you a wholesome experience that you remember or that's usual for you?

33 responses



Here in this question I asked about this one silly fact that what do you feel when you need any bit of information from any online brand and you really feel good about this as the level of provided information and humbleness seems unusual to some wholesome extent. Two third of the people would really remember this gesture and pretty sure that their positive impression about the brand would definitely add value on anybody's business. Now the other one third people is really not much bothered by any sort of pleasantries and I guess they are okay with any sort of behavior. At this era of product variation and marketing, dogmatism still exists and this is also good for few companies as they are still surviving through this.

How would you feel if you are suggested products that matches your budget?

33 responses



A satisfactory behavior from online places gives you a wholesome experience that you

At this question I might sound a bit informal here but the purpose of it was a bit elaborative .First of all, the organization I have worked on, they mostly have this automated reply system on social site pages , where they actively runs their business. Now there is pretty much nothing wrong on automated texts as it saves most of the time. As I was working and for a major period of time my job was managing social media partially. I was getting quite ahead of automated texts and started communicating with incentives. As example, if anyone needed a rocking chair , they could ask about the product and within a few time get the details about that particular product. There was something what I did and it was , along with the product details and the information that they are asked for, I would extensively ask their budget and what they are looking for. This plan never ever failed as I got a welcoming reply for most of the time. Sometimes they would consider buying any other product that is similar to what they are looking for. Other times they would still remember the brand and might just consider on their next go.

This whole approach might look absurd on giant online business ventures as they deal with million people at a time. But how about we implement this on medium range businesses and enhance our reach a bit more.

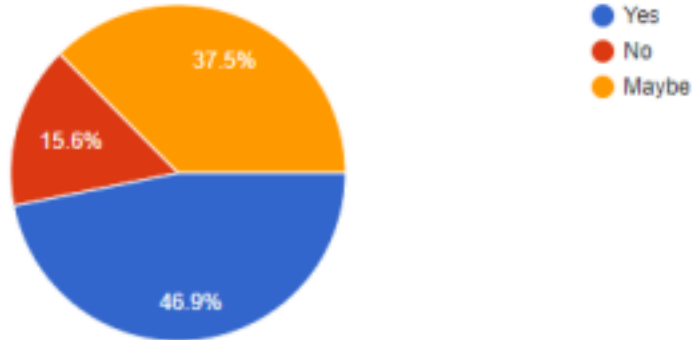


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This is a very common approach here I asked about that some small businesses do that they do not mention their prices on the content to increase a bit more engagement. However formal businesses do not really encourage this approach as they have to keep things look very formal. So on this approach what we did was, along with the contents we added discounts with other related products.

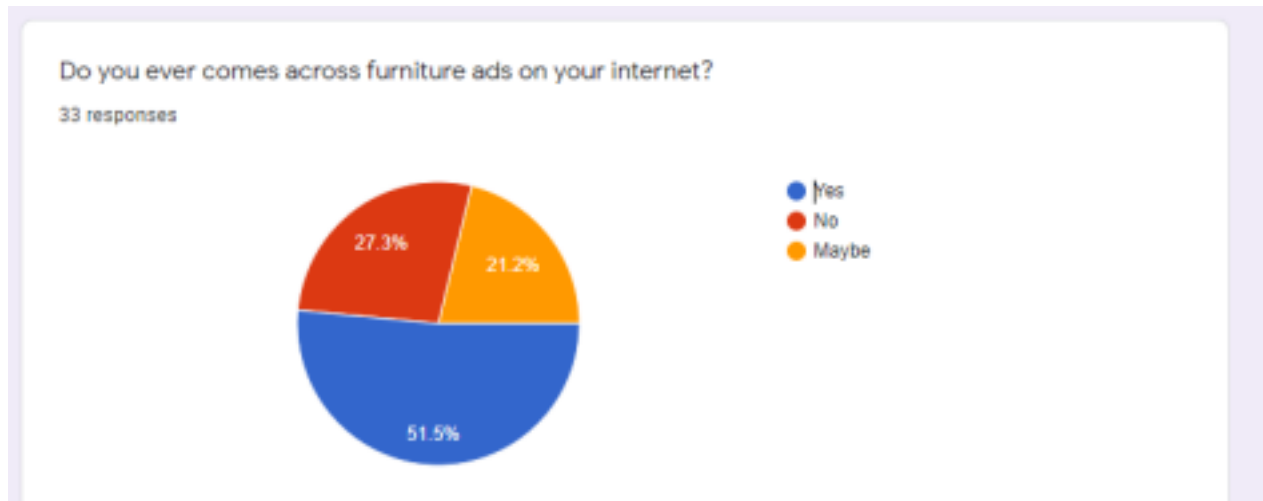
Do you feel the urge to buy few furniture and give your space a better aesthetic?

32 responses



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Here this question was for me to ensure that majority thinks as I do. As a person I always believed that furniture is something that increases the aesthetic of any places, let it be your workplace to your home. There is this new idea of interior that people follows mostly these days and that is called minimalism.



This was a check that ads about furniture on social sites are circulated everywhere and even on Instagram

### Analysis

To counter my report and its valid point , I myself can come up with so many counters. However I can refute them as well. First of all this entire interactive process might take more manpower as it can not be automated as of now since the AI isn't that superior yet. So a company might just need extra manpower and recruitment only for this process. But I think this wont go in vein as I have seen practical effective results and that too in such a short time. I have seen people contacting me back based on the extra information I have provided. I have seen them talking about our brand to random people they know just because they were intrigued. As a newbie I think my idea and research field needs some more shaped , broad and professional perspective

### Summary

Before coming to Furnitex, I was convinced that an intern would be an informal and relaxing job, and that most jobs would be small and manageable. He was completely wrong. When I started working at I felt part of the team and a true collaborator of the organization. The workload and pressure rushed towards me and my superior's expectations of a Bracu graduate were enormous. But I personally liked it, since there has been a lot to learn and push towards development. Before getting to , I was also afraid that was being discriminated against or not highly valued for being just an intern, but that was a complete misunderstanding I had. I quickly realized that once I arrived, the whole team became my new family.

I have generated multiple data and tried to gather these data in a very practical manner so that it end up looking resourceful. However I might have made few mistakes on the process and I can feel my research here looks naïve. But it could have been better if I had the chance to work more practically, which was not much possible due to pandemic and the lockdown getting extended.

Throughout my report the only thing I wanted to breakdown is the advantage or disadvantages of effective and interactive communication, which somewhat seemed successful to me.



## **Conclusion**

Being an intern at such a vibrant business comes with its own set of challenges and expectations. However, this internship has provided me with far more than I expected, giving me a variety of skills that I had not anticipated learning. I made an effort to follow the rules. Expectations of my management and perform to the best of my ability in order to make a lasting impression for myself and my organization

I tried to be as creative as possible, and I connected with the elders on a regular basis. I came up with several ideas. I attempted to make the most of this internship by being ready to learn new things. Take in as much as you can from it.

This has been a fantastic experience that will undoubtedly have an influence on my life in the future.

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