

INTERNSHIP REPORT ON

“Clay Jewelry Making and Social Media Marketing for Clay Jewelry Businesses: Strategies for Success in Banolata Refractory Ltd.”

Prepared By

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An internship report submitted to the BBS department, in partial fulfillment of the requirement for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

October 2023

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Declaration:

Here we declare

1. The submitted internship report was created independently by me during my degree at BRAC University.

2. This report does not include material previously published or produced by third parties unless properly cited by a complete and accurate source.

3. This report does not include materials accepted or submitted for other degrees or diplomas at universities or other institutions.

4. I/we have acknowledged all significant sources of support.

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Student Full Name: Noshin Sharmili

Student ID: 19104026

Supervisor's Full Name and Signature:

Supervisor Full Name: Fabiha Enam

Designation: Senior Lecturer

BRAC Business School

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Letter of transmitter

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Senior Lecturer

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Subject: Clay jewelry making and Social Media Marketing for Clay Jewelry Businesses: Strategies for Success in Banolata Refractory Ltd

Dear ma'am,

I'm writing to submit my internship report. I have done my best to make sure this report is as detailed and informative as possible. I have worked with Banolata Refractory Ltd for the past 2 months (June 2023 – present). It has been an amazing learning opportunity for me. As a design and marketing intern, I had the chance to work with a lot of people in rural areas who are related to the clay business and gain valuable knowledge about new forms of clay jewelry and its marketing. I also contributed to sales goals, planning, forecasting, etc. This internship report gives you an idea of what I have learned and understood from working with Banolata Refractory Ltd during my internship. I want to thank you for your ongoing support, valuable advice, and oversight throughout the entire internship process.

Sincerely Yours,

Noshin Sharmili

ID: 19104026

BRAC Business School, BRAC University

Date: June 21, 2023

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between [Banolata Refractory Ltd] and

the Undersigned student at BRAC University.....

Acknowledgment_letter

I would like to express my gratitude to a select group of people who provided me with very useful advice and assistance in preparing my internship report. First of all, I thank Almighty Allah for giving me the skills and knowledge to complete this task. Special thanks to my advisor, Fabiha Enam, senior lecturer at Brac Business School, who gave valuable advice on writing my report. She was always there for me and gave me her precious time whenever I needed her. I would also like to sincerely thank my co-advisor, Dr. Abu Saad Md. Masnun Al Mahi, Assistant Professor at BRAC Business School. I would like to express my gratitude to my organization Banolata Refractory Ltd and its Managing Director Zaman Suad Khan for providing me with their professional knowledge, encouragement, support, and suggestions during the internship program. My supervisor Md. Kamrul Hasan helped me a lot by providing knowledge about the organization. He was very supportive and helpful. I gained valuable experience that greatly improved my skills and knowledge. I would also like to thank the administration and faculty of the University of BRAC for their guidance and assistance throughout my academic career.

Executive summary

The purpose of this work was to present the clay jewelry sector and its social media marketing analysis of Banolata Refractory Ltd. Banolata Refractory Limited is a one-stop solution company for the auto bricks industry operating in Bangladesh. Banolata is providing a complete solution for the bricks industry (machine-made and ceramic bricks), considering the most cost-effective and optimum productivity solution. And now they are taking a step to manufacture clay jewelry by using the clay of bricks. As an intern with a business background and an entrepreneur of handmade jewelry, I got the opportunity to work with this organization and tried to invest in expert research. I have completed three parts of my report. In these chapters, I cover organizational details as well as the company's social media marketing strategies. I also conducted primary and secondary research and surveys. I have done my best to give a clear idea of what strategy they want to use to enrich the clay jewelry sector and which social media marketing strategies are best for Banolata Refractory Ltd. I also included a history and analysis of the organization in the report. Anyone can easily understand the history of Banolata Refractory Ltd along with its purpose, vision, mission, commitment, and other details after reading my report.

I talked about how to deal with internal and external issues that affect the clay jewelry sector of Banolata Refractory Ltd. In addition to analyzing Porter's force model and SWOT data (Strengths, Weaknesses, Opportunities, and Threats), I also researched. I also talked about my experience working at Banolata Refractory Ltd and how it helped me expand my network and gain more skills and real-world experience. In addition, I looked at their marketing requirements and the potential impact of marketing tactics on the buying process of a new sector. I also look at how Banolata Refractory Ltd can improve sales and marketing to improve profitability. My findings, suggestions, and conclusions are summarized in the last part of the report.

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List of Acronyms

AI- Artificial intelligence

CSR - Corporate Social Responsibility

CRM- Customer Relationship Management

KPI- Key Performance Indicators

SEO- Search Engine Optimization

B2B- Business to Business

SME- Small and medium-sized enterprises

RFPS- Responding to client requests for proposals.

Chapter 1: Overview of Internship

1.1 Student Information

Student Name: Noshin Sharmili

Student ID: 19104026

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Minor: Human Resource Management

1.2 Introduction

This report describes my overall experience and what I learned while working as a design and social media marketing intern at Banolata Refractory Ltd. This section specifies my whole internship, including the responsibilities allocated to me by the department, the difficulties I had while working as an intern, and the outcomes of those difficulties. As an intern at Banolata, I was in charge of developing new clay designs, working on brick design bricks, and determining digital marketing tactics for the clay jewelry industry. I was also in charge of generating leads, conducting market research and creating new relationships, conducting market analysis, and establishing a competitive advantage. I also collaborated with the team to ensure that the monthly sales of clay jewelry were met. Throughout my internship, I learned a lot about new types of clay jewelry, how to make them sustainable, and how to sell them in local and worldwide markets. Overall, my internship helped me gain hands-on experience and develop the skills necessary for a successful entrepreneurial career. During my internship, I enjoyed the opportunity to work with a group of creative and supportive people who are passionate about learning. My supervisor was also a great support and help. He was always available to answer my questions and help me during my internship. In summary, my internship was a rewarding experience. I am grateful to my team and Banolata for giving me the opportunity to join and work with them.

1.3 Internship information

1.3.1 Internship period, Company name, Division/Department, Location: Total

Duration: 03 Months (01/06/2023 – 01/09/2023)

Name of the Company: Banolata Refractory Ltd

Department: Design & Marketing Intern

Location: House 930, Road 13, Avenue 3, Mirpur DOHS, Dhaka 1216, Bangladesh

1.3.2 Field Supervisor's Information

Supervisors Name: Md. Kamrul Hasan

Designation: Deputy Manager, Procurement

1.4 Job Scope- Job Responsibilities

As an intern at Banolata Refractory Ltd. with a focus on clay jewelry making and social media marketing, my job scope and responsibilities may include the following:

1. Clay Jewelry Making:

- Using established designs or original ideas to design and create clay jewelry.
- For each piece of jewelry I create, my quality and craftsmanship shall be ensured.
- Working with a team of designers on developing new jewelry ideas and concepts.
- In order to assist in the management of stocks and ensure a sufficient supply of raw materials for production.
- Also, I can enrich my entrepreneurial skills.

2. Social Media Marketing:

- Creating social media marketing plans to advertise the clay jewelry goods of Banolata Refractory Ltd. on various websites like Instagram, Facebook, Pinterest, etc.
- To highlight the jewelry pieces and draw potential customers, engaging and aesthetically pleasing content, including images, videos, and graphics, should be created.
- Writing enticing and convincing copy for advertising and social media posts.
- Tracking rival activity and social media trends to find fresh marketing chances.
- Interacting with followers and consumers, and promptly and competently responding to questions, comments, and messages.
- Creating data-driven decisions for future plans and measuring the effectiveness of marketing initiatives through the analysis of social media insights and data.
- Coordinating social media efforts with overall marketing goals and promotions with the marketing team.

3. Sales and Customer Support:

- Helping with order processing, order fulfillment, and online sales inquiries.
- Delivering first-rate customer service to guarantee client happiness and loyalty.
- Addressing client comments and fixing any problems or issues.

4. Learning and Skill Development:

- Always looking for opportunities to learn about the newest social media marketing and jewelry-making trends.
- Gaining new expertise in managing social media, digital marketing, and content development.

1.5 Internship Outcomes

1.5.1 Contribution to the Company:

While I was an intern at Banolata Refractory Ltd, I was assigned a series of important and eventful tasks to complete. I did everything I could to contribute greatly to my work. I was the only intern at Banolata Refractory Ltd. Everyone treated me as a full-time worker. I used to find and obtain business opportunities for Banolata, create new jewelry designs as well as designer bricks, comprehend client demands, deliver presentations to my boss about new ideas, reach targets, find promotion and publication plans, and collaborate with management to hit sales goals and develop business plans. Unique and original ideas can be fostered by integrating talent from a different artistic field, such as jewelry creation. I discovered ways to add aesthetic elements into the jewelry-making process, resulting in goods that are distinctive on the market and have a pleasing appearance. I was able to contribute to the design and aesthetics of the company's bricks as I have experience in making jewelry. I proposed brand-new surface treatments, textures, or patterns that would set the company's products apart from rivals. Working with materials effectively and reducing waste are frequent requirements while manufacturing jewelry. I applied these ideas to the manufacturing of jewelry, perhaps coming up with suggestions for methods to recycle or repurpose waste materials or find ways to use less energy. I believe that I have contributed in some way to the overall performance of the company. I think I've done my part to grow a new business.

1.5.2 Benefits to Me:

After finishing all my courses, I had to complete an internship as part of my degree, and I am currently doing an internship at Banolata Refractory Ltd. This is my second job experience in the professional world, and it brought me many benefits. I've got practical knowledge in the fields of social media marketing and jewelry manufacturing. I also had the chance to engage with a variety of people and get used to the office setting. Additionally, having an internship provides me the chance to network with businesspeople, which could result in a future job. Moreover, it assisted me in developing my interpersonal abilities, particularly in the fields of teamwork, communication, and the world of business. As I am also an entrepreneur in the handmade jewelry field, working here as a clay jewelry designer has enhanced my skills in a new form of handmade jewelry. I've also improved my time-management and organizational abilities, as well as my capacity to adjust to changing circumstances and perform well under pressure. I was able to learn everything I needed to know about the clay industry including its internal organization and current state during my internship. Additionally, I learned the value of marketing each product as well as how to properly advertise products. Last but not least, finishing an internship will improve my resume and increase my competitiveness for future applications. I'm so appreciative that Banolata has given me the opportunity to work with them.

1.5.3 Challenges/Obstacles:

I had a wonderful and extremely gratifying internship experience. Even though I encountered some difficulties while an intern, I made an effort to be upbeat and proactive throughout my internship.

The first obstacle I faced was the clay they provided. It was the worst quality clay in terms of making jewelry. However, after a lot of research, I found a way to process it and make it useable to make clay jewelry.

As clay jewelry is 100% fragile, it was hard to make people keep faith in buying them. When working with clay, it can be fickle. During the baking process, problems like cracking, warping, or inconsistent color may occur.

It takes distinctive and creative designs to stand out in the marketplace. It can be difficult to come up with original ideas while maintaining an aesthetic voice.

It was challenging to set clay jewelry's price at a level that would both cover expenses and provide a profit, especially when taking the time required to produce each piece into account.

It can be difficult to decide which social media channels to use to advertise clay jewelry. The audiences that various problems appeal to are diverse, and managing many accounts can be time-consuming.

1.5.4 Recommendations:

Till now I have some recommendations for Banolata Refractory Ltd.

- They should create a systematized internship training program. Make a detailed summary of the knowledge and skills they should pick up during their internship.
- They should provide more good quality clay.
- They should provide more necessary types of equipment for better design.
- They need to give interns the opportunity to receive cross-training in many departments of the business, like brick manufacturing or other related activities. Their skill set and business knowledge are expanded as a result.
- In their area for clay jewelry and designer bricks, they ought to hire more long-term workers.
- They can ask interns to establish a knowledge base and document their work procedures. They can refer to and use this documentation for training in the future.

Chapter 2: Organization part

2.1 Overview of the Company:

Overview of Banolata Refractory Ltd:

A one-stop shop for the Bangladesh auto bricks industry is Banolata Refractory Limited. In order to provide the most economical and productive solution for the brick industry (including machine-made and ceramic bricks), Banolata offers a complete solution. Their expert engineering staff can guarantee the prompt, highest-quality completion of your project.

New Zealand Dairy's subsidiary is Banalata Refractory Limited. This was founded in Bonpara, Natore, in 2008. Automated bricks have been distributed throughout Bangladesh since that year, and designed bricks have been distributed there since 2013.

And now they want to establish a new sector of clay jewelry and painted bricks. They want to bring back the Bangladeshi culture of clay jewelry and want to manufacture it internationally. Also, they are focusing on designer-painted bricks so that customers can use them directly to make their building more aesthetic without the hassle of painting again.

Objectives of Banolata Refractory Ltd:

The objective of Banolata Refractory Ltd can encompass various aspects, depending on the specific goals and vision of the company. Some objectives for such a company could include:

1. **Quality production:** To continuously produce standardized, high-quality bricks that adhere to client and industry standards.
2. **Productivity and efficiency:** To boost output and streamline the manufacturing process to provide the best possible resource utilization and lower production costs.
3. **Innovation and technology:** To be on the cutting edge of brick manufacturing technology, resulting in improved production techniques and product development.

4. Customer satisfaction: To put the needs, preferences, and feedback of customers first in order to maintain their satisfaction and loyalty.

5. Strong distribution network: Establish a strong distribution network to effectively deliver goods to clients and preserve a competitive advantage.

6. Research and development: To spend money on research and development in order to develop new brick designs, look into alternative materials, and enhance the functionality of the final product.

7. Corporate social responsibility: Making a beneficial impact on the neighborhood and wider society through social and environmental campaigns.

8. Brand reputation: Establishing and upholding a solid brand reputation founded on dependability, quality, and trust.

9. International expansion: Investigate possibilities for brick export to foreign markets and raise the company's global profile.

The objective of an auto bricks company that is also now venturing into clay jewelry can be multifaceted, as the company seeks to expand its business and diversify its product offerings. Here are some potential objectives for the company in terms of clay jewelry:

1. Product Portfolio Diversification and Revenue Growth: The main goal is to enter the clay jewelry market in order to broaden the company's product line. This action intends to expand revenue sources beyond the brick industry by reaching out to other client segments.

2. Leveraging Existing Resources: In order to create and sell clay jewelry, the company is trying to make use of its current resources, including raw materials, production facilities, and distribution networks. This strategy may result in lower costs and quicker market access.

3. Market Expansion: By foraying into the clay jewelry market, the business wants to increase its consumer base and brand recognition outside of the construction sector. They would be able to access a larger customer base and explore new markets as a result.

4. Capitalizing on Trends: If there is a growing market for ecologically friendly and sustainable goods, the business can try to take advantage of this trend by selling handmade clay jewelry, which is frequently regarded as being more environmentally friendly than traditional metal-based jewelry.

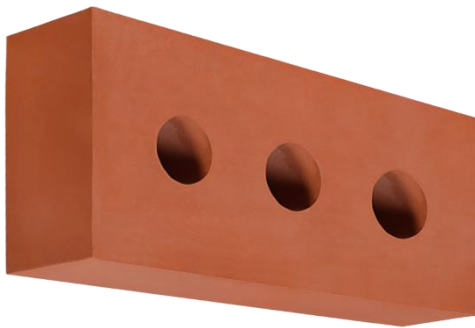
5. Sustainability and Corporate Social Responsibility (CSR): In line with the business's long-term goal of a cleaner future, the organization is having a CSR mission to promote sustainability by concentrating on environmentally friendly items like clay jewelry.

Clients of Banolata Refractory Ltd:

For normal bricks, the clients are from all over the country. Besides that, a lot of five-star hotels and restaurants use their designer bricks for decoration. And now they are also collaborating with Aarong, Deshal, Bibi Russel etc to promote their clay jewelry.

Company products:

1st class 3-hole red bricks: Common red bricks used in buildings with three holes spanning the length of them are typically referred to as "3-hole red bricks." These holes help lighten the brick's weight, making it more manageable and portable while improving its insulating capabilities.



1st class 2-hole bricks: A "2-hole brick" is a small rectangular brick with two circular studs on top that enable it to connect to other LEGO pieces when used in the context of LEGO construction sets. In construction play, LEGO bricks are frequently used to create a variety of constructions and projects. A brick having two holes going through it may be referred to as a "2-hole brick" in construction or masonry. Load-bearing walls and other types of construction frequently use these bricks.



2nd class 2-hole bricks: These are of slightly lower quality compared to first-class bricks. They may have minor defects like irregular surfaces or small cracks, making them suitable for non-visible areas or inner walls.



Road chips: These chips are used in construction.



Designer bricks: Designer bricks are distinguished from conventional or traditional bricks by having a particular aesthetic or distinctive design aspect. These bricks are frequently utilized in architectural projects to provide buildings, walls, and other structures with a distinctive aesthetic appeal and individuality.



Clay jewelry: Banolata is manufacturing clay jewelry by using the same clay with which they make bricks. These are also referred to as terracotta jewelry, a traditional kind of jewelry made from local natural clay. Intricate designs and local symbols are featured in the jewelry manufactured from terracotta, a traditional art form in Bang



Vision and Mission of Banolata Refractory Ltd:

Vision:

At Banolata Refractory Limited their vision is to be the best automated bricks industry in Bangladesh. They want to highlight all the benefits of using auto bricks in construction. They also want to work with different types of clay products like Jewelry items, Pottery items, and Clay tiles.

Mission:

They at Banolata Refractory Limited are dedicated, motivated, and committed to:

- Being a client-centric company with a 100% satisfaction rate
- Objective To be the most environmentally friendly company in Bangladesh.
- Encouraging customers to buy products that are organically and environmentally friendly.
- Adhering to business principles and conducting business with honesty, integrity, and sincerity.
- Fostering unity and enlightenment by providing a welcoming workplace for their employees, suppliers, and clients.

2.2 Employment Practices and Work Environment:

The workplace cultures and employment rules at Banolata Refractory Ltd are very welcoming, which is vital for the business and the employees. Because these mixtures increase a worker's contentment and comfort at work. Employees are more likely to succeed in their careers and like their work when they work in a supportive environment. Higher levels of engagement and improved performance might result from this. The company's brand can be improved and new clients, partners, and investors can be attracted with the help of favorable workplace cultures and employment regulations. This could help the business build its reputation and attract clients. I recently am doing my internship in Balolata, where I gained practical experience and learned useful skills. The clay jewelry-making experience is also broadening my experience in the entrepreneurial sector as I already have a growing business of handmade jewelry. The company has a hiring procedure to find and choose qualified applicants for a range of jobs, from production employees to office personnel to artists for clay jewelry manufacturing. Today's businesses frequently pursue diversity and inclusivity in their workforces, hoping to have workers with a range of experiences, viewpoints, and backgrounds. Particularly in highly specialized fields like jewelry production, the company is offering training programs to guarantee that staff have the abilities and knowledge required to carry out their responsibilities successfully. Employee performance is evaluated on a regular basis to determine areas for growth and to recognize accomplishments. Banolata Refractory Ltd. Also provides competitive benefits packages, including salary, bonuses, health insurance, retirement plans, and perhaps discounts on the goods they produce. Making new bonds with people also gives me the opportunity to expand my network both inside and outside the company. Despite the fact that I am an intern, the Managing director and employees of Banolata treated me with respect and as a member of their team. I appreciate how the company fosters a pleasant work environment for employees of all genders while firmly

prohibiting sexual harassment, bullying, and discrimination. And finally, I feel respected, valued, and adored at Banolata Refractory Ltd.

2.3 Marketing practices:

Combining the marketing practices of an auto bricks machine company with a clay jewelry manufacturing business can be an exciting venture. The following marketing practices can be used to effectively promote the business:

Identify Target Audiences: Banolata Refractory Ltd. tries to understand the target markets for both items by identifying them. The target market for auto brick machines would include contractors, developers, and building businesses. The target market for clay jewelry may include boutique owners, gift buyers, and fashion-conscious people.

Brand Differentiation: They develop distinct branding for each of the product lines while keeping the overall brand identity consistent. While the clay jewelry division concentrates on originality, workmanship, and environmental friendliness, the auto bricks machine division emphasizes dependability, efficiency, and cost-effectiveness.

Online Presence: Banolata Refractory Ltd makes sure both businesses have a credible online presence. This comprises a professional website with product catalogs, client endorsements, and contact details for each section. Use social media channels, internet advertising, and search engine optimization (SEO) to connect with potential customers.

Information marketing: Banolata produces interesting and useful information pertaining to both businesses. Create blog pieces, videos, and infographics for auto brick machines that outline the advantages of using their equipment. Showcase the artisanal method for making clay jewelry, the advantages of selecting sustainable jewelry, and current fashion trends for clay jewelry.

Customer Testimonials and Case Studies: Highlight success tales and positive feedback from clients who have used the auto bricks or clay jewelry produced by the business for their projects.

Customization choices: Provide customization choices for both goods, if practical. Offer unique auto brick solutions for particular construction projects or let consumers customize their clay jewelry designs.

Geo-Targeting: Using geotargeting, the company may make sure that clay jewelry advertisements are seen in places with a higher propensity for fashion and accessories while auto brick marketing is sent to areas with ongoing construction projects.

Email marketing: Create a list of email subscribers and distribute newsletters that highlight new product introductions, business updates, and exclusive deals for both product lines.

Visual Storytelling: Use visual storytelling approaches to illustrate the craftsmanship that goes into making clay jewelry and vehicle bricks. Stories about the items people use help them connect on a deeper level.

Innovative Packaging: Design inventive, environmentally responsible packaging for clay jewelry that enhances the buying experience overall and distinguishes the brand.

Trade Shows and Exhibitions: Banolata tries to attend trade shows and exhibits for their industry. They showcase the capabilities and technology of the machines to prospective customers in the

building industry for the auto bricks machine division. They also Display the distinctive designs and craftsmanship for the clay jewelry segment to draw retailers and end users.

Collaborations and Partnerships: Banolata Seeks out strategic alliances and partnerships. The exposure of the auto bricks machines, for instance, might be increased by working with architecture or building firms. The reach of the clay jewelry brand is increasing by collaborating with eco-friendly businesses or fashion influencers.

Customer Reviews and Testimonials: Encourage pleased consumers to post reviews and feedback for both product lines on the website. Positive reviews influence potential purchasers' decisions by fostering credibility and trust.

Sustainability messaging: They are also emphasizing the environmentally beneficial features of both companies. Promote the clay jewelry division as a sustainable alternative to conventional jewelry materials, and emphasize the auto bricks machine business's contribution to greener construction techniques.

Customer Loyalty Programs: Banolata implements customer loyalty programs that reward loyal consumers with special discounts, early access to new products, or other incentives to promote loyalty to both product lines.

2.4 Management Practices:

Management procedures for an organization like Banolata Refractory Ltd., which produces both clay jewelry and vehicle bricks, would need to take into account the particular opportunities and problems given by each of these industries. The following management techniques might be used:

Diversified Strategy Management: Banolata Refractory Ltd. operates in two different sectors, thus the business should develop a diverse strategy that takes into account the wants and needs of both the clay jewelry and auto brick businesses. This might entail distinct company divisions, personnel, and strategies.

Market Research and Analysis: To understand the trends, needs, and preferences in both the auto brick and clay jewelry markets, regular market research is crucial. The plans for product development, pricing, and marketing will be determined by this data.

Quality Control and Assurance: It's essential to maintain constant quality in both clay jewelry and auto bricks. To guarantee that products satisfy industry standards and customer expectations, implement quality control procedures.

Supply Chain Management: To find raw materials for both divisions, control inventory, and guarantee on-time production, effective supply chain management is required. Think about the specific needs for raw materials used in the manufacture of jewelry and auto bricks.

Human Resources Management: Both businesses will require a broad workforce with a range of talents. Hiring, developing, and keeping personnel with experience in jewelry design/production and auto brick manufacturing should be the main focus of HR strategies.

R&D and innovation: Promote innovation throughout the board. This may entail investigating alternate materials or looking for ways to improve energy efficiency in the production of car bricks. Concentrate on innovative designs and novel materials when producing jewelry.

Marketing and branding: Create distinct marketing plans for the clay jewelry and auto brick businesses. Create messaging specifically for each sector's target audience to ensure success.

Financial Management: Independent financial analysis and reporting will give a clear view of profitability, expenses, and financial health for each division. Making educated decisions concerning the distribution of resources will be aided by this.

Sustainability practices: Incorporate green manufacturing techniques into both production processes. Think about waste and emissions reduction technologies for the production of car bricks. Focus on obtaining materials from sustainable sources when making clay jewelry.

Regulatory Compliance: Keep abreast of the laws and guidelines that govern the production of jewelry and automobiles. Compliance guarantees efficient operations and prevents legal problems.

Customer Relationship Management: Create plans for establishing and preserving connections with both B2B and B2C clients (for jewelry and auto bricks, respectively). Respond quickly to their wants and worries.

Technology Adoption: Adopt pertinent technology for increased productivity and efficiency. This could involve automated procedures for making auto bricks and 3D modeling/printing for making jewelry.

Risk Management: Risk management involves identifying dangers that are particular to each industry and creating backup strategies to reduce those risks. Examples include changes in consumer tastes, supply chain disruptions, and economic swings.

Community Engagement: Consider community participation initiatives, particularly in regions where the company has its brick production operations. The company's reputation and goodwill may be improved as a result.

Feedback Loops: Establish ways for receiving input from stakeholders, employees, and customers. Utilize this input to continually enhance the company's goods, procedures, and general operations.

2.5 Industry and Competitive Strategy

SWOT analysis of Banolata Refractory Ltd:

By identifying a company's strengths, weaknesses, opportunities, and threats (SWOT), one may assess how strong it is. This method is essential for figuring out the organization's capabilities, constraints, opportunities, and risks. The SWOT analysis conducted by Banolata is summarized here:

Strength:

- The auto bricks machine makes it possible to produce clay jewelry and bricks effectively and automatically, which lowers the need for manual labor and boosts productivity.
- The automated procedure used by the machine assures that the bricks and clay jewelry are consistently of high quality, which in turn fosters consumer happiness and faith in the goods.
- Being able to produce both bricks and clay jewelry allows for diversification and the chance to enter several markets at once.
- Clay is used as the main raw material because it is more environmentally friendly than other building materials, which appeals to customers who are concerned about the environment.
- Over time, automation and effective production can result in cost savings, boosting the business's profitability.

Weakness:

- The lack of promotional efforts presents a barrier for a growing business like Banolata Refractory Ltd.
- The company's brand image and recognition in the market are limited.
- Some entrepreneurs may be constrained by the need for specialized technological knowledge to operate and maintain the auto bricks machine.
- There may be established companies in the brick and clay jewelry industries, making it difficult for a developing company like Banolata to achieve market share.

Opportunities:

- As a more environmentally friendly option, clay bricks may see an increase in demand due to growing awareness of sustainable building materials.

- Clay jewelry, particularly handcrafted or artisanal items, may draw customers looking for distinctive and culturally relevant accessories.
- High-quality clay jewelry may have export potential, providing chances to tap into foreign markets and broaden the clientele.

Threats:

- The price and availability of clay as a raw material may be subject to changes, which may have an effect on manufacturing costs.
- Recessions or downturns in the economy can result in a decline in construction activity as well as discretionary expenditure on jewelry and other non-essentials.
- Manufacturing procedures frequently need to abide by several regulations and environmental norms, particularly in the construction industry.

Porter's 5 Forces Analysis of Banolata Refractory Ltd:

Factors	Low (1)	Medium(2)	High(3)
Threat of new entrance		✓	
Rivalry among existing firms			✓
Threat of substitute		✓	
Bargaining power of suppliers	✓		
Bargaining power of buyers			✓

The market's competitiveness is $(2+3+2+1+3)/15 * 100\% = 73\%$

With 67% market share, competition is mild. This also suggests a moderate amount of profitability. It may be claimed that Banolata's overall growth is very sluggish given its ordinary profitability when compared to other businesses.

2.6 Commitment of Banolata Refractory Ltd:

Through dedication, Banolata Refractory Ltd can strengthen its standing as a reliable and trustworthy partner, increase its competitiveness and overall performance, and produce long-lasting advantages for all stakeholders. However, upholding its promise is essential. As a result, the business will be better equipped to foster employee engagement, advance customer happiness, improve its reputation in the software sector, and foster innovation.

The commitments of Banolata Refractory are as follows:

- In both its clay jewelry and brick businesses, Banolata Refractory Ltd. promises to produce goods of the finest caliber. This can entail using the best supplies, working with qualified craftspeople, and putting strict quality control systems in place.
- The business promises to encourage innovation in its production procedures, product ideas, and business plans. This might aid them in differentiating themselves in a crowded market and enhancing their products over time.
- Banolata Refractory Ltd emphasizes its dedication to environmental sustainability given the nature of its products. This can entail implementing eco-friendly procedures in the production of their bricks, such as utilizing waste-reduction strategies and energy-efficient technology. They advocate for ethical production procedures and sustainable material procurement in the clay jewelry market.
- By making sure that their products match or surpass customers' expectations, the business commits to placing a high priority on customer satisfaction. This dedication entails giving exceptional customer service, responding to client comments, and preserving open lines of contact.
- Banolata Refractory Ltd. pledges to be a proactive and conscientious corporate citizen if it is conducting business in a particular community. This involves activities like supporting neighborhood development projects, fostering employment possibilities, and taking part in community engagement campaigns.
- Given that the business has expanded into the production of clay jewelry, it decided to look into additional opportunities for expansion and diversification. To find prospective avenues for growth, this can entail regularly examining consumer preferences and market developments.
- Banolata Refractory Ltd. pledges to prioritize the welfare of their staff. This includes creating a safe and encouraging work environment, giving chances for training and development, and cultivating an inclusive and respectful culture.

- The company emphasizes its commitment to honesty and openness in all of its commercial operations. Examples include the implementation of ethical corporate practices, open communication with customers and stakeholders, and transparent pricing.
- Banolata Refractory Ltd makes a commitment to maintaining and fostering traditional artisanal craftsmanship in the context of their production of clay jewelry. This entails working with regional craftspeople, displaying old skills, and assisting in the preservation of cultural heritage.
- The business demonstrates its dedication to social responsibility by supporting causes that share their beliefs. Within their service areas, this can entail assisting with environmental, healthcare, or educational activities.
- supplying the SME with the highest-quality goods and services possible using their most cutting-edge solutions.
- Conduct that is moral and responsible in every industry.
- Updating and maintaining social media on a regular basis, and giving customers top-notch support.
- Additionally, if any problems arise for clients, they will offer free delivery services.

2.7 Conclusion:

Bangladesh's brick industry is used to produce cash and create jobs. In recent years, Bangladesh's auto bricks sector has made great strides in building safe construction. A one-stop shop for the Bangladesh auto bricks industry is Banolata Refractory Limited. In order to provide the most economical and productive solution for the brick industry (including machine-made and ceramic bricks), Banolata offers a complete solution. Their engineering staff can guarantee the prompt, highest-quality completion of your work. Now they are enhancing their business by manufacturing clay jewelry which will bring back Bangladeshi culture and also highlight it to the international world. They encourage sustainable and inclusive growth by pairing their clients' ideas, innovations, and aspirations with the funding that might make them a reality. They do this with respect, honesty, excellence, service, and care. Continue to improve and advertise products and services to give clients a unique experience that will motivate them to stay in touch with Banolata Refractory Ltd.

2.8 Recommendations/Implications

- Put emphasis on the quality of equipment to ensure long-term dependability and longevity.
- They can create a quality assurance team and establish protocols for routine product inspections.
- Offer both conventional clay brick and substitute eco-friendly building materials as possibilities.
- They should examine the manufacturing process to find areas where automation can result in cost savings, such as decreased labor costs and improved productivity.
- Conduct an in-depth market study to comprehend the need for clay jewelry, taking into account the most popular styles, costs, and rivals.
- Consider selling clay jewelry on websites like Etsy, Amazon Handmade, or eBay.
- Collaborate with local jewelry stores or boutiques to sell and exhibit their products.

Chapter 3

1.1. Introduction

The renowned company Banolata Refractory Limited is committed to changing the jewelry and construction sectors with its cutting-edge innovations and environmentally friendly solutions. The company plays a critical role in satisfying the growing demand for eco-friendly and effective brick manufacturing processes as the market leader in the production of auto brick machines. The production of clay jewelry is now a part of Banolata Refractory Limited's repertoire in addition to their experience in auto brick machines. This innovative project demonstrates the company's dedication to pursuing creative opportunities and transforming raw materials into stunning works of wearable art. The clay jewelry not only showcases the team's artistic talents but also encourages the use of eco-friendly materials in the fashion sector. I've had the pleasure of contributing to a number of initiatives at Banolata Refractory Limited that have connected the clay jewelry divisions. In this chapter I will explain how I have been exposed to the newest technology and methods utilized in the manufacturing process while working under the guidance of seasoned specialists. Every stage of the trip, from the conceptualization stage to the implementation of creative solutions, has been a fantastic learning experience for me. I have actively participated in initiatives to raise the effectiveness and productivity of clay jewelry and designer bricks while also ensuring that they adhere to the strictest environmental regulations. In addition, I had the good fortune to see the craftsmanship that went into making the wonderful clay jewelry, which combines classical creativity with contemporary design. In this research, I will also point out areas that require improvement and offer suggestions for bolstering sales and marketing efforts.

Literature Review: Clay jewelry is a type of wearable art made from natural clay materials. Because it is handmade, it has a unique charm that sets it apart from mass-produced jewelry. A study by Smith et al. (2019) focuses on the various techniques used in the manufacture of clay jewelry, such as hand molding, wheel casting, and panel construction, which add to the artisanal appeal. According to a Jewelers of America (2021) industry report, as consumers grow more concerned of their environmental impact, demand for sustainable and eco-friendly items, such as clay jewelry, is increasing. According to a study conducted by Johnson and Lee (2020), consumers enjoy the uniqueness and distinctiveness of clay jewelry, making it increasingly popular among various age groups. The rise of social media platforms has transformed the marketing landscape for businesses, especially those in the craft jewelry industry. According to Wang and Chen (2018), tiny jewelry businesses can use social media platforms like Instagram and Pinterest to reach a larger audience and exhibit their products, including clay jewelry. Building a loyal customer base requires a clay jewelry brand's social media presence and ability to communicate with customers. According to Brown and Davis (2019), proactive customer service, releasing behind-the-scenes content, and launching interactive campaigns can promote community and follower loyalty.

3.1.1 Objectives:

Broad Objectives: The primary goal of my internship is to explore and understand the art and techniques of clay jewelry making. This includes learning about the numerous techniques involved in making clay jewelry, such as molding, sculpting, firing, glazing, and assembling the finished pieces. The purpose is to provide a thorough overview of the materials, tools, and skills required to make distinctive and appealing clay jewelry for Banolata Refractory Ltd. Another goal is to create efficient social media tactics for marketing clay jewelry businesses, with an emphasis on Banolata Refractory Ltd.

Specific objectives:

- To make an overview of Banolata Refractory Ltd.
- To Understand Clay Jewelry Making Techniques.
- To do Market Research and Target Audience Identification on clay jewelry.
- To give focus on social media marketing strategy development.
- To find out the problems of clay jewelry and solutions to those problems.

3.1.2 Significance:

This document can be used by the company to track its marketing activity over time and as a foundation for future marketing decisions. To comprehend how the company operates and how to increase sales through marketing efforts. Furthermore, it can assist this company in determining which actions were most successful and which were less effective, and it can serve as a foundation for future marketing initiatives.

Methodology:

Primary data: The data are collected from the branch as well as my personal observations.

Secondary data: The data are also collected from the internet and other published materials.

For this report, I will conduct interviews with customers, employees, and employers. I intend to use descriptive and probabilistic sampling techniques. My approach to data collection includes a variety of methods such as interviews, questionnaires, observations, publications, surveys, and records.

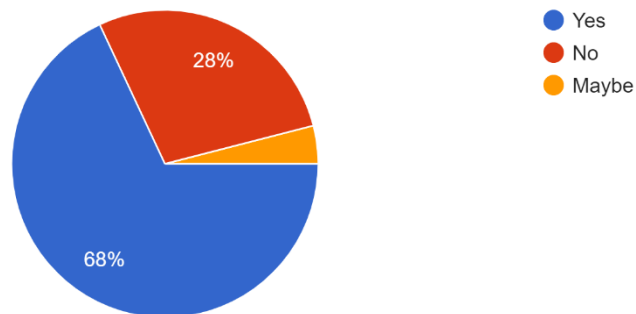
Finding and analyzing

All of the data gleaned from primary research will be presented in this section. To illustrate the conclusions, the Google Forms data will be evaluated and visually shown. Here are a few of the responses I have so far gotten to the survey.

My first question to my clients is, " Have you heard of Banolata Refractory Limited's clay jewelry before taking this survey? "

Have you heard of Banolata Refractory Limited's clay jewelry before taking this survey?

25 responses



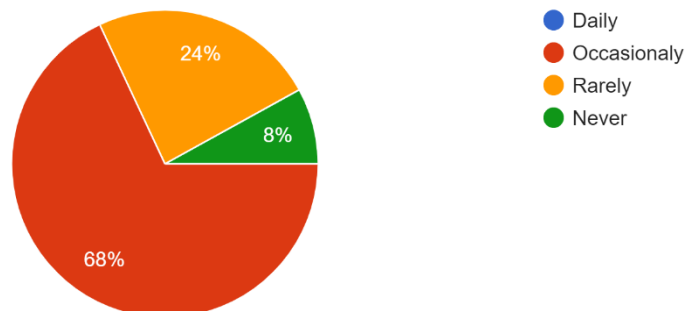
Source: From the internal survey

Around 25 people helped me to conduct this survey and most of them knew about the company.

My second question to my client is " How often do you wear jewelry made from clay materials? "

How often do you wear jewelry made from clay materials?

25 responses

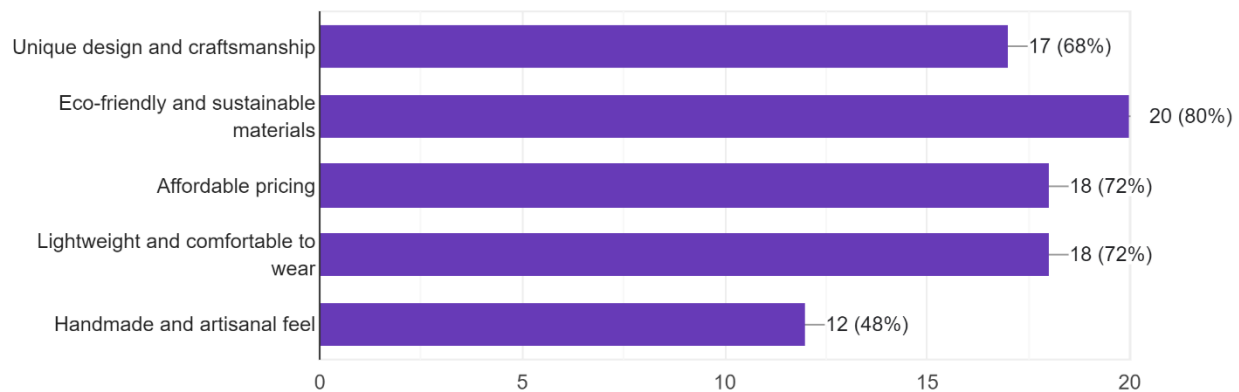


Source: From the internal survey

We know that clay jewelry was very famous in the past and it's related to our culture and history. So many of us are familiar with this jewelry. On many Bengali occasions like pohela boishak, boshonto, pohela falgun Bengali women wear this jewelry. From the survey I have seen that 68% of people wear this traditional clay jewelry on various occasions and 24% of people wear this rarely. When compared to pricey metals or jewels, clay is a bargain. People may decide to occasionally use clay jewelry as a result to accessorize their clothing without going beyond the budget. Clay jewelry frequently follows vogue trends, and particular designs could become popular for a brief period of time. People may occasionally use clay jewelry to keep up with the newest trends in clothing.

What factors attract you to clay jewelry? (Select all that apply)

25 responses

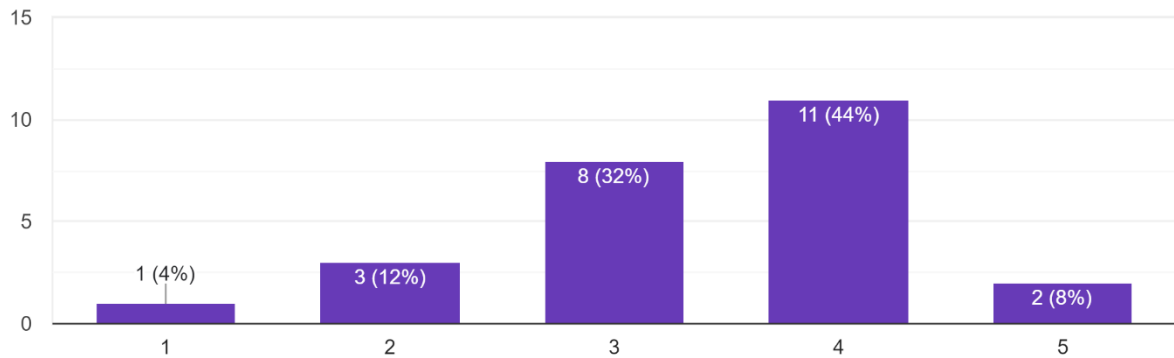


Source: From the internal survey

We can see from the survey that most of the factors are quite important for customers. But people have mainly focused on eco-friendly and sustainable materials. Many individuals are growing increasingly concerned about how the items they buy affect the environment. Clay jewelry is frequently regarded as being more environmentally friendly than jewelry created from materials like plastic or specific metals, which may appeal to those who are concerned about the environment. Though there is a disadvantage of clay jewelry it's fragile. But yes, it's totally eco-friendly. Other trendy jewelry like German silver or black polish can be harmful to the skin. Anyone can get a rash or cut their skin. But clay jewelry is totally safe in that case. People are also concerned about pricing and if it's comfortable to wear or not.

On a scale of 1 to 5, how important is the brand name "Banolata Refractory Limited" in influencing your decision to purchase clay jewelry?

25 responses

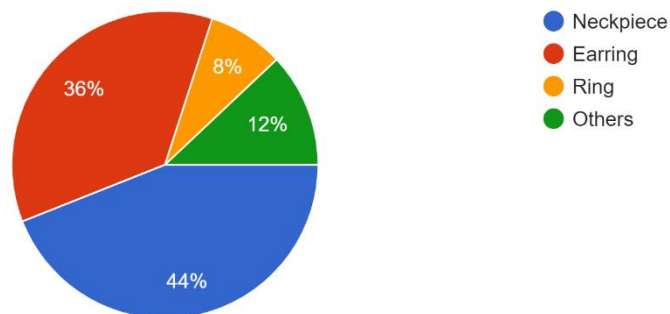


Source: From the internal survey

Here 44% of people are interested in the name of the company. So I guess the name Banolata Refractory Ltd will not be a problem in attracting or influencing people.

Which type of clay jewelry are you most interested in? (Select one)

25 responses

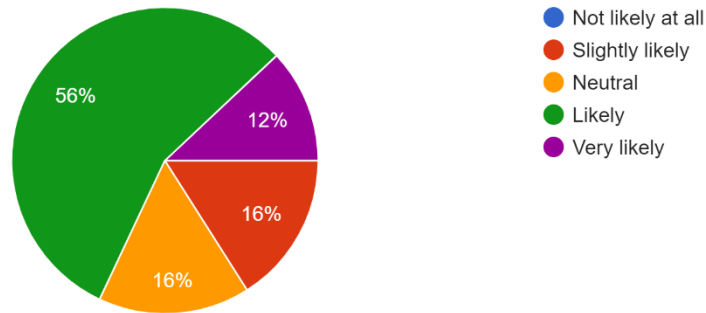


Source: From the internal survey

We can see that most people are interested in neckpieces and voted for this sector 44%. Then people mostly voted for earring which is 36%. So I think the company should mainly focus on these two items and their variety.

How likely are you to recommend Banolata Refractory Limited's clay jewelry to a friend or family member?

25 responses

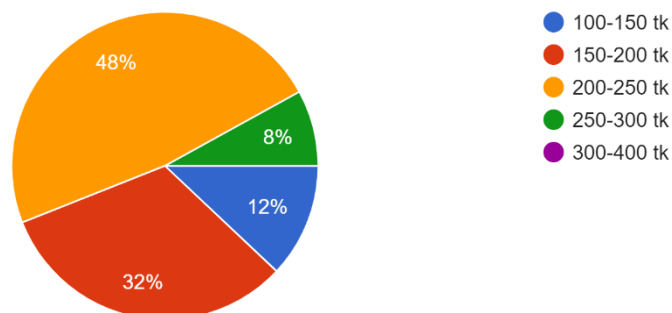


Source: From the internal survey

This question's answer is very influential for us that most of the people, which is 56%, will recommend Banolata's jewelry to other people. 16% of people feel neutral. 16% of people will recommend it slightly, which is also a good sign for them. And 12% of people are very interested in sharing our clay jewelry with friends and family.

What price range are you willing to pay for clay jewelry from this brand?

25 responses

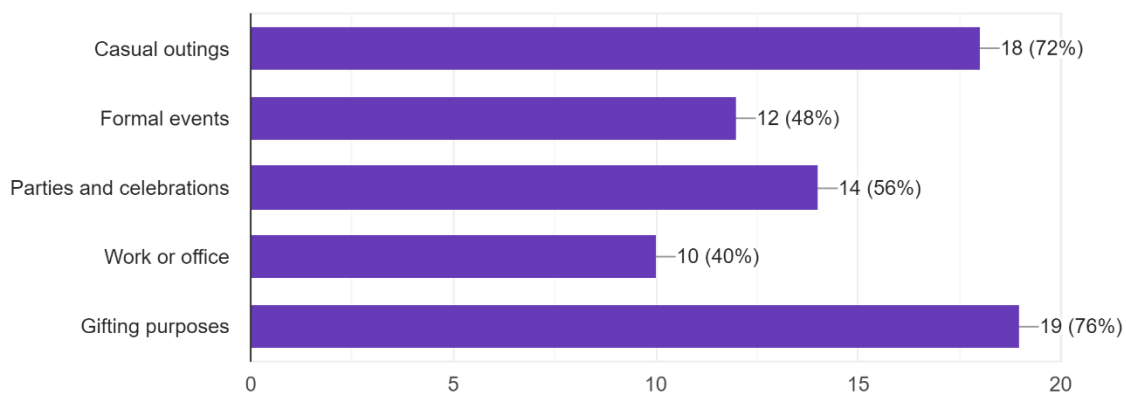


Source: From the internal survey

From this section, we have seen that 48% of people want the price to be 200-250 tk. I think the reason is that for a sizable portion of consumers in many areas, a price range between 200 and 250 takas is considered to be reasonable. For those who wish to acquire distinctive and beautiful items without breaking the bank, clay jewelry offers an affordable option. Then 32% of people want the price range 150-200 tk. So mainly people want clay jewelry to be very affordable. I think it's because individual tastes can be catered for while designing clay jewelry. Making it more cost-effective enables individuals to experiment with various patterns, hues, and fashions, allowing them to showcase their individuality and creativity via their jewelry preferences. Additionally, inexpensive clay jewelry makes excellent presents. These one-of-a-kind items can be shared with loved ones without costing excessive sums of money, making them thoughtful and significant expressions of affection.

Which occasions do you think are most suitable for wearing clay jewelry? (Select all that apply)

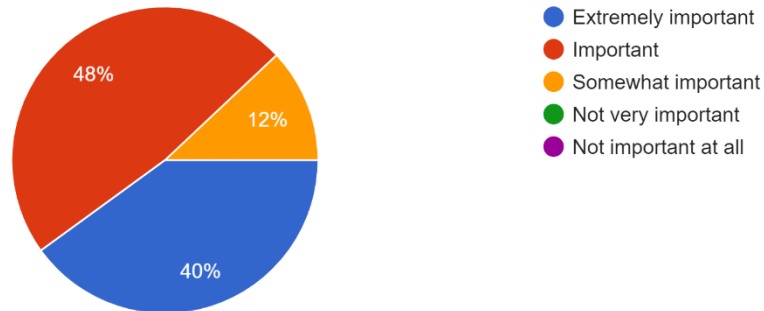
25 responses



Surprisingly most people here 76% of people want to buy clay jewelry for gifting purposes. I think the reason is Clay jewelry is frequently handcrafted, giving it a distinctive and individual touch. Giving a unique item rather than a mass-produced one demonstrates thoughtfulness and time spent selecting a present. Compared to jewelry made of metal or other materials, clay jewelry is often more portable. Particularly for people who might have metal allergies or sensitivities, this makes it easy to wear. Then 72% of people think clay jewelry is suitable for a casual outing. For a variety of reasons, people might prefer clay jewelry to typical jewelry materials like metal or gemstones when purchasing jewelry for a casual occasion. Clay jewelry frequently has a laid-back, bohemian, or rustic vibe that fits in well with the easygoing atmosphere of outings, beach days, festivals, and other unhurried gatherings.

How important is the use of sustainable and environmentally friendly materials in your choice of jewelry?

25 responses

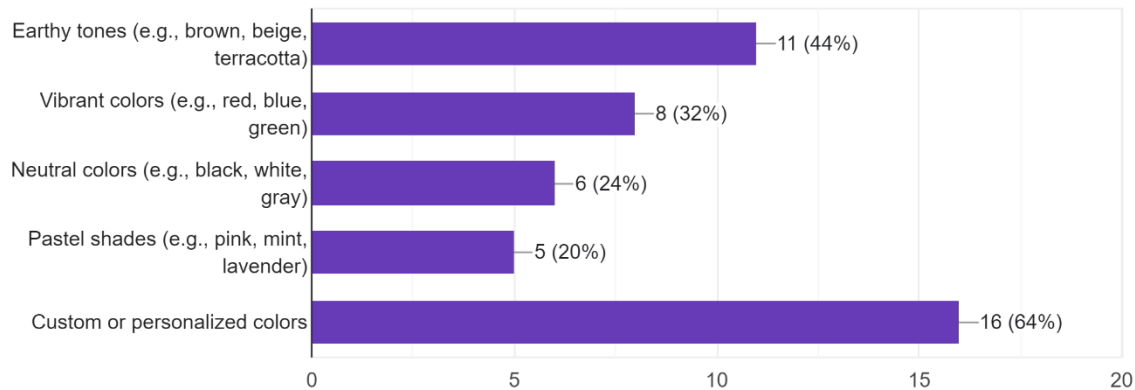


Source: From the internal survey

We can see that for people it is very important to use sustainable and environmentally friendly materials in their choice of jewelry. I think the reason is that a lot of people consider sustainability and eco-friendliness to be fundamental components of their personal values and lifestyle preferences. They can demonstrate these beliefs and their commitment to environmental preservation by wearing jewelry created from sustainable materials. Utilizing alternative materials, such as organic components or repurposed metals, is common in sustainable jewelry design. This encourages design creativity and the use of unusual yet eco-friendly materials, providing distinctive and imaginative jewelry possibilities.

What colors do you prefer in clay jewelry? (Select all that apply)

25 responses

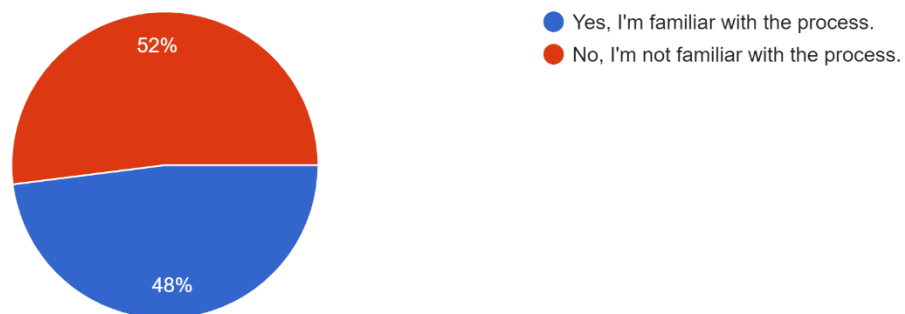


Source: From the internal survey

We can see that 64% of people prefer custom or personalized colors for their clay jewelry. The reason can be in order to exhibit their personality and stand out from the crowd, people frequently choose customized hues for their jewelry. By altering the color of their clay jewelry, they can design a piece that expresses their individuality and sense of style, giving it greater personal significance. Also, Clay jewelry can have its colors altered so that wearers can coordinate it with their preferred attire, accessories, or special occasions. It guarantees that the jewelry matches their personal style and attire, making it a wearable accessory.

Are you familiar with the process of making clay jewelry? (For example, hand molding, kiln firing, glazing)

25 responses

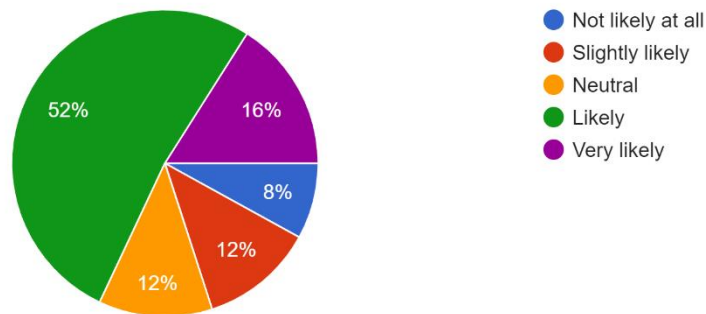


Source: From the internal survey

52% of people are not familiar with the process of making clay jewelry because making clay jewelry is a specialized technique that calls for a certain set of abilities and expertise. Not everyone has access to or is interested in this specific form of art. The materials used more frequently in the jewelry industry, such as metal, gemstones, and beads, tend to be more well-known to consumers.

How likely are you to purchase clay jewelry as a gift for someone else?

25 responses

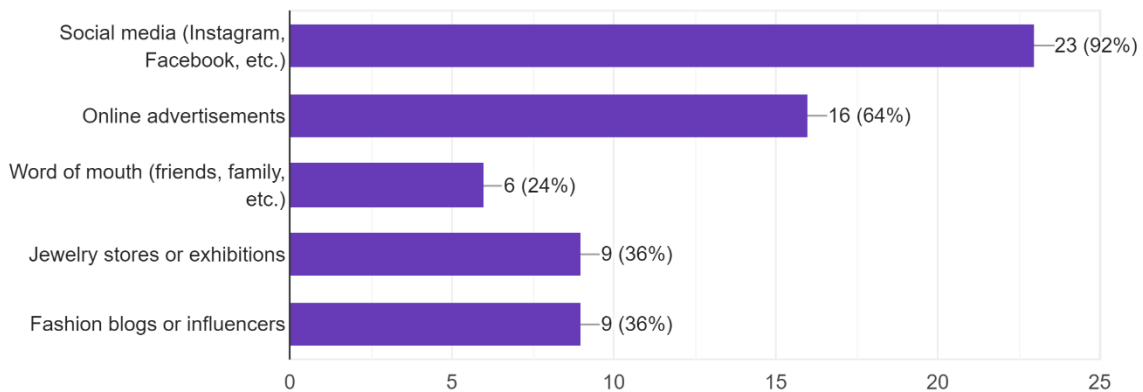


Source: From the internal survey

It's very interesting that most people are interested in giving clay jewelry as a gift. It's because clay jewelry is frequently handmade, which gives the present a special touch. Receiving something that is unique and not mass-produced is appreciated. Clay jewelry is visually appealing and ideal for a range of tastes and fashions since it can be made in a variety of artistic designs and hues. It typically weighs less and is more comfortable to wear, making it perfect for daily wear. Clay jewelry can also be more reasonably priced than jewelry made of precious metals or gemstones while still providing a thoughtful and significant present.

How do you usually find out about new jewelry products or collections? (Select all that apply)

25 responses

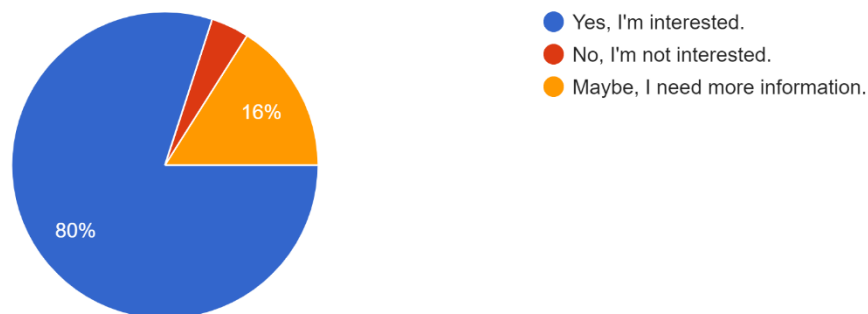


Source: From the internal survey

Here 92% of people have known about their clay jewelry from social media. I think it's because the company is focusing very much on Facebook or Instagram. Also, clay jewelry is eye-catching and easy to share. When something is intriguing, beautiful, or inspiring, people are more likely to share it. Content about clay jewelry is shared via social media channels thanks to its shareability.

Would you be interested in attending workshops or events hosted by Banolata Refractory Limited to learn about clay jewelry making?

25 responses



Source: From the internal survey

80% of people are interested in attending workshops. I think it's because workshops and events provide participants the chance to learn the concepts firsthand from professionals through practical

experiences. Compared to studying through online resources or tutorials, this participatory learning strategy may be more fulfilling and interesting. The social context offered by workshops and events enables like-minded people to connect and share their enthusiasm for jewelry making. As a result, the community of craftsmen may become encouraging and supportive.

3.3 Findings

My main goal is to improve Banolata Refractories progress in clay jewelry and marketing initiatives through the discovery of potent strategies that can accelerate the expansion of similar businesses. To do this, I surveyed customers to learn their opinions of the business, goods, and services, and marketing tactics. The ultimate goal of social media marketing is to increase the sales of the company's goods and services, which will result in revenue for the company. I also learned how customers can be with the company from the poll. The survey revealed that most of the customers want eco-friendly clay jewelry which is fashionable and mostly affordable. Most people have interacted with the company through social media but I think it would be great if the company uses both traditional and digital marketing strategies. A buyer's purchasing choice is heavily influenced by its marketing. By raising awareness, fostering trust, improving perceived value, fostering an emotional connection, and streamlining the purchasing process, marketing plays a critical role in influencing a buyer's purchasing choice.

3.4 Summary and Conclusion:

In this report, I have attempted to provide an outline of Banolata Refractory Ltd. They are doing very well in the auto bricks sector of Bangladesh. The case study illustrates the strategic focus on social media marketing and the successful entry of an auto bricks company into the clay jewelry manufacturing industry. The auto bricks company seems to have made the right choice in diversifying into the production of clay jewelry. The change reveals the organization's flexibility and openness to discovering new markets. They were able to gain traction in the jewelry market by utilizing their already-existing competence in clay-based items. By diversifying the business, it may be possible to create new cash streams and reduce the dangers that come with relying primarily on the car bricks market. The business has found success by concentrating on social media marketing. They have been able to communicate with potential customers, expand their audience, and increase brand recognition thanks to their active participation on numerous social media platforms. Visually engaging content and inventive campaigns have greatly increased brand connection and attention. According to the study, using social media has a favorable impact on brand recognition and online sales.

3.5 Recommendations and Implication:

Following are some suggestions based on my internship experience at Banolata Refractory Ltd:

- They need to market their business using both traditional and digital methods.
- They can include interns in community service or CSR projects.
This not only promotes a positive company image but also provides interns with meaningful employment.
- Solicit client feedback through surveys, reviews, and social media interactions.
To develop trust and loyalty, act on client suggestions and address any complaints as soon as possible.
- They can offer discounts sometimes to both new and existing clients.
- They should monitor and assess the company's performance each month. This makes it simpler to identify problem areas and implement the necessary adjustments for success.
- They can think of working with social media influencers or other online celebrities to promote their clay jewelry. The target market's awareness of and trust in the brand may rise as a result.

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